



THE

GENEVA



# COMMUNITY NEWS

June 28, 1934

5000 COPIES

**SAVE  
CHRISTMAS  
CLUB  
THRIFTIES**



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Cash Discount is given on all your CASH purchases from the stores listed on this page.

This discount is accumulated for you through the year in one of America's largest and strongest banks and remitted to you in one lump sum in CASH just before Christmas.

**GET A CASH RETURN  
NEXT CHRISTMAS  
FROM WHAT YOU SPEND ALL YEAR**

Daylight Grocery, Thomas Grocery Co.—Groceries

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Toole Bros.—Shoes



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

June 28

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.



1934 JULY 1934						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### Legion Fanfare

The favorable results of the first week of the American Legion Fanfare Campaign show very clearly the attitude of the people of Geneva regarding this organization.

Every contribution carries votes for the contestant soliciting and helps them one step nearer their goal, a new 1934 Chevrolet.

Keep in mind there are two cars to be given away, one to the holder of the lucky ticket and one to the contestant receiving the most votes. Help your favorite win by giving them your donation today.

7th Annual Geneva-on-Seneca-Lake Regatta, Saturday and Sunday, July 7 and 8.

### Eat Snakes and Lizards

The Australian and African bushmen think nothing of eating most kinds of snakes and lizards that occur in their native countries. Large snakes, iguanas, lizards and turtles are relished by Indians living in the American tropics, while the Seminoles in Florida and many other peoples eat small alligators and crocodiles.

### Summer Breezes

A new diving tower and pier have been erected at Cottage City Inn, Cottage City, Canandaigua Lake.

Give us a day once in a blue moon when we don't have to make good.

Why not arrange to enjoy your Fourth of July dinner at beautiful Averhill, East Lake Road, Canandaigua Lake? The cool Rathskeller, an innovation of last season, is again open this summer.

Once lemonade was so rare that it was seldom seen except on circus day and the Fourth of July.

Sax Smith and his Cavaliers, whose music is familiar to WHAM listeners throughout this area, has been engaged for the season at Cottage City Pavilion, Canandaigua Lake. Dancing, July 4th, and each Wednesday, Saturday and Sunday evening.

A tall man isn't necessarily high minded.

The Dance Hall at Roseland Park, Canandaigua Lake, is now open every night except Monday. Reggie Johnson's Orchestra will be the attraction from June 26 through July 8, after which it will be the park policy to present a different orchestra each week, starting on Tuesday nights.

You may be sure no ancestors of yours left \$80,000 in a bank 100 years ago, unclaimed.

A fine place for a summer home—"Wyckoff Glen," East Shore Seneca Lake.

The Sutherland Radio Service, formerly of 72 Grove street is now located at 388 Exchange street, corner Tillman street.

### White Phosphorous Banned

White phosphorous, which once was used in making matches and caused many cases of the industrial disease called "phossy jaw," is prohibited in the match industry by every civilized country.

### EASY WASHER SHOP

We Service All Makes of Washers and Cleaners. Wringer Rolls a Specialty.

Reasonable Rates

17 E. CASTLE STREET PHONE 6323

### CUT FLOWERS—POTTED PLANTS

FLORAL DESIGNS  
Snapdragons—Asters—Petunias  
Geraniums

### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

### Lake Shore Lots For Sale

"Wyckoff Glen" about 3½ miles north of Willard on Lake Shore Road from Willard to Geneva, finest lots in Finger Lakes Region. Property recently improved.

### COLE & WYCKOFF

94 Seneca Street GENEVA, N. Y.

### KERN'S HEALTH HOME

For Convalescents and Permanent Home for Aged

488 Castle St. Phone 5975

DRAIN REFILL WITH



**TEXACO**

CRACK-PROOF MOTOR OIL

at our station then LISTEN  
to your motor with perfect  
lubrication

**RICKELS**

Service Station

LAKE STREET Phone 2920

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**Baer vs. Carnera—Fight Pictures**

Battle of the Century, Baer vs. Carnera fight pictures round for round and blow for blow open a three day engagement starting Thursday of this week at Schine's Geneva. The feature picture shown with the fight pictures is "FOG OVER FRISCO" starring Betty Davis and Donald Woods.

Sunday and Monday brings you Kay Francis and Warren Williams in a screen play by Charles Kenyon, "DOCTOR MONICA".

On Tuesday and Wednesday, July 3 and 4, the celebrated team Wheeler and Woolsey in a hilarious comedy "COCKEYED CAVALIERS".

Coming Thursday and Friday, July 12 and 13: Gilbert and Sullivan's comic opera, "H. M. S. PIN-AFORE" with a chorus, cast and orchestra selected from the outstanding talent from Geneva and surrounding territory, all under the direction of Stuart Gracey, chairman of Opera for the New York Federation of Music Clubs.

Cast and Orchestra will number approximately 250. No advance in regular admission prices.

**Scott Hid Name**

For many years Sir Walter Scott's novels were published anonymously, for Scott, seriously and with good reason, believed that if he put his name to "Waverly" and "Guy Mannering" he would injure his reputation as a poet and even his character as a gentleman—a good commentary on the social standing of the novelist in his days.

**For Your Next Outing**

Iroquois Beer and Ale      Nectar Beer and Ale

From Half Cases Up

We Deliver.

**M. ILACQUA, Distributor**

Phone 3375

186 Exchange Street

**Matrons and Patrons Association to Hold Meeting**

Members of the Matrons and Patrons Association, Eastern Star of Ontario-Seneca-Yates District, will hold their meeting at the home of Mr. and Mrs. Fred E. Dean, Dresden, N. Y., Friday, June 29 at 3 o'clock. Associate Matrons of the Chapters are invited to attend.

**Announcing . . .**

**Sax Smith**

(IN PERSON)

AND HIS CAVALIERS — FOR THE SEASON

Featuring BOB HEMMING Famous Radio Star  
and MISS CONNIE GANGE — Lovely Lady Vocalist

Every Wed., Sat., and Sun., including July 4th

**COTTAGE CITY PAVILION**

G. D. GAGE

**SPEND JULY 4th**

at

**COTTAGE CITY INN**

East Side Canandaigua Lake

STEAK — FISH and BROILER DINNERS  
ALL LEGAL BEVERAGES

Picnic Park — Dance Pavilion — Excellent Bathing

GEO. F. COCHRANE, Prop.

**MAMMOTH DISPLAY FIREWORKS**

**JULY 4th AND EVERY WEDNESDAY NIGHT**

**ROSELAND PARK, Canandaigua Lake**

**FREE PARKING**

**DANCE TO**

**JUNE 26-JULY 8—REGGIE JOHNSON'S ORCH.**

**JULY 10-15—LEW REDMAN'S BELLHOPS**

**JULY 17-22—DON LANG and HIS NORMALEONS**

**JULY 24-29—JAN CAMPBELL and HIS WASH. & LEE ORCH.**

**FREE PICNIC TABLES and FIREPLACES. MAKE RESERVATIONS FOR PICNIC NOW.**



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Lemon Sponge Cups

- 1 cup sugar.
- 2 tablespoons butter.
- 3 eggs.
- 1½ cups milk.
- 5 tablespoons lemon juice.
- Rind of one lemon (grated).
- Pinch of salt.

Cream butter and sugar, add flour, salt, lemon juice and grated rind. Stir in beaten egg yolks mixed with milk. Fold in stiffly beaten egg whites. Pour mixture into custard cups, set in pan of water and bake in moderate oven 45 minutes.

L. M. A., Argyle St.

## Jellied Salmon

- 2 teaspoons salt.
- ½ teaspoon mustard.
- ¼ teaspoon pepper.
- ¾ tablespoon gelatine.
- 1 egg yolk.
- 1 tablespoon butter.
- 3 tablespoons vinegar.
- ½ cup of milk.

Cook the above in double boiler stirring constantly until mixture coats the spoon. Strain and allow to stand until it begins to thicken. Pour over a can of Salmon picked into small pieces. Fold in ½ cup of stiffly beaten cream, mold and chill.

Mrs. D. L. W., Genesee St.

## Shrimp and Pineapple Salad

- 1½ cups fresh cooked or canned shrimp.
- 1½ cups diced pineapple.
- Salt.

## CHILD PORTRAITS

Made in your home or garden  
No additional charge

**The Stewart Studio**  
(Formerly Gilmore's)

35 SENECA ST. Phone 2183

Paprika.

Clean shrimp, cut in pieces and chill. Mix shrimp, pineapple, seasonings and enough mayonnaise to hold together. Serve on lettuce leaves and garnish with stuffed olives.

Mrs. L. M. H., William St.

## Strawberry Tapioca

- 2 cups strawberries.
- ½ cup tapioca.
- 1½ cups water.
- 1½ cups berry juice.
- ½ cup sugar.
- 1 tablespoon lemon juice.
- 1 teaspoon butter.
- ¼ teaspoon salt.

Crush berries, sweeten to taste and let stand 1 hour. Heat water, add tapioca and salt and cook in double boiler for 15 minutes, stirring frequently. Add butter, berry juice and sugar and remove from fire. Add lemon juice and crushed berries. Chill and serve in sherbert glasses garnished with whipped cream and whole berries.

N. G., Angelo St.

## C. J. BRADY

Re-Filtered City Water  
**ICE**



The Only  
Conditioned Air  
Refrigeration

110 LAKE ST.

Phone 2740

7th Annual Geneva-on-Seneca-Lake Regatta, Saturday and Sunday, July 7 and 8.

## Where Whoppers Breed

"Can any of you," the teacher asked, "tell me what 'amphibious' means, and give a sentence to illustrate?"

A bright little Negro held up his hand. "I know, sah! It's fibbing. Mos' fish stories am fibious!"—Boston Transcript.

## Castle Street Market

Phone 2151 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork  
Sausage

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.**

## Trimfoot for Callouses

IF YOU are suffering with burning, stinging callous pains, let us fit your shoes with Trimfoot. Gives instant relief. So thin, you don't know it's there. Only \$1.00.



\$1

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SHOES  
FOR  
WOMEN  
\$5.00 \$6.00

Main Floor

**J. W. SMITH DRY GOODS CO.**

"Where the Food is as Fine as the View"

**DINNERS - ONE DOLLAR**

(also \$1.25)

**LUNCHEONS**

85c

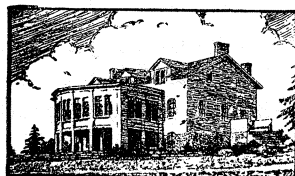
Sunday Dinners—Served from 12 to 8 P. M.

Mrs. C. J. Averill

(Overnight Guests)

Phone Canandaigua 166-J.

(Visit our Rathskeller)



**Averhill**

EAST LAKE ROAD CANANDAIGUA, N.Y.

**\$1  
EACH**

What number was in the copy of the "Community News" you received on June 21? Was it No. 251? Or possibly No. 4182.

If the holders of either of those copies will mail them to us, complete, within one week, **Together with a Sales Slip** showing that a purchase of goods or service to the amount of \$1.00 or more has been made from any one of our advertisers, we will pay \$1.00 each for the copies in question.

Mail copies to Geneva Community News, P. O. Box 146, Geneva, N. Y.

Look thru today's issue carefully for additional winning numbers—good for two theatre tickets each.

#### Birds in North America

The bureau of biological survey says that there are 802 specimens of native birds in North America, north of Mexico. This number includes more than 1,400 sub-species. As far as individual specimens are concerned, it is estimated that there are two birds per acre in the United States and Canada.

There are one and one-half drivers to every auto in the United States. The sad part is that the half-drivers are at the wheel most of the time.—*Wichita Eagle*.

## A Few Light Remarks About Some Very Light Summer Togs.

A Summerful of Hot Weather Comfort and Peace-of-Mind in Every Garment.

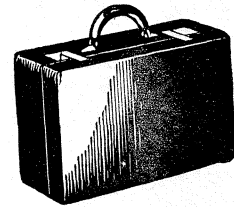
MEN'S SANFORIZED TROUSERS.....	\$1.95 - \$2.75
WHITE COLLAR ATTACHED SHIRTS.....	\$1.15 to \$1.95
WHITE FLANNEL TROUSERS.....	\$5.00 - \$6.50
SLEEVELESS SLIP-ONS.....	\$1.25 - \$1.95
LIGHT SUMMER HOSE.....	25c - 35c - 50c
POLO SHIRTS (Half Zipper).....	\$1.00
COTTON PULL-OVER (Terry Knit).....	95c
MEN'S SPORT SHIRTS.....	\$1.35

**Baker & Stark, Inc.**  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre

## Brandow's Luggage Headquarters



Trunks, Wardrobes, Steamer, Army Locker, Hand Trunks  
In fact any type trunk that you would need.

We have a complete stock of hand luggage, including Over Nite Cases, Gladstone Wardrobe, Hat Boxes, and many other styles. See our luggage window.

SHOE VALUES  
**BRANDOW'S**

70 Seneca Street

E. J. SHOES

Geneva, N. Y.

## Lintex Table Cloths

GUARANTEED ABSOLUTELY STAIN PROOF

Will Not Crack, Peel, Chip or Discolor

54-inch SQUARES .....\$1.39

54x72-INCH CLOTHS .....\$1.59

White, Figures and Colors

—WE GIVE CHRISTMAS CLUB THRIFTIES—

**HOWARD DRY GOODS CO.**

## Hot Weather Specials

WINDOW AWNINGS, two color.....98c

THERMOS JUG, 1 gal. size; each.....\$1.50

ELECTRIC FANS, 8-inch size.....\$2.95

BEVERAGE BASKETS, for shore dinner \$1.75

—WE GIVE XMAS CLUB THRIFTIES—

**Cooney, Watts & Cooney**

HARDWARE

513 Exchange Street

Phone 2170



## CHRISTMAS THRIFTIES MAKE HIT WITH LOCAL SHOPPERS

The nationally known Christmas Club, a corporation with executive offices at 461 Eighth Avenue, New York City, sponsors of the service bearing its name and used by thousands of banking institutions throughout the U. S., have recently started a new plan, known as Christmas Club II, applicable to retailers.

The inauguration of the original Christmas Club dates back to 24 years ago. The idea at that time was to find a method that would effect a closer contact between the public and the banker, to stimulate banking habits and to create a psychological urge for thrift development.

After many years of study and far flung research and a careful analysis of human impulses, Herbert F. Rawll, who is founder and President of Christmas Club, a Corporation, a national organization of thrift development, has developed another Christmas Club idea which promises to mark a new era in retail merchandising. The plan, unlike the Christmas Club at the banks, offers an opportunity of building an extra fund for Christmas as you buy the necessities, comforts and luxuries of life. It is a save-as-you-spend plan.

The achievement and success of the Christmas Club is based on that psychological appeal and intriguing urge of "saving for a purpose," of storing away money in small amounts during the year, when it is felt the least and the reward of getting it all back, in one lump sum, when it is needed most.

Banks and the public alike have supported and approved the Christmas Club idea to the extent that as many as 11,000,000 people have accumulated more than \$600,000,000.00 in one year, in 8,000 banks.

The new save-as-you-spend plan, is known as Christmas Club II, and is operated by retail stores. It is designed to assist and stimulate retail buying as it presents the same intriguing appeal to store customers as the original plan holds for bank customers.

Merchants identified with the new activity, in effect, through the facilities of the Christmas Club Corporation, start a special savings account for the exclusive benefit of their customers subscribing to the plan. Into this savings account is deposited for these merchants, an amount to redeem Christmas Club Thrifties. Thrifties are given with all purchases. One with a 25c purchase, two with a 50c purchase, etc.

The redemption value of these Thrifties is  $\frac{1}{2}$  cent each and may be amassed in a special Thrifties pass book provided, without cost, to the customer by the merchant. Thrifties, then represent a 2% discount on all purchases.

A list of Geneva merchants enrolled in the plan will be found on page 1 of this issue.

It is said that this plan makes a valuable contribution to the "New Deal" as it contemplates attraction of a few pennies saved on an individual transaction and substitute a greater attraction of accumulating these pennies into a substantial year end accumulation remitted in one lump sum. That is the link with the original Christmas Club idea—"Save-for-a-Purpose".

PLYMOUTH STD. COUPE.....\$585.00  
PLYMOUTH STD. COACH.....\$608.00

Delivered

## Seneca Motors

SALES AND SERVICE

M. W. STANTON      Phone      Lafayette Highway  
Proprietor      2613      GENEVA, N. Y.

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GENEVA, N. Y.

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## GENEVA COMMUNITY NEWS

Phone 2108

## Now Open For Business In My Own Shop

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RICKEL'S TEXACO SERVICE STATION  
on LAKE STREET

Specializing in

General Repairing - - - Wheel Alignment  
Brake Service

**EARL G. STRATTON**

## HERE IS YOUR NUMBER

Save this complete copy  
and watch for next  
week's issue

**Nº 1671**

## Schine's Geneva Theatre

Thur., Fri., Sat.  
June 28-29-30

Extra! Extra!  
Official

**BEAR vs.  
CARNERA**

Fight Pictures  
Round for  
Round  
—plus—

**"FOG OVER  
FRISCO"**

with

Betty Davis and  
Donald Woods

Sunday, Monday, July 1-2  
The Heart-cry of Thwarted Motherhood

*Dr. Monica*



WITH  
*Kay*  
**FRANCIS**

WITH  
JEAN MUIR  
WILLIAM  
TEASDALE

**A STORY NEVER WHISPERED  
...EVEN BY WIFE TO WIFE!**

**JULY  
4TH**

Wheeler and Woolsey  
**"COCKEYED CAVALIERS"**

**VERIFIED**

**Esso**

**LUBRICATION**

**Wilson's Esso Station**

Privately Operated

LAKE STREET

Phone 4082

**DEPENDABLE**

Ask Our Many  
Satisfied Customers



**Russell-Hart Chevrolet**

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

### "SAYINGS"

"God never closed a door unless  
He opened another."

"Give the world the best that is  
in you and the best will come back  
to you."

"When you are good to others  
you are best to yourself."

"Telling your troubles to your  
friends will not rid you of your  
troubles but it may rid you of your  
friends."

"When you reach the end of your  
rope, tie a knot in it and hang on."

"They don't run the race over for  
losers."

### First Balloon Trip in U. S.

The first balloon voyage in the  
United States was made by Blanch-  
ard of France in George Wash-  
ington's presence in Philadelphia,  
January 9, 1793.

Geneva Community News—"An  
Advertising Medium of Distinc-  
tion."

## ANNOUNCEMENT

THE OFFICE OF

**S. & T. D. BEARD**

— JEDDO AND HIGHLAND COAL —  
— SEMET-SOLVAY COKE —

**WILL MOVE JULY 2  
TO 93 CASTLE ST.**

Opposite Genesee Street

**JULY 1ST**—The price of Egg, Stove or Nut Coal will advance  
\$.50 per ton; Pea Coal \$.25 per ton





## THE FUNNYBONE



### Bait

The young lady from the East was spending her vacation on a dude ranch in Wyoming. One day she noticed a cowboy pulling a long rope, so she inquired, "What do you use that rope for?"

"I use it to catch cows with, ma'am," replied the man.

"Well," persisted the guest, "what do you use for bait?"

### Clever—Those Spiders

Mistress—"Mary, what's the reason for those cobwebs on the ceiling?"

Servant—"I dunno, mum. I guess there must be spiders in the house."

### JANITROL GAS BURNER

Heats your house from the push of a button — installed by

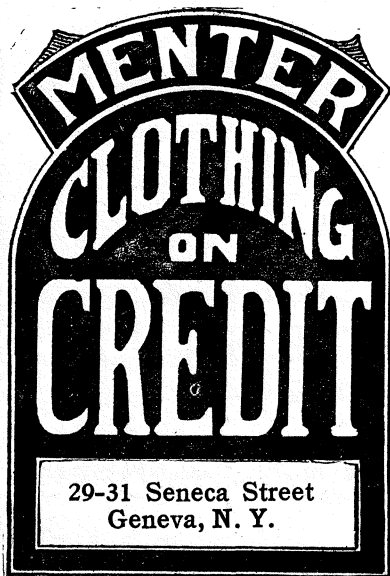
### J. A. PONTIUS

90 Elm St.

Phone 4575

### Trautman & Smith FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Members F. T. D.)



### Mamma Knows

Bill Collector—Your husband is the hardest man to get money out of that I've ever met.

Wife—That's what I'm always tellin' him.

### Biggest Noise

"So Jim was the life of the party."

"Yes! He was the only one who could talk louder than the radio."

### Speed and Accuracy

Head of Business College—"In teaching shorthand and typewriting we are strong on accuracy."

Inquirer—"How are you on speed?"

"Well, of last year's class, six married their employers within six months."

### Dumb Buffalo

An efficiency expert was sent out in the Colorado mountains to advise the miners. One old miner, driving the expert through the snow and cold, spread a buffalo laprobe over the knees of both of them as they sat side by side.

"You ought to turn the hair on the inside," said the expert; "don't you know it's a great deal warmer to have the hair next to your body?"

The old miner obeyed, and then sat there chuckling.

"What are you laughing about? Are you laughing at me?" exclaimed the expert, with an air of dignity.

"No," replied the miner, finding it difficult to restrain himself, "I was just thinking about the buffalo. What a fool he was all his life long not to know a simple thing like that!"

We will exchange two theatre tickets for copy No. 550 of our June 21 issue. Also for copy No. 1223.

### LE BRUN'S RADIO SERVICE

Tubes—Replacement Parts in Stock for Any Make Radio  
Phone 3921

Copy No. 3823 of our June 21 issue is good for two theatre tickets if mailed to us, complete, at once. So is copy No. 2346.

### Chester Phillips

Watch, Clock and Jewelry Repairing  
10 CASTLE STREET  
(Next to Clarke's Drug Store)  
Work Called for and Delivered  
PHONE 3654



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SCRANTON  
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CLEVELAND

PHILADELPHIA  
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FOR TICKETS AND  
INFORMATION CONSULT  
LOCAL TICKET AGENT OF  
**FRANK MARTZ  
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### HERBERT W. GRAVES

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BETTER MEATS  
CLEANER MEATS

and

QUICKER SERVICE

Come to

### BERG'S MARKET

96 Elm St. Phone 2864

Two Products of Distinction

**"ROYAL BOX" DRY GIN "GOLD CUP" STRAIGHT WHISKEY**

Pints 90c — Fifths \$1.45

Pints \$1.00 — Fifths \$1.60

LADIES: We have a real assortment of inexpensive FINE TABLE WINES

**T. J. COMISKY**

WINE AND LIQUOR STORE

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635—We Deliver

**Radio Flashes**

By RALPH LeBRUN

Mrs. Franklin D. Roosevelt will be heard July 9 over N. B. C. from a Century of Progress sponsored by Simmons beds.

When Will Rogers completes his present Sunday evening series over WHAM—NBC his place will be filled by broadcasts originating abroad. The first on July 15 from London; on later programs Berlin, Paris, and Vienna will be heard.

On June 12, WHAM's antenna system was struck by lightning,

smashing the huge insulators to dust and piling three-quarters of a ton of aerial on the ground. Two hours later an emergency antenna was in operation. That night after sign-off, aided by a battery of ground lights, new cables were placed in position. It takes two hours of work on a two-man winch to lift the antenna into position.

Eddie Cantor will return in the fall over the Columbia network sponsored by the makers of Pebecco toothpaste.

If on your next trip to New York, you wish to see your favorite radio star in action write the sponsors in care of the network carrying the program. They will supply tickets to the broadcasts. The addresses are: National Broadcasting Co., 30 Rockefeller Plaza, New York, and Columbia Broadcasting System, 485 Madison Ave., New York City.

Clyde Morse, Program manager and announcer of WHAM has resigned in order to devote more time to concert piano work and teaching. Prior to his connection with WHAM in 1929 Morse was featured by west coast stations and RKO vaudeville. He is well known for his daily broadcasts "Among My Souvenirs." His place as program manager will be filled by Ken Loy-sen.

A new network is in the making with WMCA as the key station in New York. By fall they expect to have stations as far west as St. Louis.

Radio, the great educator. From one program we learn that this summer it is toenails that are to be "glorified." What next?

**JO-HOLZ sez --**

for the Fourth of July, wear a Pair of White or Gray Flannels at .....\$2.98 to \$4.98  
White Striped Cotton Sanforized Slacks at.....\$1.95 and \$2.25

**Lewis & Holz**

480 Exchange Street

**GOOD  
USED CARS**

'33 Ford DeLuxe Coupe, V8  
'33 Ford DeLuxe Rd., V8  
'33 Ford Pick-up, 4 Cyl.  
'31 LaSalle Sedan  
'31 Studebaker Sedan  
'31 Chevrolet Rd.  
'30 Studebaker Sedan  
'30 Essex Coupe  
'30 Chrysler Sedan  
'28 Chrysler Coupe  
'28 Chevrolet Coach  
'28 Pontiac Sedan  
Studebaker, 7-Pass. Sedan

**GENEVA AUTO CO.**

145 Castle St. Phone 2614

**ONE  
to  
TEN**

One out of every ten persons is injured or killed accidentally each year.

Can you afford to be without Accident Insurance?

**D. MAX HENRY**

94 Seneca St. Phone 6123

UNDER NEW MANAGEMENT—

**ESSO SERVICE STATION**

EXCHANGE ST. and RAILROAD PL.

Your Patronage Appreciated

MACKY DeSIO

A. RENZI



### The Samoyed Dog

In his native countries, the Samoyed dogs born in higher altitudes were always pure white, while those born farther south were of various colors resembling the Newfoundland. In winter, the color of their nose changes from black to brown—returning to black with the approach of warm weather.

### Habits of Squirrels

Differing from the red squirrel in the way he stores his winter's food supply, the gray variety doesn't stock his provisions in an old hollow tree, but buries it in the ground, each nut in a separate place, and then paws the snow away and scratches it up when hunger sets in in the cold winter months.



### Mr. Merchant:

**D**ON'T let hot weather carry you into a slump! Two months of just "lagging along" can tear down all you've gained since the first of the year. Stanton-Superservice is here for your use in fighting the needless summer slump. Get it.

**FREE at the**  
**Geneva Community News**

### Winnek Post Drum and Bugle Corps Wins Competition

Six American Legion Bugle and Drum Corps competed before more than 5,000 persons at the Newark Airport last Sunday afternoon in a celebration sponsored by Washington Post of Newark on the opening day of Old Home Week.

The corps from Geneva won first place. The contest was conducted by Frank Kluck of Painted Post, chairman of drum corps for the seventh district, and was according to state rules regarding bugle and drum corps competitions.

Among high officials of the legion present were: State Commander Robert Minnich, who announced the winners; James Quinn, grand chef de gare of the 40 and 8, and George Clancey, past vice-commander, of Rochester.

### Leisure in the Barnyard

A family which had struggled for years with poverty, had suddenly come into possession of a considerable fortune. They purchased a farm and stocked it with cows, pigs, and chickens.

One day a visitor was being shown over the place by the young daughter of the owners. "Do your hens lay many eggs?" he asked.

"Oh, they can, all right," haughtily replied the girl. "But, of course, in our position it isn't necessary."

When making purchases from our advertisers will you kindly say: "I saw your ad in the GENEVA COMMUNITY NEWS?"

\*\*\*\*\*

**We Too**

**CARE FOR YOUR TREES**

so Our Service Embraces  
All Special Tree Needs

**FEEDING — PRUNING**  
**BRACING — SURGERY**  
**SPRAYING**

(Examine your choice Evergreens—if they show browning, especially in the center, they should be sprayed).

**Wayne W. Thomas**

Phone 2319 Geneva, N. Y.

\*\*\*\*\*

### What Advertising Does

When someone starts advertising,  
Someone starts buying;  
When someone starts buying,  
Someone starts selling;  
When someone starts selling,  
Someone starts making;  
When someone starts making,  
Someone starts working;  
When someone starts working,  
Someone starts earning;  
When someone starts earning,  
Someone starts buying.

An endless chain, so to speak, and the merchant who doesn't advertise and advertise regularly is doing nothing if he isn't breaking links in this endless chain—N. E. A. Service Letter.

**Mr. Business Man**—The Geneva Community News offers you a distinctive, efficient, economical advertising opportunity.

### Please Note

Ad space in "The News" must be reserved by Saturday noon, preceding date of publication. Copy may be taken in on Monday, but space must be reserved by Saturday noon.

Reading items must be in by Monday noon. Reading notices of events of public interest are published without charge. This applies to Waterloo, Phelps, Ovid and Willard, as well as Geneva.

Say you read it in "The Geneva Community News".

## A Copper-Bound Asphalt Shingle Roof

is worth two ordinary Asphalt Shingle Roofs, and costs less.

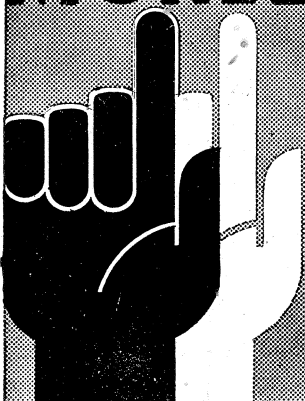
Compare Copper-Bound Shingles and get our installed cost - - - -

Before you buy elsewhere or out of town

## J. A. PONTIUS

90 Elm St. Phone 4575  
GENEVA, N. Y.

## MONEY 4 LOAN PLANS



### 20 REPAYMENT PLANS

If you are looking for a quick, easy and practical way of settling old and current bills... call on us. We will lend you the exact amount of cash you require on a Plan that will satisfy you and fit your income. We make Furniture, Auto, Co-Maker or Endorsed Note and Combination Loans.

COME IN...WRITE...or 'PHONE

UP TO  
\$300  
IN 24 TO  
48 HOURS

## PERSONAL FINANCE COMPANY

OF NEW YORK

PHONE: Auburn 251  
120 Genesee St., Auburn,  
New York  
Licensed by N. Y. S.  
Bank Dept.  
Apply J. J. PRYOR,  
461 Exchange St.,  
Geneva, N. Y.

LOANS MADE IN NEARBY TOWNS

## Colonel B. CHEERIO



© CARSON, FLETCHER  
OSBORN, INC.

**"CONGRATULATIONS, MR. KELLER!—  
YOU'VE A PERFECT VINTAGE CELLAR!"**

**TIPS!** Let wines stand 10 days before pouring... so the sediment settles to the bottle bottom. Serve white wines COLD, iced if you like. Red wines at ROOM

temperature. A quart serves 8 persons twice... glasses half full.

**BE prepared...with our  
FAMOUS VINTAGES!**

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

# LEGION DRUM CORPS FANFARE

June 15th to July 16th

---

## TWO POPULAR MAKE 1934 CARS TO BE GIVEN AWAY

One to Holder of Winning Ticket -- One to Contestant Receiving Most Votes

### Help Your Favorite Contestant

\$ .25 DONATION .....	100 VOTES
1.00 DONATION .....	400 VOTES
5.00 DONATION .....	2000 VOTES
10.00 DONATION .....	4000 VOTES

EXTRA VOTES WILL BE GIVEN AS FOLLOWS: EACH \$5 DONATION WILL GIVE CONTESTANT 400 ADDITIONAL VOTES; EACH \$10 DONATION WILL GIVE CONTESTANT 1000 ADDITIONAL VOTES.

---

### Benefit of Winnek Post Drum and Bugle Band Uniform and Equipment Fund

---

AWARDS TO BE MADE BY BOARD OF DIRECTORS (made up of prominent Geneva Business Men) AT THE LEGION HOME, MILTON ST., GENEVA, N. Y.

Monday, July 16, at 8. P. M.

---

HEADQUARTERS - - ALGONQUIN HOTEL





THE

GENEVA



# COMMUNITY NEWS

July 5, 1934

5000 COPIES

## LEGION DRUM CORPS FANFARE

June 15th to July 16th

Benefit of Winnek Post Drum and Bugle Band  
Uniform and Equipment Fund

## TWO POPULAR MAKE 1934 CARS TO BE GIVEN AWAY

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### Help Your Favorite Contestant

Miss Edith Astrup,  
Willard, N. Y.

Miss Evelyn Carson

Miss Isabelle Calabrese

Miss Francis DeJohn

Mrs. Edward Hayes

Miss Hilda Judd

Miss Catherine Keleher

Mrs. Marion Ninestien

Mr. Anthony Reale

Miss Marion Wooden

Mrs. Lillian Wyatt

\$ .25 DONATION .....	100 VOTES
1.00 DONATION .....	400 VOTES
5.00 DONATION .....	2000 VOTES
10.00 DONATION .....	4000 VOTES

Extra votes will be given as follows: each \$5 donation will give contestant 400 additional votes; each \$10 donation will give contestant 1000 additional votes.

Awards to be made by Board of Directors (made up of prominent Geneva Business Men) at the Legion Home, Milton St., Geneva, N. Y., Monday, July 16, at 8 P. M. Not necessary to be present to win car.

HEADQUARTERS - - ALGONQUIN HOTEL



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

July 5

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Willard,  
Waterloo and Phelps.

1934		JULY							1934	
SUN	MON	TUE	WED	THU	FRI	SAT				
	1	2	3	4	5	6	7			
8	9	10	11	12	13	14				
15	16	17	18	19	20	21				
22	23	24	25	26	27	28				
29	30	31								

### The American Legion Fanfare

The campaign now in progress to secure funds for new uniforms for the Drum and Bugle Corps of the American Legion has a definite place in the civic life and interest of every Genevan.

Since the conception of this organization in 1929 they have been a real success and a source of satisfaction to every one. They have existed solely on the prizes they have won and this was made possible only by the untiring efforts and cooperation of every member, plus hours of study and drill each week.

There is no other means of advertising our fair city more adequately than by sending our own Drum and Bugle Corps out on the field of competition fully equipped and with the satisfaction that every citizen of Geneva has done his or her part to make victory certain.

The Drum and Bugle Corps have always been ready to do their share in any undertaking of the city or the various organizations within the city. National holidays would certainly be incomplete without the familiar sound of the Drum and Bugle Corps.

### Summer Breezes

Free Picnic Grounds and tables are available for your family picnics at Cottage City Inn, Cottage City, Canandaigua Lake.

The management of Roseland Park, Canandaigua Lake has announced a series of free acts to be changed every week throughout the season. The Fourth of July attraction was a balloon ascension, featuring a boy sixteen years of age in a spectacular parachute jump.

Averhill, on the East Lake Road, Canandaigua Lake—for that Sunday dinner is ideal.

The Seventh Annual Geneva-on-Seneca-Lake Regatta, Saturday and Sunday, July 7 and 8 promises to be exciting, and a large crowd is expected.

### Help Your Favorite Contestant

Read over the following list of contestants in the Legion Fan Fare campaign and help your favorite win a new 1934 automobile by making your donation through them.

Miss Edith Astrup, Willard, N. Y.  
Miss Isabelle Calabrese.  
Miss Evelyn Carson.  
Miss Francis DeJohn.  
Mrs. Edward Hayes.  
Miss Hilda Judd.  
Miss Catherine Keleher.  
Mrs. Marion Ninestien.  
Mr. Anthony Reale.  
Mrs. Lillian Wyatt.  
Miss Marion Wooden.

The regular meeting of Winnek Post American Legion Auxiliary will be held Thursday night, July 5th at the Legion Home on Milton Street. At that time plans will be discussed for the County Card Party.

### Announcement

The S. & T. D. Beard Coal Co. have removed their office to No. 93 Castle St., opposite Genesee St.

### EASY WASHER SHOP

We Service All Makes of Washers and Cleaners. Wringer Rolls a Specialty.

Reasonable Rates

17 E. CASTLE STREET

PHONE 6323

### CUT FLOWERS—POTTED PLANTS

#### FLORAL DESIGNS

Snapdragons—Asters—Petunias  
Geraniums

### Hamilton Gardens

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

Lake Shore Lots For Sale  
"Wyckoff Glen" about 3½ miles north of Willard on Lake Shore Road from Willard to Geneva, finest lots in Finger Lakes Region. Property recently improved.

### COLE & WYCKOFF

94 Seneca Street

GENEVA, N. Y.

### KERN'S HEALTH HOME

For Convalescents and Permanent Home for Aged

488 Castle St.

Phone 5975

**CRACK-PROOF** oils are  
**LONGER-LASTING** oils

*we sell* **TEXACO**  
*the only*  
**"CRACK-PROOF" OIL**  
*on the market*



*Try a filling here*

### RICKELS

Service Station

LAKE STREET

Phone 2920

### G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**Announcing . . .**

## **Sax Smith**

(IN PERSON)

AND HIS CAVALIERS — FOR THE SEASON

Featuring BOB HEMMING Famous Radio Star  
and MISS CONNIE GANGE—Lovely Lady Vocalist

Every Wed., Sat., and Sun., including July 4th

### **COTTAGE CITY PAVILION**

G. D. GAGE

## **COTTAGE CITY INN**

East Side Canandaigua Lake

STEAK — FISH and BROILER DINNERS

ALL LEGAL BEVERAGES

Picnic Park — Dance Pavilion — Excellent Bathing

GEO. F. COCHRANE, Prop.

### **HERE IS YOUR NUMBER**

Save this complete copy  
and watch for next  
week's issue

**Nº 2430**

### **SCHINES GENEVA THEATRE**

Starting Thursday, July 5th for a two-day engagement Shirley Temple the adorable little girl of "Little Miss Marker" comes to you again in "BABY TAKES A BOW" with James Dunn and Claire Trevor.

Saturday July 7th one day only, a mixed-up comedy of matrimonial errors "HERE COMES THE GROOM" starring Jack Haley, Patricia Ellis, Mary Boland and Neil Hamilton.

Sunday and Monday Schine's Geneva presents the screen play of the book that swept the nation! "LITTLE MAN WHAT NOW." As Elsie Robinson the famed syndicate writer says: "Here are two loving, living, frightened, stupid, brave youngsters and their story is our modern world. It is the story of the struggle of two plain young people in a society robbed of beauty, decency and dignity by the greedy, powerful and selfish!" Featuring Margaret Sullavan, Douglas Montgomery, Fred Kohler, Alan Hale, Mae Marsh, George Meeker, Muriel Kirkland, DeWitt Jennings, Hedda Hopper. From the novel by Hans Fallada.

She had driven past a red light, then stalled her car in the midst of heavy traffic, made a left turn against the light, and finally pulled over to the curb and started to park against a water plug.

A policeman rushed over to her. "Lady!" he shouted, "are you familiar with *any* of the rules governing drivers?"

She looked up at him with a lovely smile. "Why, yes, officer," she said. "What would you like to know?"—*Christian Science Monitor*.

## **HAVE YOU TRIED**

IROQUOIS BEER and ALE

NECTAR BEER and ALE

We Deliver

**M. ILACQUA, Distributor**

Phone 3375

186 Exchange Street

## **ROSELAND PARK, Canandaigua Lake**

FREE PARKING

**MAMMOTH DISPLAY FIREWORKS EVERY WEDNESDAY NIGHT**

**FREE**

**VAUDEVILLE ACTS**

**FREE**

A NEW ACT EVERY WEEK

**Dancing Every Night Except Monday**

JUNE 26—JULY 8—REGGIE JOHNSON'S ORCH.

JULY 10-15—LEW REDMAN'S BELLHOPS

FREE PICNIC TABLES and FIREPLACES. MAKE RESERVATIONS FOR PICNICS NOW.



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Pecan Cookies

3 egg whites  
4½ tablespoons flour  
1½ cups brown sugar  
¾ lb. or 3½ cups pecan meats

Beat egg whites very stiff, add flour into which has been mixed the sugar and salt. Stir in broken pecan meats and drop in small amounts, about ½ teaspoon on greased baking sheet. Bake 5 to 10 minutes in hot oven.

L. C., Center St.

## Pineapple Sherbet

1 teaspoon gelatine  
4¼ cups water  
1 cup sugar  
Juice of 3 lemons  
1 small can grated pineapple

Soak gelatine in ¼ cup of cold water for 10 minutes. Cook sugar and 2 cups of water for 5 minutes. Add dissolved gelatine, lemon juice, pineapple and remaining 2 cups of water and freeze.

I. T., Andes Ave.

## Mocha Milk Shake

2 tablespoons grated chocolate  
3 tablespoons hot water  
½ cup rich milk  
1 cup strong coffee  
2 tablespoons sugar  
½ teaspoon vanilla

Melt chocolate in hot water, add other ingredients in order given. Shake well with cracked ice. 1 large or 2 small servings.

## CHILD PORTRAITS

Made in your home or garden  
No additional charge

## The Stewart Studio

(Formerly Gilmore's)

35 SENECA ST.

Phone 2183

## Chocolate Cream Roll

4 egg yolks (beaten until lemon colored)  
⅔ cup sugar beaten into egg yolks  
2 sq. chocolate (melted and added to above)  
5 tablespoons all purpose flour  
¼ teaspoon baking powder  
¼ teaspoon salt

Sift dry ingredients and add to first mixture, and lastly fold in the 4 beaten egg whites flavored with vanilla. Pour into shallow greased pan and bake in hot oven (400 degrees) for 12 to 15 minutes. When cake is baked, turn out on towel dusted with powdered sugar. Roll towel up along with cake and when cool, unroll and spread cake with following:

1½ cups heavy cream whipped stiff with ⅓ cup confectionery sugar, flavored with vanilla. Roll up and dust with powdered sugar.

P. S., Pulteney St.

## Cauliflower Duchesse

1 medium cauliflower  
2 tablespoons butter  
3 tablespoons vinegar  
¼ teaspoon salt  
2 tablespoons chopped pimento  
2 tablespoons chopped green pepper

Cook cauliflower until tender, drain and separate into flowerets or leave whole if desired. Pour over sauce made by melting butter, adding to it the vinegar, salt, chopped green pepper and pimento. Serves six.

Mrs. F. A., Catherine St.

What are your favorite summer salads, cold meat dishes or other hot weather specials? Why not get a theater ticket for them? "Betty Brown."

## C. J. BRADY



Re-Filtered  
City Water  
**ICE**

The Only  
Conditioned  
Air  
Refrigeration

110 Lake St.  
Phone 2740

## FOR SALE

Top and side curtains for rumble seat. Rain and storm proof. Adjustable to fit any make of car. Easy to put on or remove. W. A. McLean, 144 Pulteney St.

Copy No. 1000 of our June 28 issue is good for two theatre tickets if mailed to us, complete, at once. So is copy No. 7.

The Seneca Lake Regatta Committee has been fortunate in getting Al Sigle, ace news announcer, who will broadcast events and results on Sunday over a public speaking system.

Say you read it in "The Geneva Community News."

## SUPER-SHELL GASOLINE

SUPER-SHELL ETHYL

SHELL PENN MOTOR OILS

100% Pennsylvania

HOWARD M. ELLSWORTH

Beans Hill

Geneva, N. Y.

## Castle Street Market

Phone 2151 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork  
Sausages

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.**

## Trimfoot for Callouses

IF YOU are suffering with burning, stinging callous pains, let us fit your shoes with Trimfoot. Gives instant relief. So thin, you don't know it's there. Only \$1.00.



**\$1**

ENNA

J  
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C  
K

SHOES  
FOR  
WOMEN

\$5.00 \$6.00

Main Floor

**J. W. SMITH DRY GOODS CO.**



## CAMP YOUNG

The purpose of the program of Camp Young is to help each boy to attain the fullest development that is possible in every branch of his life. With that in view, the program is planned so as to contribute to his intellect, to his physical development, and to help him find a congenial relationship with his friends, and with his God.

Camp Young opens its eleventh season on July 16 for two weeks for boys 12 to 18 years of age and from August 2nd to 16th for boys from 9 to 13.

A program has been carefully arranged for the welfare of the boys of different classes by the directors of the camp who are all selected for their ability in the different activities which the camp offers.

The camp equipment consists of a large roomy lodge, containing the dining room and kitchen and a large recreation room, nature study room and the camp administration offices. In case of rain the lodge serves as the assembly place for the entire camp. The boys are housed in large roomy tents with suitable bunks. The athletic equipment consists of an athletic field, tennis court, volley ball court, quoit courts and many conveniences for other healthful sports. There are rowboats, motor boats, swimming raft and pier for water sports.

The camp possesses a fully equipped hospital, and several leaders who have passed the requirements in American Red Cross advanced First Aid. Phone service and automobile service make it possible to

(Continued on Page 11)

Values Like These Won't Last Long. . . And Just What You Want.

## STRAW HATS

Entire Stock  
Including Panamas  
And Leghorns

$\frac{1}{2}$  Price

## MANHATTAN SHIRTS AND SHORTS

COMPLETE  
STOCK

**35c**

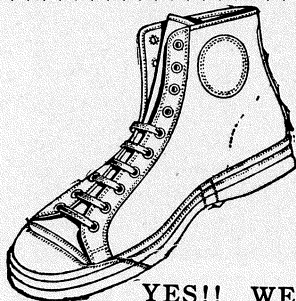
ALL SIZES

3 for \$1.00

**Baker & Stark, Inc.**  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre



MOTHERS have found it true—  
NO OFFENSIVE SNEAKER SMELL

with the

## HOOD HYGEEN SOLE

Women's, Men's, Boy's, Youth's

Try a Pair and be Convinced

YES!! WE STILL HAVE PLENTY OF  
WHITE SHOES FOR WOMEN

## HOSIERY

NEW RINGLESS CHIFFON.....\$1.00  
SPECIAL—CHIFFON.....79c 2 for \$1.50

SHOE VALUES  
**BRANDOWS**

70 Seneca Street

E. J. SHOES

Geneva, N. Y.

## Annual July Linen Sale

FOR TWO DAYS

FRIDAY and SATURDAY, JULY 6-7

All House Linens will be sold at 15% Discount  
Stock up on Sheets, Cases, Towels and  
Table Linen—now, at a great saving.

—WE GIVE CHRISTMAS CLUB THRIFTIES—

**HOWARD DRY GOODS CO.**



## ROOFING

Sheet Metal Work

Furnaces Repaired and  
Cleaned

**Cooney, Watts & Cooney**  
HARDWARE

513 Exchange Street

Phone 2170



### Mr. Merchant:

**D**ON'T let hot weather carry you into a slump! Two months of just "lagging along" can tear down all you've gained since the first of the year. Stanton-Superservice is here for your use in fighting the needless summer slump. Get it.

**FREE at the**  
**Geneva Community News**

### Radio Flash

Tune in on Christmas Club Thrifties program, over station WNBF, Hotel Arlington, Binghamton, N. Y. Monday, Wednesday, Friday, 12 o'clock noon; Tuesday, Thursday, 5:00 P. M.; Saturday morning, 10:00-10:30.

### Lonely Seal Visits City

Believed to have strayed from its native haunts in the Antarctic, a lonely seal recently visited Wellington, New Zealand. It was first seen by bus passengers on a road, but escaped into a river, only to be caught later and placed in the Wellington zoo. It was white and measured 7 feet.

### Cascades and High Sierras

The Cascades and High Sierras are two separate ranges of mountains to the west of the Rocky mountains proper. They may be considered a part of the same system of mountain formation, but the actual chain of the Rocky mountains is farther East.

### Right Hand in Greeting

When you offer your right hand in greeting you are unconsciously following the lead of the knight who held out his empty hand as an indication that his sword was sheathed and that he had no intention of using it. And just as the courtly baron of the days of Crecy always removed his gauntlet before offering his hand to a lady so the polite man of today takes off his glove.

### Eskimo Language

All Eskimos use the same language, whether they live in British Canada, Russia's Siberia, America's Alaska or Denmark's Greenland. Some of the words are written and spoken in several hundred different ways, each way having its own meaning.

**EXPERT REPAIR AND SERVICE  
ON ALL  
MAKES OF CARS**

**Seneca Motors**

**SALES AND SERVICE**

**M. W. STANTON**  
Proprietor

Phone  
2613

Lafayette Highway  
GENEVA, N. Y.

**Now Open For Business In My Own Shop**

at

**RICKEL'S TEXACO SERVICE STATION  
on LAKE STREET**

Specializing in

General Repairing - - - Wheel Alignment  
Brake Service

**EARL G. STRATTON**



**"SAYINGS"**

Compiled by M. F. DEVANEY

"Worry is simply interest paid on trouble before it is due."

"The good Lord furnishes food for the little birds, but He doesn't throw it into the nests."

"A cheerful man is one who knows that things cannot be as bad as he thinks they are."

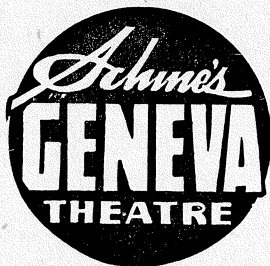
"The experience gained by hard knocks is never fully appreciated until the soreness has disappeared."

"Every treasure is not a friend, but every friend's a treasure."

"When you are up against a blank wall, there is either a hole under it or a way over it, or there isn't any wall."

"Keep busy so that temptation cannot take aim. Remember it's the bird that sits, that gets shot."

(If you will read each one of these "Sayings" carefully, two or three times, you will, we believe, decide they are well worth remembering. Try memorizing one each day. Editor.)



Thursday, Friday

July 5-6

JAMES  
DUNNSHIRLEY  
TEMPLE**"Baby Take a Bow"**

SAT.

JACK HALEY — PATRICIA ELLIS

in

**"HERE COMES THE GROOM"**

SAT.

Sunday, Monday, July 8-9

MARGARET

**Sullivan**  
**"LITTLE MAN**  
**WHAT?**  
**NOW?"**

WITH  
**DOUGLASS MONTGOMERY**  
A tender epic of young love which  
all the cruelty of these bitter  
days could not ruin!  
A UNIVERSAL PICTURE

POOR IN  
EVERYTHING  
BUT LOVE, THEIRS  
WAS THE FAITH  
THAT MOVES  
MOUNTAINS!

**ATLAS TIRES**

A FIRST LINE TIRE

Carrying Unconditional 12 Months Guarantee

Sold at a Moderate Price

**Wilson's Esso Station**

Privately Operated

LAKE STREET

Phone 4082

1933 FORD TUDOR  
1933 CHEVROLET COUPE  
1931 CHEVROLET SEDAN  
1929 BUICK SEDAN  
1929 PACKARD SEDAN

—5 NICE CARS—

**Russell-Hart Chevrolet**

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

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**W. F. HUMPHREY PRESS**

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PUBLISHERS BOOKBINDERS

300-312 PULTENEY STREET  
GENEVA, N. Y.

**RESULTS ARE OBTAINED**

BY

ADVERTISERS WHO USE

THE

**GENEVA COMMUNITY NEWS**

Phone 2108



## THE FUNNYBONE



### The Wrong Time to Buy

Wife: "We must get a new car."

Hubby: "What? When I'm still paying installments on the car I exchanged for the car I sold in part payment of the car I've got now!"

### Original Stock

Professor (at table): "James the First introduced the turkey into this country."

Host (sawing laboriously): "And this must be the beggar he introduced."

### Following the Directions

First Roach (on cereal box): "What in thunderation is all your hurry?"

Second Roach: "Don't you see that sign, 'Tear along this edge'?"

### Why Merchants Go Crazy

"I'd like to buy a wrench."

"A monkey wrench, madam?"

"Oh, no—I think my husband wants a big one. Better give me baboon size."

### Pass the Arnica

"Jack was the goal of my ambition, but alas!"

"What happened, dear?"

"Father kicked the goal."—Boston Transcript.

### Try a Sea-Horse

Wife (to seasick husband): "Look, John, over there. Such a big ship!"

Husband: "I don't want to see any ships. Call me when you see a bus."

—Humorist.

### AUTOMATIC HEATING

Either

GAS or OIL

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

### Trautman & Smith

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

(Members F. T. D.)

She: "You told me before I married you that you were well off."

He: "I was, but I didn't know it."

Foreman (to small son of one of his workmen who has met with an accident): "When will your dad be fit for work again?"

Boy: "Can't say for certain, but it will be a long time."

Foreman: "Oh, what makes you think that?"

Boy: "'Cause compensation's set in."—*The Locomotive.*

What number was in the copy of the "Community News" you received on June 28? Was it No. 218? Or possibly No. 3080.

**Mr. Business Man**—The Geneva Community News offers you a distinctive, efficient, economical advertising opportunity.

Geneva Community News—"An Advertising Medium of Distinction."

## EMPIRE COKE

The Clean,  
Economical,  
Guaranteed,  
Domestic Fuel

IT COSTS LESS THAN  
OTHER SOLID FUELS

Empire Gas & Electric Co.

### LE BRUN'S RADIO SERVICE

Tubes—Replacement Parts in

Stock for Any Make Radio

Phone 3921

### Chester Phillips

Watch, Clock and Jewelry Repairing

10 CASTLE STREET

(Next to Clarke's Drug Store)

Work Called for and Delivered

PHONE 3654



NEW YORK  
SCRANTON  
WILKES-BARRE  
NEWARK  
CLEVELAND

PHILADELPHIA  
PITTSBURGH  
BALTIMORE  
DETROIT  
CHICAGO



FOR TICKETS AND  
INFORMATION CONSULT  
LOCAL TICKET AGENT OF  
**FRANK MARTZ**  
COACH COMPANY

Carpenter's Restaurant  
363 Exchange St.  
Phone 2561

### HERBERT W. GRAVES

Signs — Showcards — Posters

54 CHERRY STREET

### That's My Barber Shop HOTEL SENECA

JOE and TONY

"It Pays to Look Well"

### R. S. GUILLE

General Auto Repairing—Battery  
Service—Towing Service

10 SEYMOUR ST.

Phone 2065

### HARRY M. MOYER

PRINTER

69 Oak Street

Phone 4189

FOR—

BETTER MEATS  
CLEANER MEATS

and

QUICKER SERVICE

Come to

### BERG'S MARKET

96 Elm St.

Phone 2864



# LADIES

EVERY DAY WE ARE INCREASING OUR STOCK OF FINE TABLE WINES  
REASONABLY PRICED

The prices on Liquors and Wines change from time to time, we always give our customers benefit of such change. We invite an inspection of our stock and prices.

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635—We Deliver

### Appendicitis Deaths

Every twenty-six minutes some one in the United States dies of appendicitis, says a writer in Hygeia, the health magazine, commenting that delay and wrong medicines cause 18,000 of the 20,000 deaths from appendicitis each year.

We will exchange two theatre tickets for copy No. 220 of our June 28 issue. Also for copy No. 1999.

## RAPALEE

COKE  
AND  
COAL

PHONE  
**2221**

TRY OUR  
SERVICE

## RAPALEE

COKE AND COAL  
CORPORATION

### THE DRUMS OF GENEVA

A few years ago a very interesting event occurred in the life of the American Legion in Geneva—the organization of a Drum and Bugle Corps—starting from scratch—no funds—no equipment—but plenty of enthusiasm, the Winnek Drum and Bugle Corps became a part of the Legion here and finally became one of the leading drum corps of the country, winning several prizes and putting their city and legion on the map as a real place in which to live, and a real organization. They started with a few drums and bugles and no musicians, but that obstacle was easily overcome through the efforts of Bill Ashworth and Harry Williams, who took it upon themselves to develop the drummers and buglers, and after a short time with the interest taken by all concerned they could finally “beat a step” and blow a trumpet. Then came their real chance to make good and as everybody knows they did—the boys with their drums, bugles and kahki uniforms went on parade and won recognition from the town folks, veterans and the press. That was the start of the Drum Corps that has since won State prizes and at the State Fair last year in Syracuse won first prize in an open competition of all corps in the State and in more recent days won cash prizes and cups in all events they entered. They need new equipment and more uniforms, so do your bit and help the Fanfare contestants put the “Geneva Boys” on the map at the National Convention in Miami this year.

Say you read it in “The Geneva Community News”.

## GOOD USED CARS

Large  
Assortment  
to  
Choose  
From

Cars from \$15 to \$750

## GENEVA AUTO CO.

145 Castle St. Phone 2614

### Please Note

Ad space in “The News” must be reserved by Saturday noon, preceding date of publication. Copy may be taken in on Monday, but space must be reserved by Saturday noon.

Reading items must be in by Monday noon. Reading notices of events of public interest are published without charge. This applies to Waterloo, Phelps, Ovid and Willard, as well as Geneva.

## SEVENTH ANNUAL REGATTA

Geneva will be host to about 100 of the nation's fastest outboard racing pilots next Saturday and Sunday when the Geneva Regatta Association and the Chamber of Commerce stage the Seventh Annual Geneva on Seneca Lake Powerboat Regatta. Besides the pilots, their mechanics and friends upwards of 30,000 people are expected to view the two-day racing program, the largest and most outstanding outboard regatta in Eastern United States this year.

The weather was the only factor which regatta officials under the leadership of Harry M. Seagers, T. Schuyler Smith, Lee A. Taylor and Erle E. Snelgrove were not prepared to cope with. Given a favorable break by the weather man and the 1934 regatta will be bigger and better than any of the six previous ones which have made Geneva one of the bright spots on the nation's powerboat racing circuit.

The racing schedule has not yet been definitely set as to starting times of the races but is expected to get under way at 1:30 o'clock Saturday afternoon with the first race for Class A. All four outboard classes will race over the one and one-quarter mile oval course, raced four times around for five miles for each heat. There are three heats of five miles each to each race for each class. The four outboard classes are A, B, C, F.

The big feature of the regatta is the Second Annual New York State Outboard Championship for the Governor Herbert H. Lehman Trophy. This was won last year by J. C. "Cab" Walier, Syracuse, N. Y. professional who will defend his title this year. Walier has also won twice the Finger Lakes Championship and needs a win this year to take permanent possession of this beautiful trophy.

The Hotel Seneca Trophy given for the amateur driver scoring the greatest number of points in the regatta will again be in competition. It was won last year by Roy J. Straley of Eggertsville, N. Y.

Racers began arriving here early this week coming to Geneva directly from Worcester, Mass., where the intercollegiate championships were staged last weekend.

Among the early arrivals were James C. and Stewart Nunneley accompanied by their father, Commodore C. H. Nunneley of Detroit, Mich. Jim Nunneley will be remembered here as the boy who broke the world's record for Class F. Div. 1 (amateur) in the 1934 regatta and who staged such a thrilling, hair-raising race in the three heats for this class.

The regatta course will be laid out again the same as last year paralleling Lake street. A radio public address system in charge of C. A. Beyer and enlarged to cover more territory this year will be used to carry a running description and results of the races to the crowds on shore.

United States Coast Guard Patrol Boat CG-211 in charge of Boatswain Guy A. Morse, from Olcott, N. Y., will patrol the regatta. It is a 75-foot patrol boat and will act as official committee boat.

Flagship of the large fleet of visiting yachts which will come to Geneva for regatta is the 83-foot power yacht of Commodore David C. Wende, of the Buffalo Launch Club. The yacht is named Restless II and is considered one of the fastest and most luxurious yachts on the Great Lakes.

## Real Efficiency

The police had photographed the convict in six positions and sent the picture throughout the country, asking the authorities to apprehend him. Promptly came the reply from the marshal of Hicksville Corners, which read as follows:

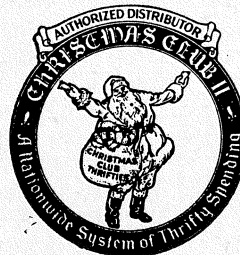
"Received the pictures of criminals. Have captured five of them and am on the trail of the sixth."—*American Girl*.

—o—

While an Irishman was gazing into the window of a bookstore, a sign caught his eye:

DICKENS WORKS  
ALL THIS WEEK  
FOR ONLY \$4.00

"He would," exclaimed Pat in disgust.—*Congregationalist*.



## OUR AIM

QUALITY SERVICE

Lumber of the Better Grade

Stubbs Lumber Co., Inc.

41 Lewis St. Phone 2430

We Give Xmas Club Thrifties

FREE FANFARE TICKETS  
WITH EVERY  
KELVINATOR  
BOLIN MUSIC STORE

"At Your Service"



Very Reasonable Prices for  
Quality Work

SUITS and DRESSES.....\$1.00  
WHITE FLANNELS.....65c

McGUIRE  
DRY CLEANING

GUARANTEED ODORLESS  
New Modern Method

553 Exchange St. Phone 4126

## SPECIALS

CLUB BANGOR GIN, pints 79c; fifths \$1.25  
NASSAU INN GIN, 20 oz.....\$1.10

HOWARD LIQUOR STORE

(Next to Regent Theatre)



**Radio Flashes**

By RALPH LEBRUN

To help you find the summer dance programs we present this list of dance bands broadcasting over the chain networks: C—Columbia, R — Red WEAf-NBC, B—Blue WJZ-NBC:

When Amos and Andy go on a 2 months vacation beginning about July 13, their place will be filled by Frank Buck of "Bring 'Em Back Alive" and "Wild Cargo" fame. He will tell a dramatized story of his adventures to a young boy.

Even the foreign stations are being hit by U. S. commercialism. Tune in the Philco program over station EAQ in Madrid, Spain on 30.40 meters every Sunday evening at 6 P. M.

Do you enjoy war stories of spy intrigue? Then tune in K7 on WEAf-NBC Sunday evening at 6:00 for an exciting half-hour. This Sunday the story of the "Battalion of Death" will be dramatized.

**Monday**

7:00-7:45—Jan Garber.....B  
9:00-9:30—Wayne King.....C  
10:30 —Charles Davis.....C

**Tuesday**

5:45 —Leon Belasco.....C  
7:00-7:30—Leo Reisman.....R  
7:30-8:00—Wayne King.....R  
7:30-8:00—Abe Lyman.....C  
8:00-8:30—Ben Bernie.....R  
8:30-9:00—Eddie Duchin.....B  
9:00-9:30—Glen Gray.....C  
10:30-10:45—Charles Barnet.....C

**Wednesday**

7:30-7:45—Victor Alden.....C  
7:30-8:00—Wayne King.....R

**COPPER-BOUND SHINGLES**

are adaptable for a Mansion or Bungalow. Built for installation over old wood shingles. The greatest re-roofing value.

ESTIMATES FREE  
and without obligation

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St. Phone 4575  
GENEVA, N. Y.

8:30-9:30—Guy Lombardo.....C  
9:00-9:30—Vincent Lopez.....B  
9:30-10:00—Jack Denny.....B  
10:30-11:00—Little Jack Little.....C

**Thursday**

7:00-7:15—Emery Deutsch.....C  
7:00-8:00—Rudy Vallee.....R  
7:30-8:00—Mark Warnow.....C  
8:30-9:00—Eddie Duchin.....B  
8:30-9:00—Fred Waring.....C  
9:00-9:30—Glen Gray.....C  
10:30-11:00—Isham Jones.....C

**Friday**

7:00-7:45—Bobby Dolan.....B  
8:00-8:30—Phil Harris.....B  
8:00-8:30—Abe Lyman.....R  
8:30-9:00—Jack Denny.....C  
8:15-8:30—Little Jack Little.....C  
8:30-9:00—Ted Weems.....B  
9:30-10:00—Don Bestor.....R  
10:30-11:00—Isham Jones.....C

**Saturday**

8:30—Eddie Duchin.....B  
9:00—Lennie Hayton.....R  
10:30—Little Jack Little.....C  
11:00—Jack Denny.....B  
11:00—Ted Fiorita.....C

**CAMP YOUNG***(Continued from Page 5)*

get a physician in ten minutes, if one is not in camp.

The swimmers, during the swimming periods, are guarded by a crew of experienced life savers, and the

swimming area is restricted. The buddy system is used for a check on every boy.

In every way the safety and health of the camper is watched and protected.

Mrs. Boyd Trump is again in charge of the camp "eats" and a splendidly cooked and balanced menu is assured for the health of the camp.

The charges for the camp are nominal and boys will be accepted only for two weeks, except in rare cases, as it takes a boy at least a week to get acclimated and the second week gives him a chance to get the best out of the camp.

Camp is reached via Lehigh Valley Railroad to Lodi—walk ten minutes west on road and you will be at camp.

By motor—take State Highway to Lodi, turn west down hill to cemetery and turn right, then the second turn to left brings you straight to camp.

The continuance of Camp Young this year is made available through the efforts of the Geneva Kiwanis Club.

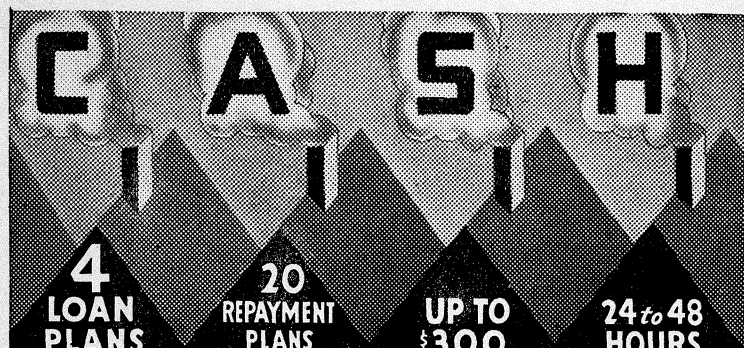
**Colonel CHEERIO****-- Says --****WE NOW HAVE**

POLO DRY GIN at.....85c Pint  
POLO DRY GIN at.....\$1.35 Fifth  
GRAMATAN STRAIGHT WHISKEY.....\$1.00 Pint  
GRAMATAN STRAIGHT WHISKEY.....\$1.50 Fifth  
5-CROWN SEAGRAM WHISKEY.....\$1.50 Pint

A large variety of Wines in Pints, Fifths, Quarts,  
1/2 Gallons and 1 Gallons

We Give Christmas Thrifties With Every Sale

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054



**4 LOAN PLANS**      **20 REPAYMENT PLANS**      **UP TO \$300**      **24 to 48 HOURS**

If you need extra cash to meet some unexpected expense or for personal, family or home necessities such as hospital, doctor or dentist fees, new clothes, insurance, taxes... call on us. We make Auto, Furniture, Co-maker or Endorsed Note and Combination Loans.

We will gladly arrange payments to suit your income. They may be extended over 1 to 20 months.

Come In... Write... or 'Phone

**PERSONAL FINANCE COMPANY**

OF NEW YORK

PHONE: AUBURN 251

120 Genesee St., Auburn, N.Y.  
Licensed by N.Y.S. Bank Dept.

**LOANS MADE IN NEARBY TOWNS**

Apply J. J. PRYOR, 461 Exchange Street, Geneva, N. Y.

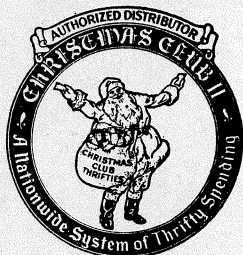
### Our Delivery System

Those entrusted with the delivery of the Geneva Community News to residences have strict instructions to make such delivery carefully as follows: The paper must be placed behind storm or screen doors or rolled between door knob and door jamb. This does not mean thrown on the porch nor stuck in the porch rail.

At any time your copy is not delivered in accordance with our instructions we will consider it a great favor if you will kindly notify us. Mail card to P. O. Box 146, Geneva, or phone 2108.

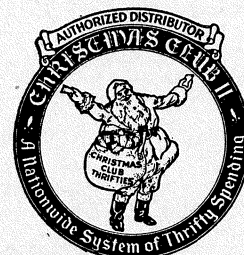
Frank Buck, of "Bring 'Em Back Alive" and "Wild Cargo" fame, will tell a dramatized story of his adventures to a young boy in his forthcoming series substituting for Amos 'n Andy while they vacation.

On October 27 Station KYW leaves Chicago and moves to Philadelphia. This will relieve the mid-western area of crowding and boost service in the less congested eastern zone.



## Save Christmas Club Thrifties

### AUTHORIZED DISTRIBUTORS



Daylight Grocery, Thomas Grocery Co.—Groceries  
Seneca Drug Co.—Drugs  
Rogan & Johnson—Men's Clothing  
L. H. Barth—Jewelry  
C. J. Brady Ice Co.—Thrifties issued on books for Ice  
Carroll's—Meats  
W. & T. Cass—Florists and Nurserymen  
Cooks Feed Store—Feeds, Fertilizers, Seeds, Baskets  
Cooney, Watts & Cooney—Hardware  
Davidson's—Ice Cream  
The W. C. Demming Corp.—Wall Paper, Paints, Glass  
Frank Dwyer—Coal, Coke, Wood  
Foote's—Cleaners and Dyers

Geneva Beauty Shop—Permanent Waving  
Geneva Laundry, Inc.—Laundry  
Howard Dry Goods Co.—Dry Goods  
Jeannette Shoppe—Lingerie, Finished Linen, Needlework, Greeting Cards  
The Lynch Furniture Co.—Furniture  
Martin's—Women's Specialty Shop  
The O. K. News Corp.—Sporting Goods, News, Magazines, Tobacco  
Homer R. Ostrander—Sheet Metal, Furnace and Roofing Contractor  
Geo. M. Peters—Liquors  
Riggs & Jensen—Plumbing, Heating  
Mary L. Rogan—Ladies' Millinery  
Stubbs Lumber Co., Inc.—Lumber of the Better Grade  
Toole Bros.—Shoes





THE

GENEVA



# COMMUNITY NEWS

July 12, 1934

5000 COPIES

EVERYTHING YOU CAN THINK OF FOR

## SUMMER COMFORT

And Please Note The Very Low Prices

Entire Stock Straw Hats.....**HALF PRICE**  
 Manhattan Shirts and Shorts....35c (3 for \$1.00)  
 White Attached Collar Shirt  
 (special).....\$1.35 (2 for \$2.50)  
 Sanforized Slacks.....\$1.95 - \$2.75  
 White Flannel Trousers.....\$5.00 - \$6.50  
 White Clocked Hose.....25c to 50c  
 Summer Caps.....50c to \$1.00  
 Sleeveless Slip Ons.....\$1.25 to \$1.95



489 Exchange St. North Regent Theater

## ALL SILK 40 INCH CREPES

in smart pastel shades; fashionable browns  
 and navies and new color combinations in  
 summery prints—

Regularly 98 Cents to \$1.19

ON SALE FRIDAY AND SATURDAY  
 FOR ONLY **79c**

**HOWARD  
DRY GOODS CO.**



1933 FORD TUDOR  
 1932 CHEVROLET COACH  
 1930 AUBURN SEDAN  
 1929 BUICK SEDAN  
 1931 STUDE. "President" Coupe

(All Very Very Clean Cars)

## Russell-Hart Chevrolet

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

## BIG WEAR-EVER

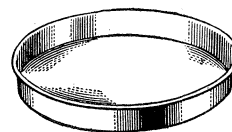
SALE and DEMONSTRATION

Starting Monday July 16, and  
 Continuing For One Week

—Here Are A Few Specials—

Layer Cake Pans, reg. 40c;—  
 SALE .....19c

Set 3 Sauce Pans, reg. \$1.95;  
 —SALE .....\$1.49



1½ Qt. Double Boiler, reg.  
 \$2.00;—SALE .....\$1.59  
 4-Qt. Tea Kettle, reg. \$3.25;—  
 SALE .....\$2.29

SEE OUR  
 WINDOW DISPLAY

**DORCHESTER & ROSE**

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

July 12

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.



1934 JULY 1934						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### Summer Breezes

Averhill, located on Canandaigua Lake, for your Sunday dinner, is the ideal place.

Mr. G. Dewey Gage, proprietor of Cottage City Pavilion has been fortunate in being able to secure Frank Skultety and his orchestra for Saturday night, July 14th. Genevans will remember Mr. Skultety over WHAM. Watch for further notices in regard to change of orchestra.

Cottage City Inn, Cottage City, Canandaigua Lake are featuring something new and different, Night Bathing. They have installed a lighting system on their new pier and diving tower. They ask you to take advantage of their free bath houses.

\$5.00. Anyone able to ride the kicking mules (for five minutes) with the Rex Comedy Circus at Roseland Park, will receive \$5.00.

Don't fail to see the Three Kessells in their renewed acrobatic stunts at Roseland Park next week. You will be thrilled at their skill.

Give the family a break and go to Roseland, Canandaigua Lake, for supper and see the new free attractions.

Roseland has just completed the erection of a stage 24x30 feet for the Free Attractions next week.

See Rex Comedy Circus at Roseland: Dogs, Ponies, Monkeys. Be sure to see it.

We will exchange two theatre tickets for copy No. 555 of our July 5 issue. Also for copy No. 1232.

S. & T. D. Beard have removed their office to 93 Castle St., opposite Genesee St.

### For Sale

Hooked Rugs, Hooked Wall Pieces, Afghans, Yo-Yo Coverlets, Lunch Cloths and Dinner Cloths. Prices reasonable. Mrs. J. Roulan, 20 Genesee St.

### Wanted

Old time fiddlers to enter in John McDermott's Old-Time Fiddlers Contest, August 4th at Schine's Geneva. Enter your name NOW with C. C. Young, Manager.

### Banana Tree Called Herb

Despite its size the banana tree is more properly called an herb than a tree. It has no wooden stem, it is explained, the trunk being formed of leaf stalks clustered together.

### Must Take Chances

"Folks," said Uncle Eben, "sometimes git praised without deserving it and sometimes git blamed de same way. Looks like we jes' had to go livin' along, takin' our chances."

### Ancient Wheels

Monuments show that the wheel as used by the ancient Egyptians and Assyrians usually had six spokes; those of the Greeks and Romans had only four. They were generally constructed of wood and sometimes had bronze or iron tires.

### Early Fad for Antiques

In the first centuries before and after the Christian era a craze for antiques filled the royal court of China, and immediately, according to history, there was an active manufacture of forgeries.

## EASY WASHER SHOP

We Service All Makes of Washers and Cleaners. Wringer Rolls a Specialty.

Reasonable Rates

17 E. CASTLE STREET

PHONE 6323

## CUT FLOWERS—POTTED PLANTS

### FLORAL DESIGNS

Snapdragons—Asters—Petunias  
Geraniums

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

## Lake Shore Lots For Sale

"Wyckoff Glen" about 3½ miles north of Willard on Lake Shore Road from Willard to Geneva, finest lots in Finger Lakes Region. Property recently improved.

## COLE & WYCKOFF

94 Seneca Street GENEVA, N. Y.

## KERN'S HEALTH HOME

For Convalescents and Permanent Home for Aged

488 Castle St.

Phone 5975

**CRACK-PROOF** oils are  
**LONGER-LASTING** oils

*we sell* **TEXACO**  
*the only*  
**"CRACK-PROOF" OIL**  
*on the market*



*Try a filling here*

## RICKELS

Service Station

LAKE STREET

Phone 2920

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

# COTTAGE CITY INN

East Side Canandaigua Lake

STEAK — FISH and BROILER DINNERS  
ALL LEGAL BEVERAGES

Picnic Park — Dance Pavilion — Excellent Bathing

GEO. F. COCHRANE, Prop.

## COTTAGE CITY PAVILION

Presents

FRANK SKULTETY and his ORCHESTRA

Saturday Evening, July 14th

Old Fashion Dance Every Friday Night

BARRY and TONES Orchestra from Geneva

With

Radio's Famous Duet Callers—The Alexander Brothers

**G. DEWEY GAGE**

THE HOME OF REFINED DANCING SINCE 1920

### Radio Flashes

By RALPH LEBRUN

Joe Penner, NBC's duck salesman was recently presented, absolutely free, a \$16,000 motor car by the Isotta-Franchini Co. Joe is Hollywood bound to appear in a movie. As he is traveling by boat, the gas buggy is being sent overland to meet him at the coast.

Kate Smith returns over the Columbia system on July 16 with programs on Monday, Thursday, and Friday at 7 P. M.

Al Jolson returns to the Whiteman Kraft Thursday night show on July 19. Incidentally he will no longer occupy so much time on the hour but will be held down to a few songs.

The amount of light in your radio tubes is no indication of their condition. Also the silvering or other dark coating inside the tube means nothing. It is only a deposit which remains after burning the last bit

of air out of the tube during the process of manufacturing.

The Arlington classic will be described over WHAM-NBC Saturday, July 14 at 5 P. M. Such famous contenders as Cavalcade, High Quest, and Discovery will be in the line-up.

Campbell's Soup will be broadcast in the fall over CBS featuring Ted Fiorito's band from the coast.

The cost of the trans-atlantic broadcast on the Sunday evening Gulf program replacing Will Rogers will be less than the land wire charges to bring Will's voice from California.

Babe Ruth signs off July 13 after scoring an ethereal home-run. Listeners sent in 850,000 cereal box tops and the Babe received over 1,000,000 letters. His sponsors distributed 9,900 baseballs and 1,100 gloves.

The National Broadcasting Co., made a profit of \$1,300,000 in 1932

and \$400,000 in 1933. The Columbia System is reported to have made approximately \$700,000 for each of these same two years.

### Advances Cosmic Rays Theory

Exploding stars that burn with a fire equal to 100,000,000 suns for six days and then are reduced from a diameter of 500,000 miles to little spheres fourteen miles thick are the cause of cosmic rays, an authority states.

## Here Is Your Lucky Number

Save this complete copy  
and watch for next  
week's issue

**Nº 111**

An Invitation to the Family from

# ROSELAND PARK, Canandaigua Lake

To Bring Your Lunch and Make Use of Our Free Picnic Grounds and Fire Places

After Eating

SEE OUR FREE ACTS

July 8-14

THE THREE KESSELLS  
A Comedy Acrobatic Act

July 15-22—REX COMEDY CIRCUS

Consisting of Dogs, Ponies, Monkeys, and  
Two Wild Kicking Mules

DANCING EVERY NIGHT EXCEPT MONDAY

July 10-15

LEW REDMOND'S BELL HOPS

July 17-22

DON LANG and his NORMALEONS

FIREWORKS EVERY WEDNESDAY

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Fried Biscuit or Fritters

- 1 egg, well beaten.
- 1½ cups flour.
- 1 teaspoon baking powder.
- ½ teaspoon salt.
- ⅔ cup milk.

Sift together flour, baking powder and salt. Add beaten egg and milk, mix well and drop by spoonfuls in deep fat. Fry until well browned on both sides. Serve with maple syrup.

Mrs. W. H. M., Railroad Pl.

## Cheese Cake

- 1 package zwiebach.
- 2 tablespoons butter.
- 2 tablespoons sugar and 1 cup sugar.
- 1 lb. or 5⅓ packages white cream cheese.
- 2 tablespoons flour.
- Pinch of salt and teaspoon of vanilla.
- 4 eggs, separated.
- 1 cup rich milk or light cream.

Roll zwieback into crumbs, add butter and 2 tablespoons sugar creamed together. Rub mixture until well blended, line a baking dish and press down evenly all around. Cream cup of sugar and cheese until well blended, add flour, salt, va-

Come to the

## WEE BLUE INN

For That Evening Dinner

Chicken, Steak 60c

Also Light Lunches

TOP OF BEAN'S HILL

## CHILD PORTRAITS

Made in your home or garden  
No additional charge

## The Stewart Studio

(Formerly Gilmore's)

35 SENECA ST.

Phone 2183

nilla and beaten egg yolks. Mix well, add milk and fold in well beaten egg whites. Pour into the baking dish on top of the crumbs. Bake for 1 hour in slow oven until no depression is left when touched in center with finger. Makes 12 by 8 inch cake.

P. M. B., Castle St.

## Scotch Scones

- 2 cups flour.
- 2 teaspoons baking powder.
- ½ teaspoon salt.
- 2 tablespoons sugar.
- 3 tablespoons shortening.
- 2 eggs.
- ⅓ cup milk.

Sift together flour, baking powder, salt and sugar. Add shortening and mix in very lightly. Beat eggs until light, add milk to eggs and add slowly to first mixture. Roll about ½ inch thick on floured board, cut into pieces 2 inches square and fold over, making them three cornered. Place in greased pan, brush with milk, sugar and cinnamon and bake.

Mrs. L. K., Washington St.

## Cottage Green

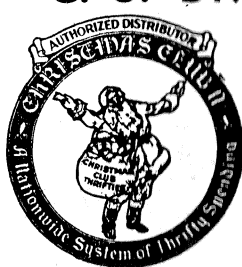
- 1 lb. cottage cheese.
- 1 cup thick cream.
- 1 cucumber diced.
- 4 green onions, chopped fine.

Mix cottage cheese, cream, cucumber and onions. Serve in large bowl lined with lettuce leaves, or as individual salads. Garnish with paprika.

M. M. C., Genesee St.

The mockingbird has been known to change its tune 87 times in seven minutes.

## C. J. BRADY



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What number was in the copy of the "Community News" you received on July 5? Was it No. 512? Or possibly No. 1482.

If the holders of either of those copies will mail them to us, complete, within one week, **Together with a Sales Slip** showing that a purchase of goods or service to the amount of \$1.00 or more has been made from any one of our advertisers, we will pay \$1.00 each for the copies in question.

Mail copies to Geneva Community News, P. O. Box 146, Geneva, N. Y.

Look thru today's issue carefully for additional winning numbers—good for two theatre tickets each.

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**Gleaned from Here and There**

A Continuation of the "Sayings"  
Published the past two weeks

"Don't spend your time envying those who are spending their time envying you."

"Be pleasant until ten o'clock in the morning and the rest of the day will take care of itself."

"Count your blessings."

"Everyone stubs his toe sometime and now and then even a monkey falls out of a tree."

"Keep plugging, time will tell, you'll get the breaks."

"The one who plants seeds of kindness reaps a perpetual harvest."

"Friendships divide our sorrows and double our joys."

"The things we hope for, worry about and dream about do not happen."

"Hope for the best, expect the worst and take what's coming to you with a grin."

"It's the little things that count,—you can sit on a mountain but not on a tack."

(To be continued)

**Birds Use Old Homes**

Eagles, owls and fish hawks repair their homes and use them year after year. Woodpeckers sometimes nest in their old nesting places.

## LET US RE-ROOF YOUR HOME

With the Modern  
COPPER BOUND  
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Old Wood Shingles

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Least Expensive

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SHEET METAL WORK

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GENEVA, N. Y.

**Grave of John Paul Jones**

The grave of John Paul Jones was discovered by Gen. Horace Porter, in the Protestant cemetery of Paris, France, where it had been placed after a public funeral. The discovery was made in 1905, and later the remains were brought to the United States on an American armored cruiser, the Brooklyn, and interred in the grounds of the Naval academy at Annapolis.—Washington Star.

**Garfield's Famous Remark**

James A. Garfield used the expression "God reigns and the government at Washington still lives," in addressing a crowd from the balcony of the New York customs house following the death of Abraham Lincoln.

Copy No. 520 of our July 5 issue is good for two theatre tickets if mailed to us, complete, at once. So is copy No. 205.

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**DINNERS - ONE DOLLAR**

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GRAMATAN STRAIGHT WHISKEY.....	\$1.00 Pint
GRAMATAN STRAIGHT WHISKEY.....	\$1.50 Fifth
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A large variety of Wines in Pints, Fifths, Quarts,  
½ Gallons and 1 Gallons

We Give Christmas Thrifties With Every Sale

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## THE FUNNYBONE



### Reformed

Stern Parent—Tommy, you are not to play with young Smith any more; I think he's a bad little boy.

Tommy—Oh, daddy, he isn't—he's a good little boy. He's been in reform school twice, and each time he's been let out for good conduct.

### Consolidated

Tommy—Where are those apples that were on the top shelf in the cupboard?

Tommy—Guess they are with the pie that was on the bottom shelf!

### A Matter of Diet

First Cannibal: "The chief has hay fever."

Second Cannibal: "It serves him right. I told him not to eat that grass widow."

### Still at It

"Can anyone tell me," demanded the orator, "who did most in the nineteenth century to raise the working classes?"

"Yes, guv'nor," replied one of the crowd; the "inventor of alarm clocks."

### 'Twas Ever Thus

Before little Stanley went to the party with his sister Helen the usual instructions which precede a children's party were given by mother. However, the youngster seems to have fallen short of expectations, for when the two returned home, Helen reported, "It was awful, mother. Stanley did all the don'ts."

### AUTOMATIC HEATING

Either

GAS or OIL

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### Trautman & Smith

FLOWERS OF QUALITY

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(Members F. T. D.)

### A Personal Detail

Out of the Telephone: "Hello, hello, I'd like to know where I could get hold of Miss Smitherfield?"

Operator: "I couldn't say; she's awfully ticklish."

### Too Good to Be True

"What's all this noise about, you young rascal?"

"Well, Mary said if I kept on crying, a great big mouse with big green eyes would come and sit on the end of my bed, and I've kept on, but it hasn't come yet!"

### Made Fine Escape

"I though you said if I was sociable to the judge that he'd let me off," said one neighbor to another.

"Well, didn't it work?"

"Sure did—in reverse. I said, 'Good morning, judge. How's aboy today?'"

"And what did he say?"

"Fine—ten dollars."

### In Some Cases

The teacher was examining the class in physiology.

"Mary, you tell us," she asked, "what is the function of the stomach?"

The little girl answered, "It is to hold up the petticoat."

### Little Mary

Mother was teaching little Mary, age three, the prayer, "Our Father," by having her repeat each short sentence, as mother said it. Mary was learning nicely the first week of her lesson.

The second week, when mother came to the sentence, "Give us this day our daily bread," Mary hesitated slightly, looked up at mother and said, "Mother, I want some peanut butter on my bread."

Say you read it in "The Geneva Community News".

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GENEVA, N. Y.

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RICKEL'S TEXACO SERVICE STATION  
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General Repairing - - - Wheel Alignment  
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## EARL G. STRATTON

## "H. M. S. PINAFORE" AT SCHINE'S GENEVA WITH LARGE CHORUS AND ORCHESTRA

The comic Opera "H. M. S. PINAFORE" by Gilbert and Sullivan will be presented the evenings of July 12 and 13 in connection with the regular picture "WHERE SINNERS MEET" which will be shown before and after the Opera.

"H. M. S. PINAFORE" is undoubtedly one of the most popular and successful comic operas ever written and is a satire on conditions in the British Navy during the latter part of the last century. It is noted not only  
(Continued on Page 8)

## OLD FIDDLERS

An old time fiddlers' contest which is expected to draw the best talent from this area will be staged at Schine's Geneva theatre, August 4th at 9 o'clock.

The contest is being sponsored by John A. McDermott, whose name is widely known through his activities in broadcasting and recording, will be the Master of Ceremonies for the occasion.

Veteran fiddlers from this area will be eligible to compete for prizes which will be awarded on the basis of popular applause. Mr. McDermott has conducted fiddling contests with such decided success in his home community that they have become an annual affair.

Many an old violin has been taken from its dusty case again and tuned by the fiddlers who recall the spirit of the early '90s as they start their daily practice for this contest.

## 500 Pairs Ladies' Fine White Dress and Sport Shoes \$2.95

Regular \$5 and \$6 Grades

We have just received these Factory Closeouts.  
Take advantage of this low price.

All Sizes, AAA to C

## SIRACUSA SHOE STORE

8 Castle St.

Opp. Kirkwood Hotel

**"PINAFORE"**

(Continued from Page 7)

for its delightful tunes and melodies, but as well for its fun and humor.

On Saturday, July 14, one day only, we offer you "CHARLIE CHANS COURAGE" which introduces a novel twist in mystery stories. Warner Oland, portraying the wily detective, finds the evidence of a murder, guesses the murderer, but can not find the murdered man.

A galaxy of Hollywood's comedy starts a wistful and touching romance, an array of new hit tunes, are the principal features of the newest melody-comedy-romance, "SHOOT THE WORKS" which starts Sunday at the Geneva theatre for a two day engagement.

This picture, which serves to introduce Ben Bernie to film audiences, features Jack Oakie, Dorothy Dell, Arline Judge, Roscoe Karns, Alison Skipworth and William Frawley. It was adapted from the Broadway play, "The Great Goo," by Ben Hecht and Gene Fowler, and was directed by Wesley Ruggles.

The story treats of the strange and whimsical members of a broken-down side-show troupe whose promoter, Jack Oakie, specializes in beautiful blondes, but cautiously side-steps love.

As is usually the case, he falls with a thud for the one and only girl, who is played by Dorothy Dell. And although his first effort at reforming for her sake fails, and he almost loses her, he wins her back again, and with his long sought fame.

Tuesday and Wednesday, July 17 and 18, is William Powell's latest stellar vehicle, "THE KEY". It is said to be the most dramatic and thrilling production in which that star has yet appeared.

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## Grand Opening WONDER BAR GRILL

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WEDNESDAY EVENING, JULY 18, 1934

7:30 P. M. UNTIL ?



**SPECIAL OPENING NIGHT DINNER  
CHICKEN OR STEAK**

DANCING—Souvenirs for the Ladies

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Meals Served at All Times



THE

GENEVA



# COMMUNITY NEWS

July 25, 1934

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**OLD**

IS YOUR RANGE?

Enter it today in our "Old Stove Contest." Your old range may bring you a new fully automatic gas range. There is no obligation to buy a new range. Fill in and mail the entry blank to your gas company or to your gas range dealer. All ranges must be in use at present.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

July 26

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.



1934		JULY							1934	
SUN	MON	TUE	WED	THU	FRI	SAT				
	1	2	3	4	5	6	7			
8	9	10	11	12	13	14				
15	16	17	18	19	20	21				
22	23	24	25	26	27	28				
29	30	31								

### SUMMER BREEZES

The "baby monk," born May 17, is still attracting more than its share of attention at Roseland Park. Grown some, but still a playful "baby." Have you seen it?

The "free acts" at Roseland are also drawing large crowds from far and near and there is a fireworks display every Wednesday night.

Welcome the good laugh. Eternity cannot deprive you of that.

A party of tourists stopping at Hotel Seneca, Saturday, visited Cottage City Inn, Saturday night, attracted there, they said, by the ad appearing in the GENEVA COMMUNITY NEWS. Dancing now at "The Inn" every Thursday night.

Whatever retreating chins indicate, double chins do not indicate firmness of character.

A cool place to visit these warm afternoons and evenings—the Averhill Rathskeller, East Lake Road, Canandaigua Lake. The Averhill dining room is under the supervision of one of the most cordial of hostesses, Mrs. C. J. Averill. Don't overlook Averhill as one of "the places" to dine.

Thousands will inevitably go back to the place where there are two slices of ham in the sandwiches.

Frank Skultety and his orchestra continue as the attraction at Cottage City Pavilion. Skultety's smooth, pleasing, dance rhythm is familiar to listeners of WHAM.

We do everything better than primitive man except sleep.

Shoreham, on East Lake Road, Canandaigua Lake, is under the management, this season, of two well-known Genevans, Elwood Cox and Miss Helen Wertman. Miss Wertman was formerly assistant dietician at Mechanics Institute, Rochester.

Pilgrim Fathers spent all their days in eluding a good time.

### LOCAL INSURANCE MEN REPORT GAINS

The Phoenix Mutual Life Insurance Company of Hartford, Connecticut, reports that on Monday, July 9, it received the largest number of applications for life insurance of any single day in its Company's entire history of more than 80 years.

The first six months of the year also record substantial gains. New paid-for life insurance for the first half of 1934 shows a net increase of 62% over the same period in 1933, while 5,252 more policies were issued than in the first six months of last year, with the same sized field force. Considering the month of June alone, the Company issued 108% more new business than in June, 1933. This was the largest amount of any month in more than two years.

LaVerne Darling, Thomas Neary, and Clyde Gelder, local representatives, speaking of this outstanding record, said: "The present upswing in business has definitely proved itself to be no temporary spurt. On the contrary, June marks the eleventh consecutive month in which our sales records have consistently outdistanced those of a year ago.

Since our business necessarily reflects conditions in nearly every section of the country, this seems a reliable indication of a sure, steady return to normal times. We believe, too, that there could be no more reassuring promise of permanent prosperity than the fact that people are turning, as never before, to the contracts offered by the life insurance companies as a safe place to put their money—a sure means of protecting their homes, educating their children, and guaranteeing their own financial independence in later years."

### Beside the Point

"You don't seem to realize on which side your bread is buttered."  
"No matter. I eat both sides."

### EASY WASHER SHOP

We Service All Makes of Washers and Cleaners. Wringer Rolls a Specialty.

Reasonable Rates

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SEE US TODAY AND SAY YES!

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**COTTAGE CITY PAVILION**

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Every Wednesday, Saturday, and Sunday

**FRANK SKULTETY and his ORCHESTRA**

Until Further Notice

Every Friday Night **OLD FASHION DANCE**  
**BARRY and TONES ORCHESTRA**

with

The **ALEXANDER BROTHERS** Calling**G. DEWEY GAGE****THE HOME OF REFINED DANCING SINCE 1920****RADIO FLASHES**By **RALPH LeBRUN**

Dame Rumor says that Andy of "Amos 'n Andy" will seek relief in Europe from 5 years of suffering from possible stomach ulcers. He will possibly be operated on while vacationing on the other side of the Atlantic.

Walter O'Keefe, the Nestle "Man on the Flying Trapeze", roomed at Knute Rochne's home while attending Notre Dame.

Lanny Ross, or to be more exact Lancelot Ross, was AAU 300 yard champion. He gave up a trip to the Amsterdam Olympics in order to tour Europe as a soloist with the Yale Glee Club.

This week's international broadcast is from Salzburg, Austria. The composer Richard Strauss will conduct Beethoven's "Fidelio" over station EATH on 37.03 meters from Austria and rebroadcast by NBC-WEAF, Saturday at 1:15 p. m.

Time alone on the full CBS network will cost Campbell Soup, \$15,000 per broadcast.

Rothafel's friends will be delighted to hear that "Roxy and His Gang" will return to the air over CBS in September under the sponsorship of Fletcher's Castoria.

Last week the press gave considerable attention to tests conducted at Schenectady with police cars equipped for communication both to and from the cars.

Actually there has been such a system in successful operation in two communities for almost a year. The first, Bayonne, N. J., comprising a central headquarters and nine cars; the second, Eastchester, N. Y., a department with only two cars.

Of particular interest next to its fine results is its low cost. The entire Bayonne installation including the apparatus at headquarters and in all nine cars was under \$5,000.

This outfit is a ultra short wave system operating on about 8.6 meters. Low power is possible on these waves. The stations may be close together as the waves travel only about 25 to 30 miles and there is no static.

**COTTAGE CITY INN**

East Side Canandaigua Lake

ANNOUNCES

Dancing at the Inn Every Thursday Night

ALL LEGAL BEVERAGES  
STEAK — FISH and BROILER DINNERS

FREE

Picnic Park — Bath Houses — Bathing

Reservations Taken For  
PRIVATE PARTIES and CLAM BAKES

GEO. F. COCHRANE, Prop.

Its greatest advantage is the ease with which the occupants of the speeding police cars can talk back to headquarters.

In comparison, a standard police transmitter must use higher power. It costs upwards of \$10,000 and the cars cannot be efficiently equipped to talk back. The waves travel a considerable distance and much trouble is being experienced by interference between stations and static.

There is no doubt but that the smaller communities can now with the small expenditure necessary equip its police cars with this new ultra short wave system and increase the efficiency of its department to an unmeasurable degree.

**HERE IS YOUR NUMBER**

Save this complete copy  
and watch for next  
week's issue

**Nº 427****ROSELAND PARK**

CANANDAIGUA LAKE

FREE ACTS—4:00, 7:30, 10:00 P. M.

July 22-28—Armita Performing Goats  
July 29-Aug. 4—Snyder's Educated BearsFREE FIREWORKS Every Wednesday Night  
Dancing Every Night Except Monday

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Molasses Drop Cookies

- 2 eggs
- 2 cups molasses
- 2 cups shortening
- 1 cup sugar
- 1 cup sour milk
- Salt
- 2 teaspoons soda
- 2 teaspoons ginger
- 2 teaspoons cinnamon

Flour enough to make a soft dough (4 cups or a little better). Drop from spoon onto greased cookie sheets.

C. H., Lyceum St.

## Stuffed Tomatoes Supreme

- 6 tomatoes
- 2 cups chicken stock
- 1½ tablespoons gelatine
- ¼ cup chopped chicken
- ¼ cup chopped ham
- 2 chopped pickles
- 2 chopped pimientos

## CHILD PORTRAITS

Made in your home or garden  
No additional charge

## The Stewart Studio

(Formerly Gilmore's)

35 SENECA ST. Phone 2183

- 1 tablespoon lemon juice
- 1 tablespoon parsley

Heat chicken stock, season highly and add gelatine. Cool slightly and add remaining ingredients. Remove slice from top of each tomato, scoop out pulp and fill cavity with chicken jelly. Thoroughly chill and serve on crisp lettuce leaves.

E. S., Waterloo, N. Y.


## Spaghetti Surprise

- ½ pound spaghetti
- 1 quart oysters
- 2 tablespoons butter
- 2 tablespoons flour
- 1½ cups milk
- 1 cup buttered crumbs

Cook spaghetti until tender and drain. Place spaghetti and oysters in alternate layers in baking dish. Make a sauce of butter, flour, milk and oyster liquid and pour over spaghetti and oysters. Cover with milk, buttered crumbs, and bake for ten or fifteen minutes in oven (425°).

A. H., Exchange St.

**C. J. BRADY**



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## Blueberry Slump

Set blueberries over low fire for about ten minutes or until berries are slightly cooked and there is a thin syrup. Drain off berries, and replace syrup on the stove. When syrup is simmering drop in small squares of thinly rolled biscuit dough, cover closely and steam for twenty minutes. Serve dumplings, syrup and blueberries hot, with rich cream for dressing. When preparing blueberries, regulate amount to size of family and sweeten to taste.

M. B., Grove St.

## Larger Ostrich Eggs

Fossil ostrich eggs have been unearthed from desert sands in several parts of China. Estimated to be a million years old, the eggs are nearly six inches long, much larger than ostrich eggs of today.

## Daniel Boone

Daniel Boone was a man of culture. In his day, as in the present, disinclination to mingle in congested social haunts could not be interpreted as a sign of illiteracy. Lincoln was one of the men who depended on few books, but those the best that the human brain has produced.

## Castle Street Market

Phone 2151 Near Main  
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Home Made Pure Pork  
Sausage

Best of Service—Free Delivery  
**FRED BAUMGARTNER, JR.**

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GENEVA N. Y.



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"Try Our Service"

Phone 2221

30 Gates Ave.

## FINGER LAKES ASSOCIATION

Geneva, along with other communities of the lake country, will next week observe the 15th anniversary of the founding of the Finger Lakes Association, the oldest regional promotion organization of its kind in the state. Monday of this week, as a preliminary to such observance, association officers took stock of past achievements and possibilities for the future.

An outstanding fact revealed was that for every penny subscribed to the association and spent by the organization in regional advertising to attract tourists, visiting motorists leave about \$20 in the region. This is new money brought in from outside. It is a cash crop and it comes at a time of year when local trade is at low ebb.

In brief, the tourist business yearly brings an average yearly income of 10 million dollars to the Finger Lakes Region. Of each such tourist dollar, an analysis shows that 26 cents goes for merchandise, 20 cents to restaurants, 17 cents to hotels for rooms, 11 cents to gas and accessory stations and 26 cents for general spendings.

In other words more than half of tourist expenditures go directly for merchandise and general spendings.

More surprising still, the figures disclose, there is returned to the Finger Lakes Region each year from the State nearly one million dollars from gasoline tax moneys, a large share of which comes from tourists.

The aim of the regional organization of which Geneva is a part may be summed up thus: "More tourists, better roads, better parks, better business."

Since the association was formed 15 years ago the State has spent \$34,000,000 in constructing 1,000 miles of state highways within the region. And of this total, 94 per cent of the roads were recommended and urged upon the State by the association.

The Finger Lakes Association was the father of the Finger Lakes State Parks Commission. It worked to get this region's share of state park moneys years ago. The result has been that the state has created eight new parks in the region

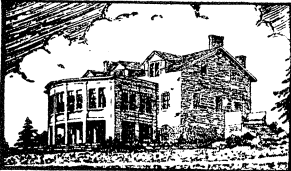
\*\*\*\*\*

"Where the Food is as Fine as the View"

**DINNERS - ONE DOLLAR** **LUNCHEONS**  
(also \$1.25) 85c

Sunday Dinners—Served from 12 to 8 P. M.

Mrs. C. J. Averill (Overnight Guests) Phone Canandaigua 166-J.  
(Visit our Rathskeller)



**Averhill**  
EAST LAKE ROAD CANANDAIGUA, N.Y.

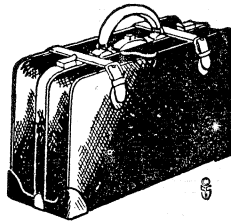
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## TRAVELING?

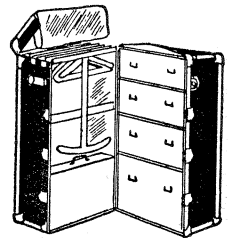
If you are, now is the time and here is the place to get your new luggage.

**ALL LUGGAGE 10% OFF**

Additional 5% off if this advertisement is presented at time of purchase.



SHOE VALUES  
**BRANDOW'S**



and spent \$4,000,000 on these parks since 1924. And the parks are visited in season by as many as 75,000 persons per day.

How persistent, continuous advertising is affecting this region was indicated a few days ago in a report in the New York Herald Tribune. The article revealed that the touring bureau head of the New York Automobile Club in analyzing inquiries from thousands of New York City autoists found that the regions throughout the United States which secured the heaviest metropolitan patronage were the Finger Lakes Region and the Adirondacks. Next came the New England States. Finger Lakes advertising is getting touring results here.

The vast volume of tourist spendings are hard to comprehend. When money is heavily sprinkled over a

wide area it is difficult to realize its magnitude. Last summer at the World's Fair in Chicago, the operator of the pay-toilet concession took in over three quarters of a million dollars in nickels. Amounts coming in to this region from the gas tax are in small amounts but they loom large in the aggregate. And today, the cash tourist crop is one of the largest industries the lake country enjoys.

As the Finger Lakes Association enters upon its 16th year, it is planning an elaborate dedication of the opening about September 1 of the Cherry Valley Turnpike or U. S. Route 20, which through Geneva merges with Route 5. This air-line, short route across the state will in future be one of the greatest feeders for Geneva. And this city, about

(Continued on page 6, column 3)



## Dorothy Goes Shopping

The lovely full fashioned chiffon and service stockings from the **J. W. Smith Dry Goods Co.** are getting more and more popular. A beautiful lustre and an exquisite sheerness express their quality. You will find them very practical, durable and reasonable.

When you are tired and warm, stop in **George's Candy Kitchen** and enjoy an ice cold, delicious soda. They are a treat and they are **George's** specialty.

Clever purchases enable you to buy at moderate prices the latest summer styles in dresses for Child, Miss and Matron, at **Peck's Millinery**. The children's dresses in attractive colors and styles are washable and practical for school in early fall.

You will wonder how you ever missed **Ringer's** famous doughnuts and home-made cakes. They are delightful and just the thing these warm days—for lunch, picnic, or supper. Try them!

Stock up with a supply of films from **McCarthy's Pharmacy**. You will need them to take pictures over the week-end. If you desire better pictures, ask about their Eastman Kodaks.

For work that pleases, stop at **Carl's Shoe Repair Shop**. He will make your shoes like new. Experienced labor by a competent person enables you to have the highest grade of shoe repairs.

For the Miss and Matron, **Peck's** have a select variety of afternoon and evening frocks. Choose from many hues in trim gingham, seersuckers, laces, eyelets, silks, and sheers. They run in small, medium, and large sizes.

Take a tip! The **Budget Dress Shop** at 22 **Seneca St.** (over Neisner's) has truly individual styles priced at \$2.90 and up.

Summer clearance at **Wheeler's Furniture Store** shows all articles of furniture reduced to new, low prices. Have you seen their stock? Profit with pride at this July clearance sale!

One of the most important requisites in the vacation wardrobe of every girl is sparkling newness in costumes and shoes. At the **Brownbilt Shoe Store, 492 Exchange St.**, are many attractive styles now on sale at \$2.49 to \$3.89.

Going by **Hadlow's Haberdashery**, I noticed white shirts in the window and marveled at the quality for only \$1.65 each. And the ties on sale at 65c each are outstanding values for such seasonable patterns. Visit this store. I'm sure you'll like it.

Summer hats are closing "out" at **Peck's Millinery**. Pre-fall taffetas and felts are "in". All merchandise is selected by Mrs. Peck who has catered to millinery for 35 years.

Quality hand in hand with fashion is felt and seen in the made to measure lingerie handled by **Mrs. J. C. Loman, 233 Washington St.** There are all sizes and 13 colors from which to choose. The tea rose and white crepe de chine trimmed with lace is lovely. Moderate prices. Phone 3184.

Decency in drama is lifting its head again; but fiction continues to languish in its puancy.

### Patient Has Glassy Stare

During a recent major operation in Northern Hospital, Liverpool, England, a young doctor was given the duty of seeing whether the patient's eye contracted or dilated under the anesthetic. To the observer's horror it did neither, and the patient was hastily revived. It then was discovered that the eye was a glass one.

## FINGER LAKES ASSOCIATION

(Continued from page 5, column 3)

mid-way across the state, will be a logical stopping place for the stream of tourists down U. S. 20, which is a federal highway spanning the American continent.

Geneva, a pioneer member of the association when its roster contained but six towns, is today a leading member when 40 communities comprise the membership. Geneva will next week participate in the 15th anniversary program and she will keep her place upon the highway map and in the line of tourist spendings through continued, wholehearted cooperation with the regional organization.

### Porcupine Gets Around

The yellow-haired porcupine is Colorado's largest rodent, next to the beaver, says Nature Magazine. It occurs abundantly in the mountain country but it is a great wanderer and often is encountered far out on the plains. Not infrequently adventurous individuals invade cities and towns, and they have been discovered wandering unconcernedly on the busiest streets of Denver.

**\$1 EACH**

What number was in the copy of the "Community News" you received on July 19? Was it No. 612? Or possibly No. 1841.

If the holders of either of those copies will mail them to us, complete, within one week, **Together with a Sales Slip** showing that a purchase of goods or service to the amount of \$1.00 or more has been made from any one of our advertisers, we will pay \$1.00 each for the copies in question.

Mail copies to Geneva Community News, P. O. Box 146, Geneva, N. Y.

Look thru today's issue carefully for additional winning numbers—good for two theatre tickets each.

# T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635—We Deliver

PENNSYLVANIA STRAIGHT WHISKEY, as low as .....\$1.25 per pint

— — LADIES — —

OUR TABLE WINES IN PINTS, QUARTS, ½ GALLONS AND GALLONS VERY REASON-  
ABLY PRICED

## About Tulips

Many who have admired the marvelous coloring of Tulips in the Spring may have asked what species they were.

This may answer the question.

Tulips have been grown commercially for over 250 years and in Holland catalogues all told there are over 2,500 varieties listed.

Out of this list the Royal Horticultural Society in England in 1917 drafted a classification in the belief that tulip growers would have a better understanding of the characteristics of the different varieties.

According to this classification, Tulips are divided into three general classifications. 1. Native or natural-growing species. 2. Early flowering. 3. Late or May flowering.

The native species of Tulips are those original native species growing in Europe, Asia, England, etc. It is from these that the numerous horticultural varieties have been derived.

The Early Flowering Tulips comprise 1. Single early tulips; 2. Double early tulips; 3. Duc Von Tholl Tulips.

The late or May flowering Tulips comprise groups known as: 1. Darwins; 2. Breeders; 3. Cottage Tulips; 4. Parrots; 5. Rembrandts; 6. Byblooms; 7. Bizarres; 8. Late double tulips; 9. Lily flowered Tulips; 10. Mendel Tulips; 11. Triumph Tulips.

During the bulb craze in Holland (1634-1637) as high as 5,000 Guilders (\$2,000.00 then) was paid for a single bulb; bulbs were handled as precious stones, not sold by the piece

but negotiated at troy weight on a gold scale. Because of this situation the Government of Holland was compelled to end these transactions.

At present the Holland government regulates the exportation of all Holland bulbs, designating both the quantity that can be produced and sold; they regulate the size, price and conditions under which they can be sold for export.

After the tops of tulips have turned brown they can be dug and stored in a dry place until October when they can be replanted, when this is done every three or four years many small bulbs will be found which can be set by themselves and grow on to add to your plantings.

## Gleaned from Here and There

The fourth of a series of "sayings" compiled by M. F. Devaney.

"Sleep is your best M. D."

"Success is just a state of mind."

"The worst thing that can happen to you may be the best thing that can happen to you if you didn't let it get the best of you."

"Keep cheerful, a candle loses nothing of its glimmer by lighting another candle."

"You cannot expect to get everything and not give something."

"Where there's a will, there's a way, and where there's a strong will there's always a short cut."

"The man who gets the honey doesn't fight the bees."

"No matter how four-square a man is there's always some curve on which he'll skid."

## JO-HOLZ sez - -

NOW IS THE TIME

to buy your new Suit at reduced prices.

Our \$25 Suit sells now at \$19.75, blue, gray or brown.

**Lewis & Holz**

480 Exchange Street

"Try and remember what it was that worried you to death a year ago to-day."

(To be continued)

## Books in 26 Languages

Books in 26 languages were sent last year to the Shakespeare Memorial Library in Birmingham, England, by British embassies and legations in all parts of the world.

## Reading Light Five Miles Away

Cleveland has a beacon light which, although visible to fliers 125 miles away, and although a person five miles from it can read a newspaper by its light, uses an electric light which virtually is the same size as the ordinary tungsten lamp.

Every forward step of the human race is due to the idea of one man, comprehended and welcomed by his fellowmen.

We will exchange two theatre tickets for copy No. 605 of our July 19 issue. Also for copy No. 2213.



## THE FUNNYBONE



### For Digestion

"De lady in de next house give me a piece of homemade cake. Won't you give me somethin', too?"

"Certainly! I'll get you a pepsin tablet."

### Very Heavy Crop

City Bred (pointing to a haystack)—"What kind of a house is that?"

Country Bred — "That ain't a house, that's hay."

City Bred — "Say! You can't fool me; hay doesn't grow in a lump like that!"

### Phonetics

Teacher—Abie, can you use the word disease in a sentence?

Abie—Papa wanted to know who vass talking on de phone, and I said, "Disease Abie, Papa."

### Scotch Joke No. 1563732

"You say McTavish is building a house?"

"Yeah, yesterday he telephoned to the Masonic Temple and asked for a couple of Free Masons."

### Snakes Live on Eggs

The sole diet of a species of South African snake is eggs. It can tell without breaking an egg whether it is fresh or stale, and will turn away from a stale one. Its head is only the size of the tip of a man's finger, yet in a miraculous manner it swallows an egg whole.

### AUTOMATIC HEATING

Either

GAS or OIL

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

### Trautman & Smith

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

(Members F. T. D.)

### A Giveaway

Margaret is only seven, but sometimes quite naughty. On one occasion her mother, hoping to be particularly impressive, said:

"Don't you know that if you keep on doing naughty things, your children will be naughty, too?"

Margaret dimpled and cried triumphantly: "Oh, mother, now you have given yourself away."

### Race Horse's Temperament

The temperament of a race horse is as important as his speed. The cavorting, prancing racer, with his sheeny coat glistening with perspiration, is not wanted by the veteran trainer. Give him the phlegmatic, go-as-you-please horse which takes everything as it comes. If he has not such a horse he endeavors to make all conditions tend toward making such a one.

### Some Snakes Hatch Own Eggs

Not all egg-laying snakes bury their eggs in the sand and let the sun do the hatching. The python is one that takes care of the incubating itself by coiling around the clutch until the young emerge. The pine or bull snake performs in the same manner.

Consistent advertising is the manufacturer's and retailer's pledge of quality. It is visible proof that he has faith enough in his product to back it with his name—and with his money.

Geneva Community News—"An Advertising Medium of Distinction."

Read our new "Dorothy Goes Shopping" Department. (See page 6.)

### LE BRUN'S RADIO SERVICE

Tubes—Replacement Parts in Stock for Any Make Radio

Ralph LeBrun

Phone 3921

### IT'S NOT A HOME

#### UNTIL IT'S PLANTED

The above statement needs no confirmation as since civilization began, trees, vines and other growing things have been an essential part of real living and ever since the discovery of the Garden of Eden, gardens have occupied much of our leisure time.

It is true that in our early American history we had so many trees it was necessary to remove them by the thousands to provide the space needed for the growing of food, materials for clothing, etc., but today we are realizing that we perhaps have gone too far and now there is a real nation-wide sentiment for reforestation.

Just as in days of old we are constantly seeking better living conditions; we want our homes to provide comfort and pleasure to the fullest extent of our ability. We

(Continued on page 9)

## Chester Phillips

Watch, Clock and Jewelry Repairing

10 CASTLE STREET

(Next to Clarke's Drug Store)



for convenient, comfortable  
economical transportation  
BETWEEN

NEW YORK  
SCRANTON  
WILKES-BARRE  
NEWARK  
CLEVELAND

PHILADELPHIA  
PITTSBURGH  
BALTIMORE  
DETROIT  
CHICAGO



FOR TICKETS AND  
INFORMATION CONSULT  
LOCAL TICKET AGENT OF  
**FRANK MARTZ**  
COACH COMPANY

Carpenter's Restaurant  
363 Exchange St.  
Phone 2561

## HARRY M. MOYER

PRINTER

69 Oak Street

Phone 4189



## IT'S NOT A HOME UNTIL IT'S PLANTED

(Continued from page 8)

want plenty of trees, shrubs, plants and flowers growing about them and the nurseryman of today is playing a most important part in this inherent desire to make every house a home for it is not a real home until it is planted and it is the well chosen planting that makes the most humble cottage a real home.

Then the desire for improvement has caused nurserymen as well as private individuals to work constantly for improvement of old varieties as well as developing entirely new species with the result that today we have roses, shrubs and other plants and trees which are far superior to any our forefathers could secure regardless of cost.

Hundreds of varieties of roses are now available compared with perhaps a few dozen outstanding varieties a hundred years ago to say nothing of the almost unbelievable number of improved varieties of fruits which are now within reach and which the home owner can plant with confidence of satisfying results and the reason is simple.

It is because nurserymen have nursed these things through their

baby stages before they are turned over to you. That's why they are called nurserymen. When you get them, if you buy on the basis of quality rather than price, they are thrifty, vigorous youngsters, ready to dig in and grow if you give them a chance and the beauty of it is that you do not have to plant them over again each spring, because once established, your tree, your shrub, or hardy perennial or rose bush will keep on growing with much less care than you now bestow on an annual flower which requires replanting each succeeding season.

And, the few hours planning for and planting of these things needed to make your house a real home will be the building of the foundation of years of pleasure and joy and beauty.

There is no other investment in the world where you can put in so little time and money and take out such long-lasting, and such increasing dividends.

There is real joy and profit in being a builder of beauty.

But don't take anyone's word about planting being a good investment, just look around your community. You know the ones who have the planting habit. Their places show it. Aye, and their faces show it too. They have real

homes, and they and theirs are getting real fun out of it; real fun and real profit.

Plants, shrubs, or trees that cost you a dollar or two apiece you would not part with after a few years for many times their original cost.

With the many reliable nurseries located in Geneva and the inspiration provided by the many beautiful gardens about private homes as well as the elaborate plantings about our Experiment Station grounds there should be no reason why Geneva should not continue to live up to its reputation as being one of the most beautiful small cities in America.

C. O. WARNER

### CUT FLOWERS—POTTED PLANTS FLORAL DESIGNS

#### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

#### Lake Shore Lots For Sale

"Wyckoff Glen" about 3½ miles north of Willard on Lake Shore Road from Willard to Geneva, finest lots in Finger Lakes Region. Property recently improved.

#### COLE & WYCKOFF

94 Seneca Street GENEVA, N. Y.

Mr. Non-Advertiser: Geneva Community News has helped others—it can help you.

### PLYMOUTH LOWEST PRICED

4-DOOR, 6-CYLINDER SEDAN IN AMERICA

## Seneca Motors

SALES AND SERVICE

M. W. STANTON Phone Lafayette Highway  
Proprietor 2613 GENEVA, N. Y.

### TIME AND ENERGY

can be saved by sending your laundry here. You can also save money for Christmas. We give Xmas Club Thrifties.

Ask our drivers.

GENEVA LAUNDRY, Inc.

511 Exchange St. Phone 2820



### ERNEST BAUMGARTNER

Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

## ESSOLUBE

THE ONLY  
FIVE STAR

## MOTOR OIL

### Wilson's Esso Station

Privately Operated

LAKE STREET

Phone 4082

**SCHINE'S GENEVA THEATRE**

Friday and Saturday, July 27 and 28, the circus comes to town for the kids and the grown-ups who enjoy hokum amusement in the latest Joe E. Brown picture, "THE CIRCUS CLOWN". It's a real three ring circus; the whole melange—big tents, clowns, freaks, acrobats, barkers, roustabouts, animals and parades—all serving as the atmospheric background and providing the excitement for its basic romance-drama tinged human interest character comedy. These qualities naturally suggest the colorful, flamboyant exploitation that would precede its public presentation. The rest of the cast includes Patricia Ellis, Dorothy Burgess, Gordon Westcott and others.

Starting Sunday, July 29th, for a five day engagement ending Thursday, August 2nd. Will Rogers in "HANDY ANDY". The critics proclaim Will Rogers as uproarious in this, according to the preview reports. In the picture his wife Peggy Wood wants him to play—and he does! And thereby hang most of the hilarious situations that go to make this his funniest picture.

Things run smoothly as long as Rogers is in his drug store. But when he sells out and starts to play, he finds life complicated. First he raises pigeons, until they escape into the house. Then he tries golf with screamingly funny results.

But the climax comes when he goes with his wife to New Orleans to attend the Madri Gras. He refuses to attend the ball with her. Later, however, wandering around alone, he encounters a fellow druggist and his lovely girl friend, Conchita Montenegro.

Mellowed by a few cocktails, Will decides to attend the ball after all, and he chooses a leopard skin as his costume. A few more cocktails lend him the courage to try an adagio dance with the lithe Conchita. Then the fun begins. His rough and tumble dance starts a fight that ends in a riot. And there's a surprise ending that hasn't been divulged in advance of the showing. You're really missing something if you don't see this.

**Mr. Local Business Man:** Geneva Community News reaches the prospects YOU need as customers.

One woman recently told us: "I have every copy of your paper since a year ago last April." Another said: "I have kept every copy since you started." Advertising in such a medium cannot help but PAY.

**Mr. Merchant:** Your message placed consistently each week, before 22,000 people will surely bring results.

**RAYBESTOS P.G.**

(PROVING GROUND)

**BRAKE LINING**

For Each Type of Brake

Exclusive Service Station

**EARL G. STRATTON**

Advertising is nowhere near as expensive as not advertising.

"Do you guarantee this hair restorer?"

"Better than that, sir. We give a comb with every bottle."—*Answers.*

**--PROOF--**

WE HAVE PROOF, POSITIVE, THAT  
IT PAYS TO ADVERTISE IN

**THE GENEVA COMMUNITY NEWS**

"An Advertising Medium of Distinction"

WE SHOULD LIKE AN OPPORTUNITY  
TO TELL YOU ABOUT IT. CALL 2108  
FOR INFORMATION AND RATES

**WONDER BAR GRILL**

74 Seneca St.

--: DANCING --:

Tuesday, Friday, Saturday Evenings—9 P. M. Until?  
Thru Dinner Hour Every Night—5:30-7:30 P. M.

All Legal Beverages

1932 CHEVROLET Coach

1932 CHEVROLET Coupe

1930 HUPMOBILE Sedan

1931 FORD Sedan

1930 AUBURN Sedan



A cleaner selection of USED CARS could not be found

**Russell-Hart Chevrolet**

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

### Capital of Finland

Helsinki is the Finnish and hence the official name of the capital city of Finland, formerly known by its Swedish name of Helsingfors. The city is located in the extreme south of Finland on the Gulf of Finland, immediately opposite Tallinn, the capital city of Estonia.

### Animals That Chew Cud

Animals that chew the cud are called ruminants, and the division of the animal world to which they belong is called the Ruminantia. Among the ruminants are the oxen, sheep, goats, antelopes, giraffes, deer, chevrotains, camels and their close relatives.

### Navajos Have Prayer Rugs

The Navajo Indians have what are called prayer rugs. There is a custom among the Navajos of weaving into certain rugs sacred symbols with symbolic meanings. Other tribes have sacred objects which consist of packs or bundles containing a hodge-podge of symbolic articles.

### Ancient Monuments Protected

London and the home counties contain some 250 castles, abbeys, and other historic buildings, and relics which have been scheduled as "ancient monuments," and as such must not be removed or interfered with in any way.

## Schine's Geneva Theatre

Fri., Sat.—  
July 27-28

JOE E.  
BROWN

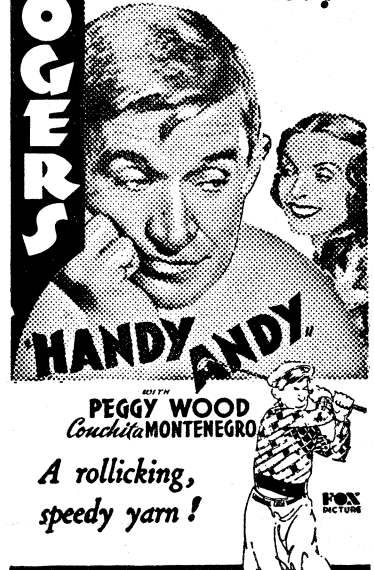
## "The Circus Clown"

He makes you  
laugh with the  
greatest of  
ease, this fun-  
ny faced man  
on the flying  
trapeze . . . !

5—BIG DAYS—5  
STARTING SUNDAY

WILL  
ROGERS

A WIFE WANTED HIM TO  
PLAY A LITTLE... A GIRL  
WANTED HIM TO PLAY  
A LOT !



## COPPER-BOUND ROOFS

ARE INSTALLED WITH  
LOCAL LABOR

Get the most for your money and  
keep it here at home.

Massive                  Colorful  
Not Expensive

## J. A. PONTIUS

90 Elm St.                  Phone 4575  
GENEVA, N. Y.

FOR—

BETTER MEATS  
CLEANER MEATS  
and

QUICKER SERVICE

Come to

## BERG'S MARKET

96 Elm St.                  Phone 2864

## Colonel & CHEERIO

-- Says --

SPECIAL THIS WEEK

OLD CABIN BROOK, pints.....	\$1.60
RED TOP, pints.....	\$1.60
OLD HENRY CLAY, pints.....	\$1.60
D. L. MOORE, pints.....	\$1.60
WILLIAM PENN Straight Rye Whiskey (Bonded, 1928) a pint.....	\$2.95

WE GIVE XMAS THRIFTIES

*Geo. M. Peters* Liquor Store  
148 CASTLE ST. Phone 2054



### Watchful Waiting

Customer: "Your dog seems very fond of watching you cut hair."

Barber: "It isn't that. Sometimes I snip off a piece of the customer's ear."

Read our new "Dorothy Goes Shopping" Department. (See page 6.)

Copy No. 620 of our July 19 issue is good for two theatre tickets if mailed to us, complete, at once. So is copy No. 305.

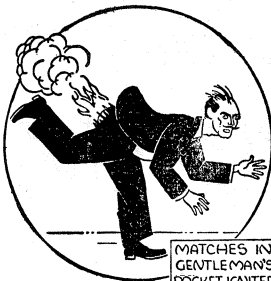
Say you read it in "The Geneva Community News."

## SHOREHAM

Chicken and Steak Dinners

300 ft. Bathing Beach. Picnic Tables.

East Lake Road Canandaigua Lake



Most accidents are not freakish but the expenses following an accidental injury certainly pinch your paycheck.

It's a lot easier to have dependable Accident Insurance to pay such bills.

THE TRAVELERS  
Hartford, Connecticut

Complete Coverage

**D. MAX HENRY**

94 SENECA ST.

Phones:

Office 6123 Home 4689

# 4 LOAN PLANS 20 REPAYMENT PLANS

TO FIT YOUR INCOME

UP TO \$300 • 24 TO 48 HOURS

When you need money, use our loan service. You will find it prompt and complete. We make Furniture, Automobile, Co-Maker or Endorsed Note and Combination Loans for all personal, family, or household necessities.

One of our Repayment Plans will be exactly suited to your requirements, payments may be extended over 1 to 20 months.

Come in . . . Write . . . or Phone

## PERSONAL FINANCE CO.

OF NEW YORK

Phone Auburn 251

120 Genesee St., Auburn, N. Y.

Licensed by N. Y. S. Bank Dept.

LOANS MADE in NEARBY TOWNS

Apply J. J. PRYOR, 461 Exchange Street, Geneva, N. Y.

# Dollar Days

## THE FIRST FOUR THURSDAYS IN AUGUST

WILL BE "DOLLAR DAYS" FOR OUR READERS

## GENEVA COMMUNITY NEWS IS OFFERING \$20.00

in merchandise to its readers the first four Thursdays in August. Save this copy, complete, and watch for next week's issue.



THE

GENEVA



# COMMUNITY NEWS

August 2, 1934

5000 COPIES

**5** *PLANS-which make  
Saving Easier for you at-*

===== **THE  
LOAN**

3% ——— 3½%  
4% ——— 4½%



**89 SENECA STREET — Opposite Geneva Theatre  
PHONE 2321 GENEVA, N.Y.**

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

August 2

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - *Manager*  
M. E. RAYMOND, *Advertising Mgr.*

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.



### Gleaned From Here and There

The fifth of a series of quotations from the collection of M. F. Devaney.

"Don't worry about your mistakes, a worm is the only thing that cannot fall down."

"While it is always advisable to put a little sugar on what you say it is well to put a little salt on what you hear."

"Accidents are not accidents, someone didn't do the right thing."

"It is well to be able to do without the things you cannot have."

"The one thing that fights best when it is on it's back is a tom-cat."  
Orphan Annie Cartoon.

"One is never as unhappy as one believes or as happy as one had hoped to be."

"Most of our troubles are more supportable than the comments of our friends upon them."

"Place yourself in the other fellow's shoes and you will have a different conception of him."

"Let's be cheerful, a careful study of explosives shows that the boom always follows the burst." Empire Gas Advertisement.

"What is new is opposed because men are most unwilling to be taught and what is known, is not sufficiently considered because men more frequently require to be REMINDED than informed." Those who should advertise more might read that again with emphasis on the word in caps.

### AUGUST, 1932

The following is a list of those whose ads appeared in our first issue two years ago:

The Loan (front page)  
Geneva Milk Company  
Cooney, Watts & Cooney  
Harrington's Hat Shop  
C. J. Brady  
H. B. Tuttle  
Wm. H. Miller  
Fairfax Bros.  
Empire Gas & Electric Co.  
C. S. Burrall & Son  
"Ev" Cole  
Currey & Corwin  
Robert R. Sellers  
Fred Rickey  
Bolin Music House  
Ontario Business Institute  
Clarke's Drug Store  
Seneca Beauty Shoppe  
John Pontius  
The Karmelkorn Shop  
Guinan's Restaurant  
Foote's Incorporated  
P. O'Malley & Son Coal Co.  
Wm. L. Vogt & Sons  
Scott's Book Store  
The Shoe Hospital  
W. & T. Cass  
John E. Murray  
S. A. Gilbert  
Hawley Motor Company  
Harper Hughes  
Wehle Baking Co.  
C. D. Blair & Co., Inc., Buffalo  
Market Basket  
Walter B. Jewett (back page)

It is very satisfactory to us to note that several of the above have been regular advertisers with us since our first issue in August, 1932.

### Sea Coast Is Changing

Sweden, Finland and Norway are gradually rising above sea level, while Denmark, Germany and some other countries are sinking, declares a scientist in Europe.

It pays to *Advertise* in the Geneva Community News.

### CUT FLOWERS—POTTED PLANTS FLORAL DESIGNS

#### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

### Lake Shore Lots For Sale

"Wyckoff Glen" about 3½ miles north of Willard on Lake Shore Road from Willard to Geneva, finest lots in Finger Lakes Region. Property recently improved.

### COLE & WYCKOFF

94 Seneca Street GENEVA, N. Y.

### EASY WASHER SHOP

We Service All Makes of Washers and Cleaners. Wringer Rolls a Specialty.

Reasonable Rates

17 E. CASTLE STREET PHONE 6323

### FOOL-PROOF!

TEXACO

Certified

with MARFAK

LUBRICATION

NO SPOT OVERLOOKED

Every step checked against  
authorized chek-charts

ASK FOR IT HERE



RICKELS

Service Station

LAKE STREET Phone 2920

### G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing



**RADIO FLASHES**

By RALPH LE BRUN

Molasses and January will have roles in Lanny Ross' new movie "Mississippi". These Maxwell House comedians will shoot their portion of the film in the Astoria, L. I. studio. The scenes will be shipped west and cut into the picture at the coast.

Keenan Wynn, 18 year old son of Ed Wynn, is an inboard motorboat pilot of no mean ability. Taking care of and piloting his own boat he has already won several races and is hot on the trail of more laurels.

"Full Speed Ahead" is the title of a new program which takes Ted Husing for a fast ride every Thursday evening at 9:45. During this broadcast he is heard from various speeding crafts in and about New York City. Already he has been heard from a harbor patrol launch and a speeding hook and ladder truck. On August 2, he will talk from a police radio patrol car on duty. Tune in for a few thrills.

The highest wooden tower in the world has just been completed at Muehlacker, Germany. It is 625 feet high and has at its top an antenna ring 10 feet in diameter and weighing 1320 pounds.

Among the new radio models announced for the coming season is one that does everything but "put out the cat." Just above the tuning controls is a clock with automatic tuning arrangement which enables the listeners to pre-select programs over a twelve-hour period. The set then automatically turns on and off, tunes in a station and moves to the next at the selected time with no attention.

Radio amateurs gave a lusty cheer a few days ago when they were given permission to operate ultra short wave transmitters and receivers on any movable object. Now, cars, boats, or even roller skates can be radio equipped and the occupants can carry on conversation while in motion. This permission is limited to licensed amateurs and the transmission cannot have any commercial aspect. No doubt the time is not far distant when our trucks, buses and taxis will talk with headquarters without even slowing down. This ultra short wave equipment is very light and small in size, operating similar to the police outfit described in last week's Community News. The wave used by these amateurs is just below the police band.

**Size of British Empire**

The British empire covers 13,166,582 square miles, about one-fourth of the inhabitable land surface of the earth. The population according to estimates is 485,302,865, which is about 15,000,000 less than one-fourth of the total number on the earth.

**Home of the Diamond**

India was the original home of the diamond as a jewel. For centuries India remained the sole source of Europe's diamond supply. Diamonds were discovered in Brazil in 1730 and in South Africa in 1867. South Africa furnishes 90 per cent of the world's supply.

**Fire Kept Burning 200 Years**

A fire at the Warren House inn, Dartmoor, England, has been kept burning for more than 200 years.

**ROSELAND PARK**

CANANDAIGUA LAKE

Presents

SNYDER'S 3 BEARS—featuring Martha, the wonder bear, with the human mind. The only bear in the world that walks up and down stairs on its front paws.

JULY 30, AUG. 5—at 4:00, 7:30, 10:00 P. M.

Aug. 5-12—MADELINE BERLO, the original New York Hippodrome Diving Star

FREE FIREWORKS every WEDNESDAY NIGHT

**RAYBESTOS P.G.**

(PROVING GROUND)

**BRAKE LINING**

For Each Type of Brake

Exclusive Service Station

**EARL G. STRATTON**

Rickels Service Station

Lake St.

PLYMOUTH

LOWEST PRICED

4-DOOR, 6-CYLINDER SEDAN IN AMERICA

**Seneca Motors**

SALES AND SERVICE

M. W. STANTON  
ProprietorPhone  
2613Lafayette Highway  
GENEVA, N. Y.

TOWN CRIER Straight Rye Whiskey (2 summers old).....Pints \$1.45; Quarts \$2.80

EMPIRE CLUB GIN, fifths.....\$1.25

GOLDEN MORN SCOTCH, fifths.....\$3.50

**HOWARD LIQUOR STORE**

INSPECT OUR STOCK

Next to Regent Theatre

**HERE IS YOUR NUMBER**

Save this complete copy  
and watch for next  
week's issue

No 3110

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Codfish a la Mode

1 cup salt codfish  
2 cups mashed potato  
2 cups milk or cream  
2 eggs  
¼ cup chopped green pepper  
¼ cup butter

Separate fish into small pieces and freshen for three hours in cold water, changing water three times. Heat milk and mix with mashed potato. Add fish, beaten egg yolks, peppers, seasonings and lastly fold in well-beaten egg whites. Bake in greased dish in moderate oven for 25 or 30 minutes.

S. H. B., Main St.

## Tomatoes and Eggs

Grease muffin tins and place 1 thick slice of unpeeled tomato in each section. Season with butter, pepper and salt and break one egg

## CHILD PORTRAITS

Made in your home or garden  
No additional charge

## The Stewart Studio

(Formerly Gilmore's)

35 SENECA ST.

Phone 2183

over each. Season again with salt, pepper and butter and bake in oven until egg is set but not hard. Serve on rounds of hot buttered toast.

L. M. J., West Ave.

## Apple Cups

4 cups apples, pared and thinly sliced  
½ cup sugar  
Butter  
Lemon juice  
Cinnamon and nutmeg  
2 eggs  
1 cup milk

Line muffin tins with plain pastry and fill with apples. Add to each individual pie 1 tablespoon sugar, ½ teaspoon butter, few drops of lemon juice, cinnamon and nutmeg to taste. Beat eggs until light and mix thoroughly with milk. Add to each pie and bake in hot oven until apples are tender. Makes 8 cups.

## Spanish Eggs

4 tablespoons butter  
1 cup sliced onions  
1 pt. tomatoes

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

3 tablespoons flour  
5 eggs  
Salt and pepper

Fry onions in melted butter until brown. Add tomatoes and cook until tender. Make paste of flour and water and add to mixture. Cook until clear, then add seasoning and slightly beaten eggs. Stir until eggs are cooked and serve at once on buttered toast.

Mrs. J. C. B., Sherrill St.

## Chance to Vent His Rage

Husband (tripping over loose carpet—"I shall lose my temper with this confounded carpet in a minute!")

Wife—"That's right, dear, do. Then take a stick and give it a jolly good hiding out on the lawn."—Moncton Transcript.

Say you read it in "The Geneva Community News."

### Trimfoot for Callouses

IF YOU are suffering with burning, stinging callous pains, let us fit your shoes with Trimfoot. Gives instant relief. So thin, you don't know it's there. Only \$1.00.

**\$1**

## ENNA

## JETTICK

SHOES FOR WOMEN

**\$5.00 \$6.00**

Main Floor

**J. W. SMITH DRY GOODS CO.**



Now is the time to order your winter's supply of fuel before prices rise again. Pay cash and save money.

## RAPALEE COKE & COAL CORP.

"Try Our Service"

Phone 2221

30 Gates Ave.

## ANNIVERSARY SALE

AUGUST 2-3-4

ONE YEAR IN NEW LOCATION

HART SCHAFFNER & MARX SUITS

Sizes 35, 36, 37—values up to \$30.00.....\$9.95

HART SCHAFFNER & MARX SUITS

Regular stock, values \$30.00, \$32.50, \$35.00, \$40.00  
PRICED AT \$26.50

OTHER SUITS reduced to \$16.50, \$19.50, \$22.50

## WELCH'S

(New Location)

494 EXCSANGE ST.

**SUMMER BREEZES**

Averhill on the East Lake Road, Canandaigua Lake, under the supervision of Mrs. J. C. Averill, is featuring a special Sunday night supper this Sunday. Supper to be served in main dining room or Rathskeller.

The free act attraction at Rose-land Park this week is Snyder's 3 Bears. Featuring Martha, the won-

der bear with the human mind. These bears were with Ringling Bros. circus for several years, and were one of the big attractions at the World's Fair last year. Don't miss this act as it is one of the best to be booked for the season.

Shoreham, on East Lake Road, Canandaigua Lake, invite you to make use of their 300 ft. bathing

beach. Shoreham is under the management of Miss Helen Wertman and Elwood Cox, two well-known Genevans.

Copy No. 720 of our July 26 issue is good for two theatre tickets if mailed to us, complete, at one. So is copy No. 405.

**New Hampshire Gateway**

Portsmouth, a city more than three hundred years old, is New Hampshire's gateway to the Atlantic ocean. There is, perhaps, no other city of its size in the United States as rich in history.

A Washington questions and answers editor has this to contend with: "I want to build a compass. What are the directions?"—Detroit News.

Pays big dividends—*Advertising*—in the Geneva Community News.

**Mr. Merchant:**

**D**ON'T let hot weather carry you into a slump! Two months of just "lagging along" can tear down all you've gained since the first of the year. Stanton-Superservice is here for your use in fighting the needless summer slump. Get it.

**FREE at the**  
**Geneva Community News**

FOR—

**BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

**SHOREHAM**

Chicken and Steak Dinners

300 ft. Bathing Beach. Picnic Tables.

East Lake Road Canandaigua Lake

**JO - HOLZ sez - -**

**NOW IS THE TIME**

to buy your new Suit at reduced prices.

Our \$25 Suit sells now at \$19.75, blue, gray or brown.

**Lewis & Holz**

480 Exchange Street



## Dorothy Goes Shopping

Purchase the new Hudnut dusting powders at **McCarthy's Pharmacy**. Choose from the four delightful floral odors: Maytime, a jasmin fragrance, Muguet, lily of the valley, Gardenia and Three Flowers. The price is \$.75.

Stop in **George's Candy Kitchen**, 364 Exchange St., for an ice cold drink of "Buck Eye Ginger Beer" —"The Old English Type."

**1c Sale on Women's Summer Shoes** at **Savage's Shoe Store**, 501 Exchange St. (next to Regent) for **Friday and Saturday only**, August 3 and 4. Just select a pair from the **Regular \$1.98 to \$3.95 Summer Shoes** and you may buy another pair of **Equal Value for 1c**.

Special! Pure Salt Water Taffy 19c a pound at **George's**. This week only.

If the frame blends into the color scheme of the picture, you have a very striking decoration. Consult **Prince's Jewelry Store**, 20 Linden St., for choice frames, excellent advice and fine workmanship.

Here it is the first week of August, and once more **Isenman's** are offering another fresh fruit Ice Cream. This time it's Fresh Peach, rich, creamy, and smooth, with plenty of fresh, ripe peaches all through it. Try a quart for your dessert today.

**Hadlow's** are featuring a special sale of silk and seersucker ties at 39c each or 3 for \$1.00. Stop in and see these ties! They're outstanding values.

For delicious home cooked food, try the 35c dinner which is served at **Stone Lunch**, 2 miles east of Geneva on the Waterloo highway. They have Beer and Ale on tap and specialize in Fish Frys.

Sewing School with daily classes at **Mrs. Bushlack's**, 228 Nursery ave. The method is so simple that a 14-year-old child can learn to make smart, lovely dresses. Reasonable rates.

**Consider your hair.** Fashion requires that your hair be lustrous and beautiful for only healthy hair will take a satisfactory permanent. Reconditioning sick hair to health and beauty has been a Harper specialty for 46 years. They do all beauty work. Call **The Harper Method Beauty Salon**, 10 Seneca St., for an appointment.

**The Conscientious Maid**  
"Norah, were you entertaining a man in the kitchen last night?"  
"That's for him to say, ma'am; I did my best."

**SUNSET  
SUPPER  
SERVED  
SUNDAY  
SIX P.M.  
and  
SEVEN P.M.  
50c**

Main Dining Room and Rathskeller

**AVERHILL**

East Lake Road Canandaigua

"Where the food is as fine as  
the view"

### Old Stove Contest

An old stove contest is being conducted in the City of Geneva by local gas range dealers and the Empire Gas & Electric Company. Many housewives have entered their old range in this contest already. Today's gas range prices are at depression lows. Housewives should take advantage of this opportunity and equip their homes with a modern gas range. All dealers are making liberal allowances on old stoves during this contest period. Terms are in accordance with present day budgets.

If you have not entered your old stove in this contest, do it today. You can obtain entry blank from your local gas company or any local dealer. There is no obligation to buy. Your old stove may win a new fully insulated gas range. Any type of stove will be accepted. This contest is limited to customers on gas mains and old stove must be in use.

Contest closes August 11th.

### No Free Speech

A temperance orator, who had been interrupted a number of times in the past, hired a prize-fighter to keep order while he made an address in a workingman's hall. During his address he contrasted the clean, quiet home of the temperance man with the squalid home of the drunkard. "What do you want when you return home from your daily work?" he asked. "What is it you desire to ease your burdens, gladden your hearts and bring smiles of joy to your face?"

As he paused, the prize-fighter shook his fist at the occupants of the gallery and said, "Mind, the first bloke what says 'beer' I'll throw out on his ear."

## Special Prices

on Tulips and other Holland Bulbs for direct shipment from Holland on all orders placed before August 15th.

Special catalogue available listing hundreds of varieties.

Write, call, or phone

**RICE BROS. Co.**

Phone No. 2417

Geneva, N. Y.

### Pigs Whipped to Death

In old England, pigs were whipped to death, a torture which was supposed to render them more palatable.

We will exchange two theatre tickets for copy No. 705 of our July 26 issue. Also for copy No. 2212.

**50% off**

—on—

Sheaffers

Parkers

Waterman and

Swan

PENS AND PENCILS

Discontinued Models

**S. A. Gilbert**

510 Exchange St. Geneva, N. Y.

We are offering

**\$5.00**

to our readers this week

### READ CAREFULLY

What was the number in the copy of the Geneva Community News which you received last week?

Was It Number 770?

If so, mail the copy to us, complete, at once, with your name and address. Also inform us from which advertiser in today's issue you wish to receive \$1.00 worth of goods or service.

We will then mail you an order to be presented to the advertiser you select and it will be honored to the amount of \$1.00.

If you did not receive the above mentioned number perhaps you did receive one of the following numbers which will also be honored in the same manner: Nos. 316, 3967, 2018 and 1191.

### A Famous Mountain

The Jungfrau is a famous mountain in Switzerland, with a hotel at the very top, 11,140 feet high. The mountain is snow covered, with many glaciers. The Jungfrau is one of the highlights of Switzerland.

The continued talk of lengthening man's span of life reminds us of the conversation between the traveling man and a farmer. "You did a good job in reaching the age of 100 years," said the traveling man, "but I doubt if you will see another hundred." "Oh, I don't know about that," replied the farmer, "I am much stronger now than when I started the first hundred."

It pays to read the Geneva Community News.

## BARGAINS

in

## USED PIANOS

### Bolin Music House

Phone 2788 551 Exchange St.

## Castle Street Market

Phone 2151 Near Main

### BEST QUALITY MEATS

Home Made Pure Pork  
Sausage

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.**

Giving You for The First Time Your Individualized Body Size as Well as Your Neck Size and Sleeve Length.

## Third Dimension Shirt

SANFORIZED SHRUNK

Made in Extra Fine White Broadcloth—Collar Attached—Three Body Sizes for Each Neck Size—Small, Medium, and Large Bodies. Let Us Show You This Splendid Shirt.

**\$1.95**

**Baker & Stark, Inc.**  
GENEVA, N. Y.

489 EXCHANGE ST.

North Regent Theatre

## WHY PAY MORE AND GET LESS?

COPPER-BOUND ROOFS are thicker, heavier, more dependable, and most attractive.

Applied over old wood shingles—eliminates dirt inside and out—saves flowers and shrubs and provides insulation.

ESTIMATES FREE

**J. A. PONTIUS**

90 Elm St.

Phone 4575

GENEVA, N. Y.



## THE FUNNYBONE



### A Vinegar Fiend?

Aunt Hetty—"Sakes alive! I don't believe no woman could ever been so fat."

Uncle Hiram—"What y' readin' now, Hetty?"

Aunt Hetty—"Why, this paper tells about an Englishwoman that lost two thousand pounds."

### Or English

Teacher: "Remember that he who laughs last laughs best."

Smart Child: "Maybe, but he soon gets a reputation for being dumb."

### No Harm Intended

Lady (at almond counter)—Who attends to the nuts?

Wise Guy—Be patient, I'll wait on you in a minute.—Log.

A big fat man bumped into a rather lean looking gent and said, "From the looks of you there must have been a famine." "Yes," replied the lean gent, "and from the looks of you, you're the guy that caused it."

### R. S. GUILLE

General Auto Repairing—Battery  
Service—Towing Service  
10 SEYMOUR ST. Phone 2065

That's My Barber Shop  
**HOTEL SENECA**  
JOE and TONY  
"It Pays to Look Well"

### AUTOMATIC HEATING

Either

GAS or OIL

### J. A. PONTIUS

SHEET METAL WORK

90 Elm St.

Phone 4575

### Trautman & Smith FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Members F. T. D.)

A railway official on an eastern line received the following note from one of his Foremen:

"I am sending in the accident report on Casey's foot. He struck it with the spike maul. Now under 'Remarks' do you want mine or do you want Casey's?"

### Justifying the Delay

Slow Waiter: "Here's your coffee, sir. It's special from South America."

Impatient Diner (sarcastically): "Oh, so that's where you've been?"

### A Come Down

"At last, my angel," said the happy man, after he had settled with the minister, "we are really and truly one."

"Theoretically, yes," rejoined the modern bride; "but from a practical standpoint it will be advisable to order dinner for two."—Ex.

### Farmer Does Providing

An old farmer was complaining bitterly to the minister of the terribly bad weather for the crops, when the latter reminded him that he had much to be grateful for, all the same.

"And remember," said the good man, "Providence cares for all. Even the birds of the air are fed each day."

"Aye," replied the farmer, darkly, "off my corn."

### Difficult Courtship

"First Boy: "My pa and ma were a long time getting married."

Second Boy: "What delayed 'em?"

First Boy: "Well, ma wouldn't marry pa when he was drunk, and pa wouldn't marry ma when he was sober."

### LE BRUN'S RADIO SERVICE

Tube Prices cut, effective August 1—popular types now 65c to \$1.10.

### TUBES, PARTS, SERVICE

For Any Make Radio

Ralph Le Brun

Phone 3921

### BEER AND ALE

Bottle or Case. Iced at All Times.

FREE DELIVERY—at Any Time

CARMELO GRINGERI

34 Wadsworth St.

Phone 4705

# EMPIRE COKE

The Clean,  
Economical,  
Guaranteed,  
Domestic Fuel

IT COSTS LESS THAN  
OTHER SOLID FUELS

Empire Gas & Electric Co.



NEW YORK  
SCRANTON  
WILKES-BARRE  
NEWARK  
CLEVELAND

PHILADELPHIA  
PITTSBURGH  
BALTIMORE  
DETROIT  
CHICAGO



FOR TICKETS AND  
INFORMATION CONSULT  
LOCAL TICKET AGENT OF  
**FRANK MARTZ  
COACH COMPANY**

Carpenter's Restaurant  
363 Exchange St.  
Phone 2561

### HARRY M. MOYER PRINTER

69 Oak Street

Phone 4189

Geneva Community News—the  
most "looked for" paper in Geneva.

## WONDER BAR GRILL

74 Seneca St.

ANNOUNCING  
COCKTAIL HOUR—Every Afternoon—4-6

— DANCING —

Tuesday, Friday, Saturday—9 to Closing  
All Legal Beverages



## Walter B. Jewett

GULF GASOLINE, MOTOR  
OIL, KEROSENE  
WASHING GREASING  
Cars Called For and Delivered  
110 LAKE ST.  
Phone 2951 Geneva, N. Y.

1933 Chevrolet Coach  
1931 Ford Sedan  
1932 Chevrolet Coupe  
1930 Auburn Sedan



We have only a few, but they are good Used Cars.  
So attractive that we do not hold them long.

## Russell-Hart Chevrolet

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

## Dress Making School

Classes Every Day Reasonable Rates

Easy Method Taught. Child 14 Can Learn.  
For full information call

**MRS. THOMAS BUSHLACK**

228 Nursery Avenue

Phone 5910

## Atlas Tires

AT NEW LOW PRICES

## Wilson's Esso Station

Privately Operated

LAKE STREET

Phone 4082

### Locust Some Buzzer

A near relative of the cricket, the locust, is a famous musician. This fellow seems to carry a buzz saw with him, but he has never been found sawing any wood. He is the most successful noise-maker in the insect world, and no carnival vender can imitate his squawks.

### Farthest North Coral Reef

The farthest north coral reef in the world is in Lake Michigan, not far from Chicago. Its age is reckoned at 400,000,000 years.

### May Never Happen

"Most of us pass our lives," said Hi Ho, the sage of Chinatown, "in hope or fear, day by day, of what is going to happen tomorrow."

### Nantucket's Fame

The island of Nantucket, 28 miles south of Cape Cod, Mass., was for more than a century a principal seat of the whaling industry.



Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

## Ernest Baumgartner

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

### CANNING SEASON SPECIALS

COLD PACK CANNERS, 7-quart size.....\$1.50  
ALUMINUM PRESERVING KETTLES,  
12-quart size .....89c  
SUPER SIEVES .....69c  
LARGE SIZE WIRE STRAINERS.....45c  
HEAVY GALVANIZED GARBAGE PAILS,  
9-gallon capacity .....\$1.15  
CAN RUBBERS, dozen .....5c

We Give Xmas Thrifties

## Cooney, Watts & Cooney

HARDWARE

513 EXCHANGE ST.

Phone 2170

## THE W. F. HUMPHREY PRESS

PRINTERS

PUBLISHERS BOOKBINDERS

300-312 PULTENEY STREET

GENEVA, N. Y.



# ON THIS, THE OCCASION OF OUR 2nd ANNIVERSARY

We wish to express to the following advertisers our grateful appreciation for their patronage and encouragement during the past two years.

## Advertising Agencies

Landshaft Adv. Agency, Buffalo  
Hart-Conway Co., Rochester  
Hughes-Wolff & Co., Rochester  
E. S. Edmondson, Philadelphia, Pa.

## Automobile Dealers

Russell-Hart Chevrolet, Inc.  
Geneva Auto Co.  
Phillips Motor Co.  
Seneca Motors  
Dodd & Collins  
Kitchell Motor Co.  
Hawley Motor Co.

## Automobile Service

Wm. H. Miller  
Harold S. Rigby  
Lightfoot & Holbrook  
Central Service Garage  
Crandall's Garage  
DeSio Auto Top Co.  
Del Papa Garage  
Firestone Service Stores  
Snowney's Garage  
Sand Hill Garage  
Hillmire & Son  
Chas. Bowman  
R. A. Goodwin  
C. M. Neilson  
Scoons Garage  
Harry E. Vail  
Geneva Auto Trades Assn.

## Bakers

Geneva Baking Co.  
Geo. E. Ringer  
Wehle Baking Co.  
John A. Gleason  
Spaulding's, Elmira, N. Y.  
Colonial Bakery

## Bank and Finance Companies

National Bank of Geneva  
The Loan  
Geneva Savings Bank  
Personal Finance Co., Auburn,  
N. Y.  
Christmas Club II, New York City

## Barbers

Hotel Seneca Shop  
H. W. Bridgland  
Main St. Barber Shop  
J. S. Conners  
Pallota & Calvani  
Kirkwood Hotel  
William DeBacco  
P. H. Banwell  
Smith & Toner  
J. C. Pries

D. W. Hayes  
Dan Baselice  
Joe DiRaddo

## Beauty Parlors

Blue Beauty Shoppe  
Desmond Beauty Studio  
Johnson Beauty Shoppe  
Seneca Beauty Shoppe  
Catherine C. Blood  
Zoe's Beauty Shop  
Mills Beauty Shop  
Rosa Godfrey

Richmonds

## Beverages

Coca-Cola Bottling Corp.  
O'Malley Candy Co.  
American Brewing Co.,  
Rochester, N. Y.  
Geneva Bottling Works  
Snook's Mill

## Bus Lines

Geneva-Rochester Coach Line  
Martz Coach Line Co.

## Contractors

S. Nagel & Son W. G. Clark

## Clothiers

Hadlow's Haberdashery  
Baker & Stark  
Menter  
Rogan & Johnson

Welch's  
Mutual  
Lewis & Holz

## Coal and Coke

Empire Gas & Electric

## Rapalee Coke & Coal Corp.

S. & T. D. Beard  
Wm. L. Vogt & Sons  
P. O. O'Malley & Sons  
John E. Murray  
H. W. Rouse

## Confectioners

Izenman's  
Kirkwood Candy Store

## Drug Stores

McCarthy's  
Seneca Drug

Clarke's

## Dances, Dancing Schools,

### Dance Bands

Helen Finnerty  
Geneva Lodge, Geneva, N. Y.  
Lodge F. & A. M.  
Winnek Post American Legion  
Cottage City Pavilion  
Will Dobbins Dance Band  
New Crystal Gardens  
Eagles Lodge

## Dry Cleaners

Footes  
Geneva Dry Cleaning Co.  
McGuire Dry Cleaning Co.  
Star Keuka

B. Gordon

## Dry Goods and Dept. Stores

Howard Dry Goods Co.  
J. W. Smith Dry Goods  
Kelty Dry Goods  
Seneca Shop  
J. C. Penny Co.

Kline's

## Florists

Hamilton Gardens  
Staley Flower Shop  
Trautman & Smith  
S. H. Merrill  
Welch & Reeder  
Fred Cass

W. & T. Cass  
J. E. Stanard

## Furniture

Chas. Wheeler  
Lauer Furniture Co.  
Lynch Furniture Co.

## Furriers

LeBrun Fur Shop J. Kaufman

## Gasoline Service Stations

Wilson's Esso Station  
Esso Sta. Exchange St.  
H. M. Ellsworth  
E. Baumgartner  
Frank Berryman  
Harrison's Esso

Walter Jewett  
Oscar Rickels  
Sid Styles

## Grocers

Market Basket Corp.  
W. O. Riegler  
Thomas Grocery Co.

## Hardware

Cooney, Watts & Cooney  
Dorchester & Rose  
Dillingham & Son

## Ice and Ice Boxes

L. E. Hilton  
Geneva Refrigerating Corp.

C. J. Brady

## Ice Cream

Davidson's Baroody's

## Inns

Cottage City Inn, Canandaigua  
Averhill, Canandaigua  
Lakeside Inn, Owasco  
Alley's Inn, Keuka  
Springside Inn, Owasco  
Shoreham, Canandaigua  
Chula Vista, Canandaigua  
Wee Blue Inn

Sterling Hotel

## Insurance

Laverne F. Darling  
D. Max Henry  
W. O. Banker  
C. S. Burrall & Son  
Payne & Maples

Granger Wilson  
Richard F. Licht  
Mrs. Retta M. Long

Harper Hughes  
David B. Ayers  
Frank T. Sheeche  
P. J. Flanagan  
T. R. Christiano  
Thos. E. Neary

B. J. Dee  
F. J. Witter  
L. M. Kayes  
Joseph Rio  
A. A. Gould

## Jewelry

G. H. Prince  
S. A. Gilbert  
F. N. Woodward

L. H. Barth

## Laundries

Geneva Laundry  
Star Steam Laundry  
Home Family Laundry

## Liquor Stores

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T. J. Comisky

Geo. Peters

## Lumber

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## Meats

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## Mink Farms

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Finger Lakes Fur Farm  
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## Millinery

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Mary L. Rogan  
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## Musical Instruments

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Al Jaquins

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Wm. C. Graney  
Universal Nurseries  
Rice Bros. Co.

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## Real Estate

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Keuka Dairy  
Jane Spengler, Music  
Finger Lakes Boat Co.  
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Henderson's, Hamilton St.  
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Wertmans Pop Corn  
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Buffalo, N. Y.  
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Currey & Corwin, Funeral  
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Chas. Brunskill, Leather Goods  
Barden & Salladin, Monuments  
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### Tower to Attract Bats

Heidelberg, Germany, is to have a bat tower which will rival the famous Flittermouse tower in Bergen. It will be constructed on a plan which will attract hosts of bats. People in the wooded valley of the Neckar are plagued by mosquitoes, gnats and other insects and it is hoped that the bats will war on the pests.

### New Continent Under Pacific

Stretching beneath the surface of the North Pacific lies a continent hitherto unknown, with huge plains broader than an above-surface continent, has been revealed by a depth finder's echo.

### Many on Islands of Japan

The main islands of Japan, with an area equal to only one-twentieth of the United States, contain a population of one-half ours.

### Catacombs at Rome

The Catacombs at Rome, the sepulchers of the early Christians, sometimes go five stories below the surface of the earth.

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# Dollar Days

## THE FIRST FOUR THURSDAYS IN AUGUST

WILL BE "DOLLAR DAYS" FOR OUR READERS

## GENEVA COMMUNITY NEWS IS OFFERING \$20.00

in merchandise to its readers the first four Thursdays of August.  
Read particulars on another page of this issue.

### 3,000 GOBS TAKE PART IN MAKING OF PICTURE OF NAVY

On the stage at Schine's Geneva Theatre, Saturday, August 4th, at 9 p. m., John McDermott, Champion Old Time Fiddler, presents an OLD TIME FIDDLERS CONTEST to determine the champion in this territory. All old time fiddlers are eligible to compete. The entries to date are as follows: Frank M. McDonnell, Geneva, a real Old Maestro on the fiddle; Eugene Haggerty, Clifton Springs, will appear with one of his new hand made fiddles; Homer Gage, Canandaigua; J. L. Whitney, Romulus; Thomas McIntyre, Canandaigua; J. C. Jones, Cortland.

It required a cast of more than three thousand persons to bring to the screen the dramatic values of "HERE COMES THE NAVY" which comes to Schine's Geneva Theatre, for a 3-day engagement, starting Sunday.

About twenty of this huge human ensemble were professional actors. The balance of the cast consisted of the officers and men of the U. S. S. Arizona, Captain M. Milne, commanding; the men at the United States Naval Training in San Diego, together with the officers in charge of the station; the officers and the crew of the U. S. Dirigible Macon, and the personnel of the western dirigible base of the Navy, at Sunnyvale, California.

No single picture has ever undertaken to present dramatically so many different aspects of the Navy and its significance in the country's defenses as does "Here Comes The Navy".

James Cagney, Pat O'Brien, Frank McHugh, Gloria Stuart, Dorothy Tree, Willard Robertson and Robert Barrat have the important roles in this romantic drama of Uncle Sam's tars afloat and ashore.

### "Going West"

The expression "Going West," meaning death, is variously derived from the ancient Egyptians, the Greeks and the American Indians. It was a common term in the Boer war among the soldiers.

### Fuse Saves Wires From Birds

Because of the too-great industry of a South Carolina woodpecker, a power company of that state has been forced to adopt a new type of outdoor cutout fuse installation. The woodpecker played havoc with the exposed portion of soft wire in a number of the fuses formerly used. These have now been replaced with fuses in which the exposed parts are of copper, a substance too tough for the bird's beak to penetrate.

### Rocket for Wreck Victims

The crew of a sinking ship forced to take to boats will have a better chance of being found by use of a rocket recently invented in Bremen, Germany. Tests have been satisfactory. The rocket works automatically when thrown into the water, and consequently can be operated by men who are floating the waves. It rises to a great height before it throws out flares attached to a parachute, and these flares are visible for nearly two minutes.



THE

GENEVA



# COMMUNITY NEWS

August 9, 1934

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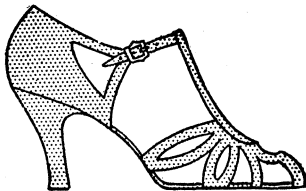
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# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

August 9

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.



WE ARE OFFERING

# \$5.00

to our readers this week

**READ CAREFULLY**

What was the number in the copy  
of the Geneva Community News  
which you received last week?

**Was It Number 707?**

If so, mail the copy to us, complete,  
at once, with your name and ad-  
dress. Also inform us from which  
advertiser in today's issue you wish  
to receive \$1.00 worth of goods or  
service.

We will then mail you an order to  
be presented to the advertiser you  
select and it will be honored to the  
amount of \$1.00.

If you did not receive the above  
mentioned number perhaps you did  
receive one of the following num-  
bers which will also be honored in  
the same manner: Nos. 631, 2967,  
2081 and 1291.

**Don't Count**

"Big talk," said Uncle Eben, "is  
like oversized overalls, dat gits in de  
way instead of bein' useful."

### Houses of Gold

In recent years improved methods  
of gold mining have made it possible  
to extract the metal from ore which  
formerly was considered too poor to  
be profitable. Guanajuato, a Mexi-  
can town, was built with earth taken  
from the workings during an early  
gold rush. Years later a man was  
demolishing one of the houses and  
realized that the walls contained gold  
in sufficient quantities to be ex-  
tracted with profit. The news  
spread, and before long every house  
in the town had been knocked down  
by eager owners for sale to a pro-  
spective company.

### Goose Ignores Water

Hawaii has a species of goose  
that never goes near water except  
to drink, yet has web-feet like its  
ancestors and present-day relatives.

### Blamed for Baldness

Baldness may be caused by badly  
cooked and hastily eaten meals, de-  
clares a European scientist.

### New Fuel Handling Plant

A new Timber Bin Coal Handling  
Plant now being constructed for the  
Rapalee Coal & Coke Co. on Gates  
Avenue is expected to be completed  
about September 15th.

This new modern method of  
handling Coal and Coke is being  
built by the Klug Construction Co.  
of Utica, N. Y. who are using all  
local union labor.

The new plant is so arranged that  
12 trucks can be loaded at one time.  
Also the percentage of breakage and  
dust is very small due to the newest  
modern method of handling.

### Another First Prize

Winnek Post American Legion  
Drum and Bugle Corps marched  
away with first prize in the open  
competition held at Enna Jettick  
Park, Auburn, last Sunday. Among  
the 5000 spectators were 1500 Ge-  
nevans who saw the Geneva boys  
win over seven other competitors,  
to bring home the \$150.00 in cash.

Second, third and fourth prizes  
were taken by Syracuse Post No.  
41, Cortland, and Seneca Falls, re-  
spectively.

It pays to *Advertise* in the Ge-  
neva Community News.

**CUT FLOWERS—POTTED  
PLANTS  
FLORAL DESIGNS**

**Hamilton Gardens**

Cor. Hamilton and Copeland  
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### Lake Shore Lots For Sale

"Wyckoff Glen" about 3½ miles north  
of Willard on Lake Shore Road from  
Willard to Geneva, finest lots in Finger  
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 The oldest Whiskey used in this blend—16 years old  
 "SPRINGBROOK" STRAIGHT "PENN" RYE.....pints \$1.25; quarts \$2.25  
 "OVERBROOK" STRAIGHT BOURBON .....pints \$1.25; quarts \$2.25  
 "GOLD CUP" STRAIGHT WHISKEY .....pints \$1.00; quarts \$1.85  
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## LADIES AND GENTLEMEN

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**RADIO FLASHES**

(By Ralph LeBrun)

Outstanding events of the 68th National Encampment of the Grand Army of the Republic to be held in Rochester, August 12 to 15 will be broadcast by WHAM. This includes a memorial service on Sunday, business meeting with Gov. Lehman on Monday, the parade on Wednesday (starting at 10 A. M.) and the Campfire on Wednesday evening.

Lowell Thomas is spending the summer months right at his home in Dutchess County. He finds it so comfortable at home that he has moved his office force and broadcasts directly from there, paying the wire charges out of his own pockets.

Another NBC news commentator, John B. Kennedy, spurns his fine private office at Radio City for the Press Department, the noisiest spot in the building to prepare material for his broadcast.

WHAM is already preparing for the Canada Cup Races to be held on Lake Ontario starting August 20. Spray-proof microphones have been installed on a submarine chaser together with powerful short-wave equipment. This race, second in importance only to the "America's Cup" event staged annually between the Royal Canadian Yacht Club and the Rochester Yacht Club, present holder of the trophy.

Jessica Dragonette, after a long vacation, returns over WEA-FNBC Friday, 7 p. m. replacing Countess Albani. She will present three solo selections: "Love, Your Magic Spell is Everywhere", "Home to Our Mountains", from "Il Trovatore", and "Meditations" from "Thasis".

Woodbury's promise the return very soon of Elsie Hitz and Nick Dawson in the "Dangerous Paradise" series.

**HERE IS YOUR NUMBER**

Save this complete copy  
 and watch for next  
 week's issue

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# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Sponge Cake

2 eggs  
1 cup sugar  
1 cup flour  
1 teaspoon baking powder  
½ cup hot milk  
Lemon or vanilla flavoring

Separate eggs and beat yolks and whites separately. Add sugar to yolks gradually and beat until creamy. Mix flour and baking powder and add to above mixture, alternately with hot milk. Lastly fold in stiffly beaten egg whites and bake in moderate oven. Do not use greased cake pan.

E. C., North St.

## Cream Puffs

2 tablespoons butter  
½ cup water

Place in sauce pan over fire and when boiling add quickly ½ cup flour and stir until smooth. Cool mixture, add one egg and beat until smooth, then add one more egg and beat in same manner. Drop batter by spoonfuls on greased pan and bake ½ hour in moderate oven. Fill with custard or whipped cream.

Mrs. C. C. B., Brook St.

## Creamed Crab-Meat and Cheese

1 can crab-meat (flaked)  
2 hard boiled eggs  
1 package of snappy cheese  
2 cups milk  
½ can pimento  
4 tablespoons butter

## CHILD PORTRAITS

Made in your home or garden  
No additional charge

**The Stewart Studio**

(Formerly Gilmore's)

35 SENECA ST. Phone 2183

4 tablespoons flour

¼ teaspoon salt

1 teaspoon prepared mustard

Prepare white sauce of milk, butter and flour, then add cheese, crab-meat, finely chopped eggs, chopped pimento and lastly mustard. Serve in patty-shells or spread on buttered toast. Sprinkle with paprika.

M. E. B., Colt St.

## Three Minute Frosting

1 cup sugar  
1 egg white  
3 tablespoons water  
Vanilla

Place sugar, water and egg white in upper part of double boiler and mix thoroughly. Cook for three minutes, beating continually. When cool, add flavoring, frost cake and pour over white frosting 2 squares of bitter chocolate melted with tablespoon of butter.

E. C., North St.

## In River's Mouth

The mouth of the Amazon river is very large—so large that the island of Marajo, as large as Belgium, does not obstruct it, as far as navigation is concerned.

## Labrador Population Small

There are fewer than 500,000 people in Labrador. The country is ice-bound from October to May. Fish is the principal food, the land being too rocky for agriculture.

## Religious Liberty Guaranteed

The colony of North Carolina insisted on a clause guaranteeing religious liberty before ratifying the United States Constitution in 1789.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

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## Famous Carpets

A unique carpet, stained with the blood of the murdered Russian czar, Paul I, has been added to the Museum of Applied Arts in Leipzig. In 1782 the carpet was presented by the French king, Louis XVI, to Paul of Russia, who was then crown prince. Paul succeeded his mother, Catherine the Great, to the throne in 1796.

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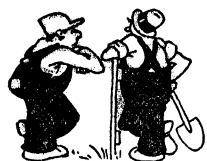
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TRY OUR  
SERVICE

## RAPALEE

COKE AND COAL  
CORPORATION



## THE FUNNYBONE



### Everything

Junior—Daddy, what is dew?

Daddy—The rent, the note at the bank, and installment on the car.

### Intensive Cultivation

Two farmers were boasting about the size of vegetables they had grown.

"What was the biggest thing you raised this year, Seth?" asked the one.

"A squash."

"Well, how big was it?"

"We never measured it," drawled Seth, "but we used the seeds for snowshoes."

### Crossbreed

"My pal paid a hundred dollars for his dog—part Collie and part Bull."

"Which part is Bull?"

"The part about the hundred dollars."

### And Nothing Else!

Joe—What killed that aviator?

Jim—A severe sinking spell.—Exchange.

### Money's Worth

"It's scandalous to charge us ten dollars for towing the car only three or four miles," protested the motorist's wife.

"Never mind dear," replied hubby, "he's earning it; I've got my brakes on."

### The Answer

Bobby—What is a square meal?

Tommy—It's one when you kin feel the corners stickin' you.

### AUTOMATIC HEATING

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GAS or OIL

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SHEET METAL WORK

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### Trautman & Smith

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(Members F. T. D.)

### The Prudent Shopper

Grocer: "We have some very fine string beans today."

Just Married: "How much are they a string?"

### Page Miss Kane

Dignified Old Lady in Museum (slightly deaf): "What sort of foot apparel is that?"

Attendant: "A boot, madam."

Old Lady: "Eh? I didn't hear you."

Attendant: "Boot, boot, boot."

Old Lady: "See here, young man, don't try your jazz songs on me."

### Cylinder Missing

Teacher: "What is the matter with your singing? You are simply screeching!"

Student: "Only hittin' on one tonsil."

### A Good Appetite

A visitor to a Sunday school was asked to address a few remarks to the children. He took the familiar theme of the children who mocked Elisha on his journey to Bethel, how the young ones taunted the prophet, and how they were punished when two bears came out of the woods and ate forty-two of them.

"And now, my children," said he, "what does this story show?"

"Please sir," came from a little girl in the front row, "it shows how many children two bears can hold."

### Try a Policeman

"Oh, John!" screamed the excited woman driver, "the car is running away!"

"Can you stop it?" asked the worried husband.

"No."

"Well, then, see if you can't hit something cheap."

### LE BRUN'S RADIO SERVICE

Tube Prices cut, effective August 1—popular types now 65c to \$1.10.

TUBES, PARTS, SERVICE

For Any Make Radio

Ralph Le Brun

Phone 3921

### Long Illness

"Where have you been for the last four years?"

"At college taking medicine."

"And did you finally get well?"

### Absent-Minded

First Newlywed: "Your wallpapering job looks fine, dear, but what are those funny bumps?"

Second Ditto: "Good Heavens! I forgot to take down the pictures."

## A Copper-Bound Roof

Installed by Roofers

The best insurance and guarantee of absolute satisfaction.

Now Is The Time

Let us furnish you with an estimate for a new roof.

Completely installed.

**J. A. PONTIUS**

90 Elm St.

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GENEVA, N. Y.

## Chester Phillips

Watch, Clock and Jewelry Repairing

10 CASTLE STREET

(Next to Clarke's Drug Store)

FOR—

BETTER MEATS

CLEANER MEATS

and

QUICKER SERVICE

Come to

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96 Elm St.

Phone 2864

## HARRY M. MOYER PRINTER

69 Oak Street

Phone 4189

Geneva Community News—the most "looked for" paper in Geneva.



## Dorothy Goes Shopping

Did you know that you'll find Phoenix hose for men at **Hadlow's Haberdashery** priced at 35c or 3 pairs for \$1.00? Women know Phoenix quality; enough said.

For work that pleases, stop at **Carl's Shoe Repair Shop**. He will make your shoes like new. Experienced labor by a competent person enables you to have the highest grade of shoe repairs.

There is nothing like the home-made bread and cakes you can get at **Ringer's Bakery**. The bread is of fine quality and such cakes! Tempting and delicious!

Try a Special **George's Banana Split**! This week only. With each Banana Split a drink of Moxie or Buck-eye Ginger Beer given free! **George's Kandy Kitchen**, 364 Exchange St.

Hold on to Today in Snapshots. Record life's big moments with a Kodak loaded with Kodak Verichrome Film (it's double coated). **McCarthy's Pharmacy** offer prompt developing, printing, and enlarging.

If the frame blends into the color scheme of the picture, you have a very striking decoration. Consult **Prince's Jewelry Store**, 20 Linden St., for choice frames, excellent advice and fine workmanship.

Everyone likes a real home-made dessert. To save yourself the trouble of preparing one, buy **Isenman's Home Made Ice Cream**. They always have several delicious flavors from which to choose.

Error: **The Harper Method Beauty Salon**. Phone 6783.

**Reale's Merchant Tailors**. To the first 100 customers on Monday, Tuesday, and Wednesday, will be given a big bargain. Their suits or plain dresses will be dry cleaned and pressed for \$.50. They also do

all repairs. Mrs. Pitcher, formerly of Foote's Cleaners, is now in charge of the Dry Cleaning Dept. Phone 4532. **Reale's Lady and Gentlemen Tailor**, 76 Castle St. (Y. M. C. A. Bldg.).

Start your Fall wardrobe! Your favorite frock will be a shimmering satin, striped or plain at \$6.95, a new Fall style. Be smart and visit **The Budget Dress Shop**, 22 Seneca St. (over Neisner's). And a new travel tweed is indispensable. For clearance—summer stock is closing out at greatly reduced prices.

### Germany's Only Gold Mine

The little town of Reichenstein, on the Silesian-Czech frontier, which has only 2,500 inhabitants, is renowned for its possession of Germany's only gold mine. The mine's yield of the precious metal is 18 pounds a month. Reichenstein gold used to be famous. In the Sixteenth century the amount worked from the Reichenstein mines was over 20,000 ducats. The great Fugger family owned 145 shafts in the Seventeenth century and many royal rings were made from the gold.

### Fog Sailors' Worst Enemy

Of the six dangers of the sea, fog, fire, icebergs, storm, rocks and shoals, sailors reckon fog as far their worst enemy.

### Colorado Mother of Rivers

Colorado is the mother of rivers, says Nature Magazine. From high mountains great streams radiate like the spokes of a wheel. One system reaches the Mississippi through the Platte and the Arkansas, another courses southward through the Rio Grande to the gulf, while a third flows westward through the Colorado to the Pacific. These rivers have fixed the routes of land transportation, the areas of irrigated agriculture, and the location of cities and towns.

### Arabs Skilled Workmen

The Arabs were practical artificers and manufacturers. They fashioned beautiful objects from gold, silver, copper, bronze, iron and steel. In the famous Damascus blade they produced something that only modern alloy steel can match. In the treatment of textile fabrics the modern manufacturer finds it hard to surpass them. They processed leather, dyed cloth and manufactured paper.

### Hamilton's Home

Alexander Hamilton, first secretary of the treasury of the United States, though born in Nevis, in the West Indies, spent his youth and young manhood in St. Croix, Virgin islands. Hamilton's desk and stool are still used in the dingy store where he formulated the dreams that were to come true in the United States.

### "South of the Clouds"

The province of Yunnan, China, a lofty wind-swept plateau, is called by the natives there "South of the Clouds."

"Where the Food is as Fine as the View"

**DINNERS - ONE DOLLAR**

(also \$1.25)

**LUNCHEONS**

85c

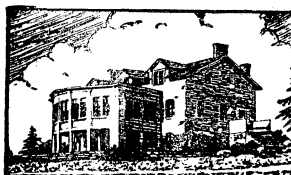
**Sunday Dinners—Served from 12 to 8 P. M.**

Mrs. C. J. Averill

(Overnight Guests)

Phone Canandaigua 166-J.

(Visit our Rathskeller)



**Averhill**  
EAST LAKE ROAD CANANDAIGUA, N.Y.

## HIGH FIDELITY SOUND SYSTEM INTRODUCED BY SCHINE'S GENEVA THEATRE

Last Sunday marked the debut of the new R.C.A. High Fidelity sound system at Schine's Geneva Theatre, and the setting of a new high mark in the quality of theatre sound in Geneva.

The new equipment, which is the same as that recently installed in the Radio-City super-theatres, in Rockefeller Center, New York, provided a quality of reproduction that was revolutionary. According to C. C. Young, Manager of Schine's Geneva, the new system is actually capable of reproducing a wider range of sound than many of the motion pictures now made can provide. In any case however, High Fidelity reproduction gets the utmost of the recorded film and literally recreates the sound in all its original brilliance.

Friday and Saturday, August 10 and 11, Edward G. Robinson in "THE MAN WITH TWO FACES". A baffling drama of mystery. Supporting Robinson in the cast are Mary Astor, Ricardo Cortez, and Mae Clarke.

"THE GIRL FROM MISSOURI" year's most amusing comedy romance, opens at Schine's Geneva Theatre, Sunday, for a 3-day engagement. Starring Jean Harlow, who plays the role of Eadie Chapman, who is determined to marry a millionaire.

As Eadie, Miss Harlow gives one of her finest performances in a role that is admirably suited to her talents. The deft manner in which she takes care of the characterization is very reminiscent of those early successes that brought her stardom—"Red Headed Woman", "Hold Your Man" and "Red Dust".

This time Miss Harlow is teamed with Lionel Barrymore, who appears as the very wealthy T. R. Paige, whose political appletart is almost upset by Eadie Chapman's campaign to win his son, Tom. Franchot Tone is seen as Tom. And Lewis Stone gives his

usual great performance as Cousins, millionaire bachelor.

Wednesday and Thursday, August 15 and 16—George Brent and Bette Davis in "HOUSEWIFE".

A politician can't get elected without stating the reasons why he should get the votes. How can a business expect to be elected to success, unless it tells the people the reasons why it should be patronized?



Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

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BREAKFAST — DINING — LUNCH — DINNER

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PRICES ARE DOWN

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Apply J.J. Pryor, 461 Exchange St.  
Geneva, N. Y.

### Trees of Colorado

The tree species that make up the forest stands of Colorado are almost entirely coniferous and evergreen.

### Suckers in Animal Life, Too

Of all male animals, only 2 species of birds and one kind of insect present gifts to the female during courtship. The Adelie penguin brings stones, the bower-bird presents flowers and berries, and the Empis fly calls with food inclosed in a glistening bubble secreted by himself.—Collier's Weekly.

### Gallery Carved From Rock

Excavations near the Pyramids at Giza resulted in the discovery of a huge Nile gallery carved from solid rock and modeled on the lines of the sacred ship of Ra, the Egyptian sun god.

### 300,000 Footpaths in England

England has nearly 300,000 footpaths, and disputes concerning them have averaged about 2,000 a year.

### Gleaned From Here and There

(The sixth of a series of quotations from the collection of M. F. Devaney)

"Sometimes we pay the most for the things we get for nothing."

"There are many things which cannot be bought with money, one of which is happiness."

"It's all right to take things as they come but don't knock them as they go."

"Give up and you can give nothing else."

"If we cannot have what we want let's be content with what we have."

"Overlook a man's weakness, forget his mistakes and speak to him of his good points. Instead of finding fault with his badness, praise his goodness, then notice how that man will strive to live up to the good opinion you have of him."

"The world gives its commendation not to the man who does what no one else attempts to do but who does best what multitudes do well."

"When you lose faith in yourself, your mainspring has run down, then the rest of the works are useless."

"It's not hard times coming, it's soft times going."

"If all the troubles in the world were placed in one huge pile and divided up equally, each one of us would rather take what we now have than our pro-rata share of the whole."

(To be continued)

### Envy

Two Negroes who hadn't seen each other for a number of years discovered that each had been married in the other's absence.

"What kinda woman youall get, Sambo?" asked the one.

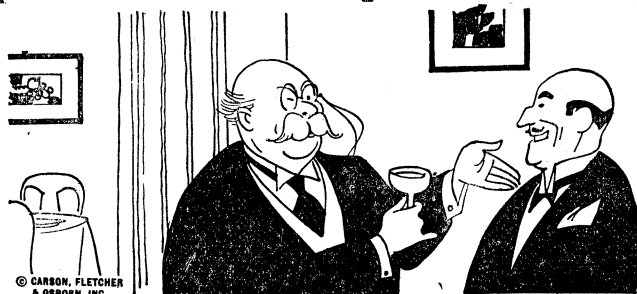
"She's a angel, Rastus, dats what she is," replied Sambo.

"Boy, youah sho is lucky," said the jealous Rastus, "Mine's still livin'."

### Music-Makers

Among the peoples of the world, ten different parts of the body are used in playing musical instruments. They are the mouth, hips, feet, knees, elbows, chest, wrists, head and nose.

## COLONEL CHEERIO



**"A DAILY COCKTAIL, MR. KNIGHT,  
CAN BUILD A GORGEOUS APPETITE!"**

**ORANGE Blossom** cocktails! Known from coast to coast and points north and south, they're almost a national hero. 'Cause something about 'em seems to say: "Fifi, fetch the food!"

Here's howdy! — Juice of one orange, glass "full up" with dry gin, shake.

**WE'RE headquarters  
for quality gins, wines  
and whiskies at fairest  
prices.**

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054



THE

GENEVA



# COMMUNITY NEWS

August 15, 1934

5000 COPIES

## *Recommendation*

THERE comes a time  
in almost every man's  
life when it will mean a  
great deal to him to have  
the endorsement of a  
good bank.

If he is favorably known  
at the bank he has a dis-  
tinct advantage over the  
man who is not.

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with us—start that Interest  
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## THE NATIONAL BANK OF GENEVA



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

August 15

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Willard, Waterloo and Phelps.

**GENEVA DOLLAR DAYS**  
—Thursday, Friday, Saturday—  
AUGUST 16, 17, 18

### Forget-Me-Not Day

The D. A. V. will sell Forget-Me-Nots, Saturday, August 18th, for the benefit of Disabled American Veterans of the World War.

This is a worthy cause, help all you can by buying from volunteer workers on that day.

**For DOLLAR DAYS—**  
Thursday, Friday, and Saturday  
August 16, 17, and 18  
We are offering our readers

# \$5.00

### READ CAREFULLY

Look in the August 9 (last week's) issue of the Geneva Community News and see what the number is under the heading "Here Is Your Number."

Is it one of the following:

115  
1315  
2153  
3521  
4551

If you have one of the above numbered copies mail to us, complete, together with a sales slip showing that a purchase of goods or service to the amount of at least \$1.00 has been made from any one of the advertisers whose ads appear in today's issue and we will pay \$1.00 each for the copies in question. The sales slips must show that purchases were made during Dollar Days—Thursday, Friday, or Saturday, August 16, 17, 18.

Remember—the numbers mentioned above must have appeared in our issue of AUGUST 9 and the copy be mailed to us, complete, with a sales slip as above specified. Our address is P. O. Box 146, Geneva, N. Y.

### Gleaned From Here And There

(The seventh of a series of quotations from the collection of M. F. Devaney)

"When you have the least, you have the most."

"When you have health you have hope and when you have hope you have everything."

"A laugh is a smile with sound do."

"When you get in a tight place and it seems you cannot go any further, hang on for that's just the time the tide will turn."

"Success is not doing what you can't do but doing what you can effects."

"The best system is a good nervous system."

"You have no idea how big the other fellow's troubles are."

"Praise the plumber for his plumbing, laud the cooking of the cook. Praise the mummer for his mumming and the writer for his book. Praise the soda jerker's toddy and the serpent charmer's charm. For it won't do anyone any harm.

Pat the dynamiter's shoulder for the tunnels that he blasts.

Congratulate the molder for the iron that he casts.

Praise the seer for his seering and the farmer for his farm.

For it won't do anyone any harm.

For however we have muttered at the booster and his ways.

We're all eager to be buttered with the soothing salve of praise.

Let this gentle unction tinge your verdict on what others might have done.

For it's never done any harm to anyone."

(To be continued)

It pays to *Advertise* in the Geneva Community News.

**CUT FLOWERS—POTTED PLANTS  
FLORAL DESIGNS**

### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

### Lake Shore Lots For Sale

"Wyckoff Glen" about 3½ miles north of Willard on Lake Shore Road from Willard to Geneva, finest lots in Finger Lakes Region. Property recently improved.

### COLE & WYCKOFF

94 Seneca Street GENEVA, N. Y.

### EASY WASHER SHOP

We Service All Makes of Washers and Cleaners. Wringer Rolls a Specialty.

Reasonable Rates

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with  
**MARFAK**

### LUBRICATION

NO SPOT OVERLOOKED

*Every step checked against  
authorized chek-charts*

**ASK FOR IT HERE**



## RICKELS

Service Station

LAKE STREET Phone 2920

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### Opium Poppies

Opium is obtained from the milky juice of the young capsules of the poppy grown in China, India and Persia. The climate must be tropical or subtropical, there must not be an excessive rainfall, and the industry can be carried on successfully only where labor and land are sufficiently cheap and abundant. The cultivation of opium poppies for the production of opium is not possible in this country, even if it were permitted by law. It is said that every species of poppy is capable of yielding opium to a greater or lesser extent.

### Homespun Wool Industry Dying

While in a few remote regions of the United States homespun is worn, factories have almost entirely erased the home industry from this country. One of several hundred modern American manufacturing companies normally operates sixty woolen mills that employ 40,000 workers. A display of one company recently included 3,500 different styles of wool fabrics.—National Geographic Magazine.

### GENEVA DOLLAR DAYS

—Thursday, Friday, Saturday—  
AUGUST 16, 17, 18

### Minster 800 Years Old

Southwell Minster—the least known of English cathedrals—is 800 years old.

A big dividend paying investment  
—Advertising in the Geneva Community News.

### Use of Manganese

Additional amounts of manganese produce exceptionally tough steel for making burglar-proof safes and armor plates.

Say you read it in "The Geneva Community News".

### Bacteria Live Million Years

Bacteria can live for 1,000,000 years in a dormant condition embedded in rocks or coal or even meteors.

It pays to ADVERTISE in the Geneva Community News. It pays to READ the Geneva Community News.

TAKE A BUSINESS COURSE  
IT WILL GIVE YOU A CHANCE

## Ontario Business Institute

### FALL TERM--SEPT. 4

INDIVIDUAL INSTRUCTION AND PROGRESS

PEARL R. STUCHELL, Prin.

Seneca and Linden St.

Geneva, N. Y.

(Over Walgreen's)

## HERE IS YOUR NUMBER

Save this complete copy  
and watch for next  
week's issue

Nº 1252

## Richfield Gas :- Richlube Oil

CHECK CHART LUBRICATION—Using ALEMITE GREASE

WHEEL ALIGNING

BATTERY SERVICE

BRAKE SERVICE—All Make Cars

MULTI-BESTOS, BRAKE-BLOK LINING

OFFICIAL LIGHT TESTING STATION

KLEAN-RIGHT AUTO LAUNDRY

## FINK'S Super Service Station

114 Lake St.

Phone 2448

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Baked Corn

2 tablespoons shortening  
1½ tablespoons flour  
1 cup milk  
2 cups corn  
1 tablespoon sugar  
1 teaspoon salt  
1 teaspoon pepper  
2 eggs

Melt shortening, add flour and mix well. Add milk gradually and bring to boil, stirring constantly. Add sugar, corn, salt and pepper and heat thoroughly. Remove from fire, add well-beaten eggs and bake in well-greased pan for twenty-five minutes. Moderate oven.

Mrs. L. K., Washington St.

## Chili Sauce

12 ripe tomatoes  
3 hot peppers  
3 sweet peppers  
3 large onions  
1 cup sugar  
2 tablespoons salt  
1 teaspoon each of cloves, nutmeg and allspice.

Simmer for 1 hour and pour in sterilized jars or bottles.

M.. E. B., Colt St.

## Caramels

1½ cups sugar  
1 cup molasses  
¼ pt. cream or ½ cup milk  
⅓ cup butter  
4 squares chocolate

**Enna Jettick**  
**\$5 Shoes for Women \$6**  
**J. W. SMITH**  
**DRY GOODS CO.**  
*Main Floor*

¼ cup flour  
1 teaspoon vanilla

If cream is used, use smaller amount of butter. Boil 20 minutes without stirring, then scrape slowly from bottom of pan to prevent sticking. In about 40 minutes or when it hardens when dropped in cold water, pour out on buttered plates and mark in squares.

J. D., Main St.

## Pimento Cheese Balls

⅓ cup evaporated milk  
½ lb. yellow cheese  
¼ teaspoon salt  
1½ pimientos, chopped

Put milk in double boiler, add cheese and salt. Cook until cheese is thoroughly melted. Beat with wire whip, add pimientos and beat again. When cool, roll into inch balls and serve with any green salad.

P. M., Lewis St.

## Advertising and Prosperity

When a retailer says: "Nothing doing" in the way of advertising, I'm inclined to think that he is not very proud of his product.

Because, when a man is proud of anything, whether it be a new baby, a 99 golf score, or a snappy new roadster, he's most likely to talk about it—and talk loud, too.

Advertising is the greatest influence known to create demand—and still more demand. There's nothing to compare with it.

The administration at Washington wants and intends to create more employment. A practical and needful ambition.

Advertising creates demand—demand means more goods consumed

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

—and more goods consumed means more employment.

There is still a vast deal of purchasing power in this country. Much of it is still stagnant because of uncertainty and fear.

Possibly some of this fear has been accentuated or even caused by the lull in advertising activity during the past two years.

For advertising admits of courage and engenders courage.

I believe that a return to normal advertising activity will still further promote the cause of better times for all of us.—Everit B. Terhune, president, Boot and Shoe Recorder.

## Trace Gutenberg's Name

Mainz, Germany.—An old parchment just found here shows that Johannes Gutenberg, inventor of the printing press, derived his name from "Hof zum Gutenberg" in this city, where he was born in 1398, and not, as previously recorded, from his mother's birthplace, Gutenberg. It was here in Mainz that he printed his famous Bibles.

## Castle Street Market

Phone 2151 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork  
Sausage

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.**

## EMPIRE COKE

The Clean,  
Economical,  
Guaranteed,  
Domestic Fuel

**IT COSTS LESS THAN  
OTHER SOLID FUELS**

**Empire Gas & Electric Co.**

### Pink Donkey Turns White

When the riding animals kept at the London zoo in Regent's Park were augmented to the extent of a curious but well-trained donkey, the sign over its stall read: "Rare Pink Circassian Donkey, Habitat, Cambodia." The donkey was then pink even to its eyes, but when, in early November, it had been clipped for the winter, its coat became white, although its eyes retained their original hue. The sign was changed, although by spring the donkey's coat again turned pink. The altered sign denoted the fact that the donkey was an "albino."—Cincinnati Enquirer.

### Pearls Sensitive

In the settling of an estate which had a Brockton inception there was a division of personal jewels between two of the heirs. One took a string of pearls that had originally been valued at around \$10,000. A Boston firm dealing in gems pronounced the once flawless pearls as salable at not more than \$600. The wearer of the gems had been a sufferer from a malady for which she had taken a comparative modern remedy, and that remedy, the jewel experts said, had acted upon the pearls through the skin they touched and had robbed them of their luster. A pearl is singularly sensitive to conditions in the body of the wearer.—Brockton Enterprise.

### Friends Church in Ohio

There are more representative branches of the Friends church (Quakers) in Ohio than in any other state in the Union.

### Navajos' Weaving Art

The Navajos are believed to have learned their weaving art from captive Pueblo women about the middle of the Eighteenth century.

Strikes are like fevers. They must run a certain length of time before the employers and employees arrive at a stage when they show symptoms of common sense.

### "Alewife" Is a Fish

The word "alewife" has no reference to women, but to a fish of the herring family found along the Atlantic coast.

### Michigan's Third River

The St. Joseph river is the only Michigan river that has any considerable drainage area outside the state. It is Michigan's third largest river.

### Carp Favored 8000 B. C.

Carp is one of the favorite fishes in Germany, and it was also the chief diet of the people who lived in Baden some 10,000 years ago. This is shown by finds connected with the cromagnon race which have been made at Tiergarten in the Danube valley, near the ruins of Falkenstein castle. At a depth of about fourteen feet excavators have found a stratum nearly a yard thick which throws new light on the life of man in the Mesolithic age (about 8000 B. C.). Great quantities of carp bones were found, and some 100,000 remains of snails give evidence of the influence of the Mediterranean climate in that age. Among the many flint articles is a polished stone ax of the transitional period from the Mesolithic to the Neolithic age.

## Schine's Geneva Theatre

FRI., SAT.—

Slim  
Summerville  
Zazu Pitts

—in—

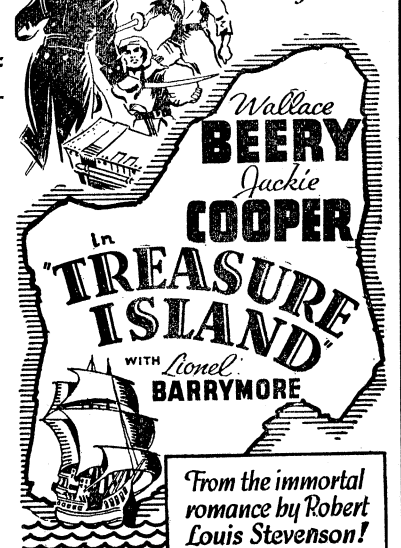
"Their  
Big  
Moment"

Radio Screen  
Vaudeville

Wed.  
and  
Thur.

Sunday - Monday - Tuesday

Adventure walks the  
sea-sprayed decks on  
a search for  
Pirate Gold!



RICHARD BARTHELMESS  
in  
"MIDNIGHT ALIBI"

## Advertising Space

in the

**Geneva Community News**

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—



## Dorothy Goes Shopping

Next week Geneva is entertaining thousands of guests and we are ready to assist in making their visit a most pleasant one. When you are downtown for any of the celebrations, bring your friends to **Isenman's** for a cooling drink, a delicious sundae or a real Ice Cream Soda.

**Custom Made Clothes.** Have your clothes custom-made by **Reale's Tailors**. They do dry cleaning, remodeling and repairing of Ladies' and Gentlemen's Clothes. Have your fur coat relined early. **Reale's Tailors**, 76 Castle St. (Y. M. C. A. Bldg.) Phone 4532.

Stopped in **McCarthy's Pharmacy** and look at the specials I found:

Coty Dusting Powder at \$1.00,  
(4 floral odors)  
Coty Talc \$.50.  
Coty Toilet Water \$1.00.  
Coty Bath Salts \$1.00.

Dollar Days at **Hadlow's Haberdashery** means you'll get a selection of new stock at special prices. One lot of our \$1.95 and \$1.65 shirts at \$1.25 each and other savings throughout the store.

Now is the time to have your watch repaired at **Prince's Jewelry Store**, 20 Linden St. The rates are reasonable and all work is guaranteed.

Special this week, George's Pure Milk 60c Chocolates for 45c. Take home 5 bottles of Widmer's Grape Juice for \$1.00. **George's Kandy Kitchen**, 364 Exchange St.

OUR OFFERING FOR

# Dollar Days

WE WILL PAY

**\$1.00**  
**each**

FOR THE FOLLOWING NUMBERED COPIES OF  
OUR AUGUST 9 ISSUE:

115    1315    2153    3521    4551

These copies must be mailed to us, complete, together with a Sales Slip, showing that a purchase of goods or service to the amount of at least \$1.00 has been made on Thursday, Friday, or Saturday, August 16-17-18, from any one of the merchants whose ads appear in today's issue.

## GENEVA COMMUNITY NEWS

P. O. Box 146

GENEVA, N. Y.

### Sort of Small

Five hundred oyster eggs, ranged side by side, would make a line approximately one inch long.

### Something Extra

"Rastus, I understand you have become the father of twins. Have you named them yet?"

"Yassuh. Ah done call the first Adagio Allegro and Ah'm gonna call the second Encore."

"Why are you going to call the second one Encore?"

"Well, y'see, he wasn't on the program at all."

### The Insurance Racket

Farmer—If I pay so much a month and my farm is burnt out, I get \$1,000?

Insurance Agent—Certainly; but you must not set fire to the farm yourself.

Farmer—I knew there was some swindle in it.

### Durn Them Slickers!

A country farmer entered a drug store on his first visit to the big city and seeing a phone booth placed a nickel in the slot and lifted the receiver.

"Number please," came the operator's voice.

"Number, h—1!" exclaimed the angry rural, "I want my peanuts."

### "Heavy Water" Is Deadly Poison

"Heavy water," a newly-discovered substance in England, is a deadly poison, consisting of hydrogen atoms twice the normal weight and oxygen, and the one quart known to exist is valued at \$150,000.00.

### Stung Again

Interested: "How is that incubator doing that you bought?"

Mrs. Newlywed: "Oh, I suppose it's all right, but I'm a little worried about it. It hasn't laid a single egg yet."

### Spanish Custom

The bull rings of Spain all have chapels under the grandstand, where prayers are offered for the matadors.

GENEVA DOLLAR DAYS

—Thursday, Friday, Saturday—  
AUGUST 16, 17, 18

**"Treasure Island" Grandest Romantic****Adventure Film of the Year**

On Friday and Saturday, August 17 and 18, Slim Summerville and Zasu Pitts in "THEIR BIG MOMENT"—this superb comedy team will give many laughs and thrills in their latest production.

"TREASURE ISLAND" grandest romantic adventure film of the year: Wallace Berry and Jackie Cooper united again as a screen team, in Robert Louis Stevenson's pirate classic, comes to Schine's Geneva, Sunday, Monday, Tuesday, August 19-20-21. The powerful heart appeal of this combination of man and boy that stirred millions with "The Champ" and recently "The Bowery" has never been presented with more dramatic intensity than in the Pirate Story.

As Long John Silver, ferocious raider, Beery is chosen as a friend by Young Cooper portraying Jim Hawkins, boy adventurer. Their experiences together during the search for treasure are packed with thrills.

Lionel Barrymore is ideal as the blustering and bullying Billy Bones, who finally dies of heart failure when given the "black spot" by the pirates.

Captain Smollett, who commands the ship "Hispaniola" on the treasure cruise, is played with conviction by Lewis Stone, who is himself a captain of a fine sailing yacht in Pacific waters. Otto Kruger's forceful personality adds strength to the character of Dr. Livesey, who provides medical attention for the expedition.

The whimsical and half mad Ben Gunn, who finds the treasure while marooned on the island, is played with hilarious comedy touches by Charles "Chic" Sale.

**When the Lungs Freeze**

Old sourdoughs of Alaska and other parts of the Northwest say that over-exertion is liable to cause the lungs to freeze if the temperature is colder than 40 degrees below zero.

Botanists say more varieties of plants grow on Mount Mitchell in North Carolina than on the whole continent of Europe.

Altho reported virtually extinct, flocks of whistling swans numbering between 40 and 100 have spent two winters at Dune Lakes, near Santa Barbara, Calif.

**Water Buffalo Abandoned**

Oriental water buffalo imported to Hawaii more than twenty years ago for use as farm animals, and then abandoned, have reverted to wild ways on Molokai island.



Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

**Ernest Baumgartner**

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

**WONDER BAR GRILL**

74 Seneca St.

**DANCING**

Tuesday, Friday, Saturday—9:00 To Closing

BUSINESS MEN'S LUNCH.....35c

BREAKFAST — DINNER .....

A La Carte

**VERIFIED ESSO  
LUBRICATION**

VERIFIED MEANS—TO CONFIRM  
We Confirm with the Lubrication Specifications of  
Every Car

**Wilson's Esso Station**

Privately Operated

LAKE STREET

Phone 4082

**Hill's Restaurant**

518 Exchange St.

SPECIAL NOON LUNCH—30c

—:— BEER, ALE, WINES AND LIQUORS —:—

We Always Have Seneca Lake Trout

**Complete Service**

ON ALL MAKE CARS

Estimates Given

**EARL G. STRATTON**

Rickels Service Station Phone 2028 Lake St.

**THE  
W. F. HUMPHREY PRESS**

PRINTERS

PUBLISHERS BOOKBINDERS

300-312 PULTENEY STREET

GENEVA, N. Y.



## THE FUNNYBONE



### A Young Bride's Effort

Mrs. Newlywed: "I took great pains with the cucumber salad I made you last night."

Mr. Newlywed: "And so did I."

### Practicing Up

"There is talk that the next war will be fought with radio."

"Well, I'm in training. I've faced some terrible programs."

### Waiting for the Game to End

"Does your wife's bridge interfere with the housekeeping?"

"It does when we need the table for dinner."

### She Knew

Scribbler—Ah! A check for \$100 from Dribbler's! And I don't know what it is for!

Wife—Oh, that's for my new gown and bonnet, dear! I've been praying for it a week!

### Courage

"Were you brave at the dentist's?"

"Rather! I told him I could not pay the bill until next year."

### Mathematics

Visitor—How old are you, my little man?

Boy—Darned if I know, mister. Mother was twenty-six when I was born, but now she's only twenty-four.

### The Winner

Neighbor: "Where is your brother, Freddie?"

Freddie: "He's in the house playing a duet. I finished first."

### WARM AIR HEATING

Gas - Coal - Oil Burning

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

### Trautman & Smith FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

(Members F. T. D.)

### Another Diet

"So you figure you may retire to a farm, eh?"

"Yes, it looks that way now."

"Farmers have a good many worries these days, you know."

"Yes, but on this one I won't have any. It will be the poor farm, run by the county."

### Unreasonable

Hank—Had your telephone removed, Hi?

Hi—Yes—th' fools said I could not cuss over it! How could I tell Josh Medders his cows was in my corn without cussin'?

### To the Last

Farmer: "And how's Lawyer Jones doin', Doctor?"

M.D.: "Poor fellow! He's lying at death's door."

Farmer: "That's grit for ye—at death's door, an' still lyin'."

### Was He Mortified?

"I'll bet you were mad when you caught that skunk."

"You bet; I was highly incensed."

### For Punctuality

Indignant Father: "What do you mean by bringing my daughter in at this hour?"

The Boy Friend: "Well, I gotta be at work at seven."

### Modern

"Tommy, what is Natural History?"

"Tommy: I guess that it's the kind where people are always fighting and killing each other."

### Monotonous Music

"Wife play the piano or any instrument?"

"Only on the drum."

"What sort of a drum."

"My ear drum."

### LE BRUN'S RADIO SERVICE

Due to modern test equipment and a large stock of parts 90% of the radios we repair are returned to the customer within 48 hours. Tubes, Parts, Service any make. Phone 3921

### Sarcastic

"I say, waiter, take away this egg and wring its neck. I'd rather have it broiled!"

## Dollar Days Only

ON THESE

### OUTSTANDING BRANDS

Fleischman's Gin, 5ths.....\$1.69

Windsor Straight, 5ths.....\$1.69

John Collins Gin, pts.....\$ .85

Widmer's Hillside, 5ths.....\$ .85

Teacher's Scotch, 5ths.....\$3.95

## HOWARD'S

LIQUOR STORE

(Next to Regent Theatre)

### R. S. GUILÉ

General Auto Repairing—Battery  
Service—Towing Service

10 SEYMOUR ST.

Phone 2065

That's My Barber Shop

### HOTEL SENECA

JOE and TONY

"It Pays to Look Well"

FOR—

BETTER MEATS  
CLEANER MEATS

and

QUICKER SERVICE

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

### HARRY M. MOYER PRINTER

69 Oak Street

Phone 4189

# DOLLAR DAY SPECIALS

FAMOUS "GOLD CUP" STRAIGHT WHISKEY, pints .....	\$1.00
"OLD BROOK" STRAIGHT WHISKEY, pints .....	\$1.00
"ROYAL BOX" GIN, pints .....	.....\$0.90

We Carry A Complete Line of Cordials and Liqueurs

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635—We Deliver

### RADIO FLASHES

By RALPH LE BRUN

The orchestras of Abe Lyman and Guy Lombardo will supply the music for the Canadian National Exposition at Toronto, August 27 to 31.

Featured on the "Hall of Fame" program, Sunday, August 19 at 9 p. m. over WEA-F-NBC will be Duke Ellington and his orchestra.

Graham McNamee has been assigned to broadcast the world's greatest event for the youngsters "The American Soap Box Derby." It will be on the air Sunday, August 19 over NBC from Dayton, Ohio.

For the first time in radio history two rival networks will operate from the same studios. When KYW, the NBC station now of Chicago, moves to Philadelphia this Fall it will occupy the same building and be under the same director as WCAU of the Columbia System. Of course separate station staffs will be used.

"Lucky Strike" will return to the air in the Fall sponsoring the broadcasts of important football games.

The recording artists have of late years been losing considerable through the unauthorized use of their phonograph records by certain radio stations. These artists are organizing to attempt to seek royalties from these stations. They estimate that there are 450 stations using no live talent. The stations buy a record, play it over and over and hundreds of listeners don't buy it. According to Department of Commerce figures sales of records for 1933 were only 8½ per cent of that of 1929.

Ground was broken July 23 for WOR's new 50,000 watt transmitter at Carteret, N. J. Due to flying fields in the immediate vicinity special signs and beacons will be necessary on the tower.

We hear about some of the big programs a month or more in advance. For instance on September 26 the voice of Queen Mary of England will be heard for the first time over the Columbia system from Glasgow, Scotland. She will christen the new Cunarder "Number 534".

### Tree Frog Changes Color

The tree frog has the power of changing color to resemble more closely the surface upon which it desires to be inconspicuous.

But even when the worm turns he's just a worm pointing the other way.

## Sheet Metal Roofing Furnaces

AUTOMATIC HEAT, OIL AND GAS  
Estimates Gladly Given

### Cooney, Watts & Cooney

HARDWARE

513 Exchange St.

Phone 2170

Established 1903

## DOLLAR DAYS SALE

AUGUST 16—17—18

HART SCHAFFNER & MARX SUITS  
Sizes 34 to 40—values up to \$30.00.....\$9.95

HART SCHAFFNER & MARX SUITS  
Regular stock, values \$30.00, \$32.50, \$35.00, \$40.00  
PRICED AT \$26.50

OTHER SUITS reduced to \$16.50, \$19.50, \$22.50

### WELCH'S

(New Location)

494 EXCHANGE ST.

1934 Chev. Coach (Demonstrator)

1934 Chev. Town Sedan (Demonstrator)

1931 Chevrolet Sedan

1931 Ford Sedan

1931 Ford Sp. Rd. DeLuxe



## Russell-Hart Chevrolet

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.



**COLONEL CHEERIO**
**- :: - says - :: -**

**\$ DAYS \$  
SPECIALS**

FLOWER CITY CLUB STRAIGHT RYE....pts. \$1.30; qts. \$2.50

ITALIAN SWISS COLONY WINES, fifths.....\$1.10

ESQUIRE GIN .....pts. \$.80; fifths \$1.20



### Pessimism

A reader asked us, "You have much optimism. Your paper glows with it. But doesn't good judgment dictate that you be more pessimistic?"

Listen sister, the world is coated with pessimism. It is like tuberculosis germs—everywhere. An individual must have a superb amount of optimism to be even near normal. There are so many gloom carriers, pessimism peddlers, and the like that if an individual didn't glow a bit with the elements of hope and faith he would find himself in the middle of a perpetually dark night. A whale of a lot of optimism is required merely to think normally.

Don't worry. If there is any one thing the world needs today, it is optimism. The nation is suffering from scarcity of enthusiasm.—McComb (Miss.) Enterprise.

### Capital of Tibet

Extremely remote, so far as Europeans are concerned, is Lhasa, capital of Tibet. In the year 1904 an armed force from India reached Lhasa for the purpose of arranging a commercial treaty.

# ADVERTISE

in

## THE GENEVA COMMUNITY NEWS

"AN ADVERTISING MEDIUM OF DISTINCTION"

PUBLISHED EVERY WEEK

THIS EDITION—5,000 COPIES  
DISTRIBUTED IN GENEVA, WATERLOO, WILLARD,  
OVID AND PHELPS

CALL 2108 FOR RATES

**GENEVA DOLLAR DAYS**

—Thursday, Friday, Saturday—

**AUGUST 16, 17, 18****ENTHUSIASM**

When you outgrow your enthusiasm, you stop growing altogether. The people who find nothing very interesting, who do not know what it is to be swept by a wave of generous emotion, have built a barrier between themselves and life's best things. When we cease to hope and desire and expect, we cease to receive. Cultivate your enthusiasm. When you lose that you lose all that makes life worth living.

There is just one man who is actually in position to improve your business. You look him right in the eye every time you shave.—Nebraska Press.

It not only pays to advertise in the Geneva Community News, but it also pays to read it. Are you watching the numbers each week?

Advertising in the Geneva Community News is not a gamble. If you offer good values and word your ad carefully, you are sure to find buyers.

**NEW LOCATION****CENTRAL SHOE SHINE PARLOR****512 Exchange St.****4 Doors Below National Bank****Hats Dry Cleaned—50c****ASA BARODY**

## Copper - Bound Shingles

Provide advantages not found in ordinary Asphalt Shingle Roofs.

**Greater Security  
Richer - Massive Appearance  
At The Lowest Cost**

For A Good Dependable Roof

## J. A. PONTIUS

**SHEET METAL WORK**

90 Elm St. Phone 4575  
GENEVA, N. Y.

# money

**WHEN YOU NEED IT**

Consult us . . . if you want to borrow  
some extra cash for bills, home re-

pairs, taxes or any other purpose. We can  
have the money ready for you in 24 to  
48 hours. Repay just a small amount  
each month out of your income.

**Auto, Co-Maker & Furniture****LOANS****PERSONAL  
FINANCE COMPANY****OF NEW YORK****PHONE: AUBURN 251**

120 Genesee St. Auburn, N. Y.  
Licensed by N.Y.S. Bank Dept.

## Patronize Our Advertisers

## AUCTION SALE - 23 Automobiles

**Now You Can Buy A Car. At Your Own Price.**

SEE THESE CARS now on display at Stone Gas Station, 3 miles east of Geneva on Route 5 and 20. PICK OUT THE CAR you want. Give us a sealed bid. ALL BIDS will be opened Saturday, Aug. 18, 3 P. M. Highest bidder gets car. 10% OF BID must be deposited with bid and will be returned to all bidders not securing a car. RIGHT RESERVED to sell any of these cars before Aug. 18.

**CARS ON HAND TODAY:**

1930 Hudson Sedan .....	\$275	1925 Dodge Coupe .....	\$85
1931 Ford Fordor .....	\$275	1922 Dodge Sedan .....	\$75
1931 Ford Victoria .....	\$250	1928 Chrysler Sedan .....	\$65
1929 Buick Sedan .....	\$250	1923 Cleveland Sedan .....	\$35
1931 Ford Coupe .....	\$225	1929 Whippet Sedan .....	\$35
1925 Lincoln Sedan .....	\$150	1927 Ford Coach T .....	\$25
1928 Studebaker Sedan .....	\$115	1926 Ford Tudor .....	\$20
1926 Buick Sedan .....	\$125	1927 Essex Sedan .....	\$55
1926 Chrysler Sedan .....	\$95	1929 Durant Sedan .....	\$65

**USED TRUCK BARGAINS**

1930 Reo Truck Cab and Chassis .....	\$250
1931 Chevrolet Sedan Delivery .....	\$195
1929 Dodge Truck with Cab .....	\$195
1929 Chevrolet Sedan Delivery .....	\$125
1930 Ford Truck .....	\$250

## PHILLIPS MOTOR COMPANY

Sales and Parts  
623 Exchange St.  
Phone 2092

**GENEVA  
N. Y.**

Service Garage  
57 Geneva St.  
Phone 2255

**AUTHORIZED FORD DEALER**

See These Cars Now, Put Your Bid In Any Time Before Aug. 18—3 P. M.

# Dollar Day Bargains at Howard's

FINEST PERCALE, 5 yards.....	\$1	ALL SILK PONGEE, 5 yards for.....	\$1
TURKISH BATH TOWELS, 6 for.....	\$1	FULL SIZE BEDSPREADS.....	\$1
EMBROIDERED LINEN TOWELS, 4 for.....	\$1	ALL LINEN DISH TOWELS, 5 for.....	\$1
PATEX TOWELS, 7 for.....	\$1	ALL LINEN TABLE CLOTHS.....	\$1
BRIDGE SETS, 2 for.....	\$1		

## 20 % Discount On All Sheets, Blankets and Pillow Cases

CHILDREN'S SOCKS, STOCKINGS AND ANKLETS, 5 for.....	\$1
LADIES' HOSE, 5 for.....	\$1
CREPE AND MESH PANTIES, 2 for.....	\$1
LACE, FLAT AND RUFFLED CURTAINS—Cottage Sets, pair .....	\$1

## Summer and Early Fall Dress Goods

ALL MATERIALS PRICED TO 29c—5 yards for .....	\$1
ALL MATERIALS PRICED TO 39c—4 yards for .....	\$1
ALL MATERIALS PRICED TO 49c—3 yards for .....	\$1
ALL MATERIALS PRICED TO 69c—2 yards for .....	\$1

We Give Christmas Club Thrifties

# Howard Dry Goods Co.

504 Exchange St.

## DOLLAR DAYS WALL PAPER SALE

$\frac{1}{3}$  off ALL 1934  
PATTERNS

$\frac{1}{2}$  off ALL OTHER  
PAPERS

NOT "BOUGHT-IN" STOCK, BUT  
OUR EVERYDAY PATTERNS

3 DAYS ONLY—SO COME EARLY

## Fairfax Bros. Co.

87 Castle St.

Phone 2441

## DOLLAR DAYS

AFFORDS A SPLENDID OPPORTUNITY  
TO TAKE ADVANTAGE OF OUR

## AUGUST SALE

— which includes —

Suits - Topcoats - Sanforized and Flannel  
Trousers - Two Groups Men's Shirts - Mun-  
singwear Union Suits - Goodknit Athletic  
Union Suits - Straw Hats - and Many Other  
Items.

AT VERY ATTRACTIVE PRICES

See Our Windows—They Will  
Surely Interest You

**Baker & Stark, Inc.**  
GENEVA, N. Y.

489 Exchange St.

North Regent Theater



THE

GENEVA



# COMMUNITY NEWS

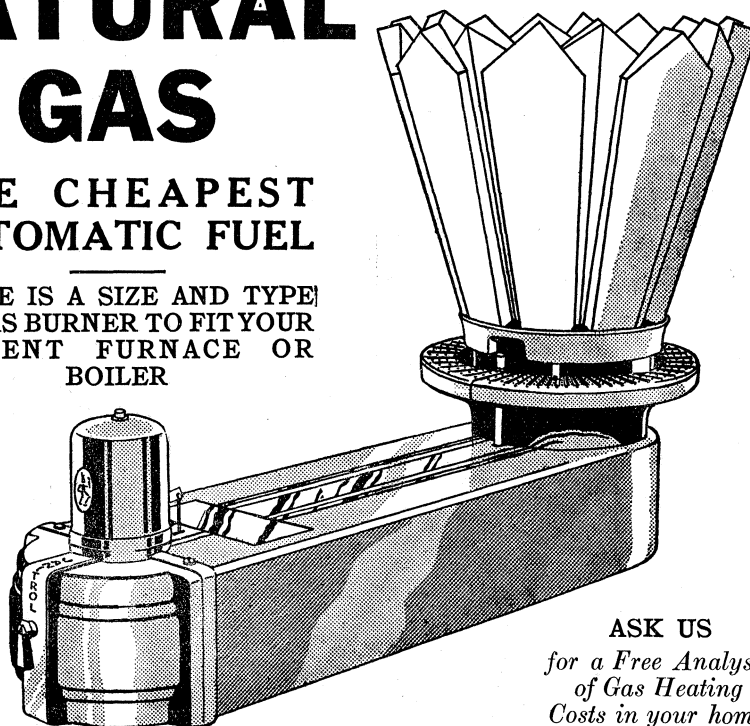
August 23, 1934

5000 COPIES

## HEAT YOUR HOME *with* NATURAL GAS

THE CHEAPEST  
AUTOMATIC FUEL

THERE IS A SIZE AND TYPE  
OF GAS BURNER TO FIT YOUR  
PRESENT FURNACE OR  
BOILER



ASK US  
*for a Free Analysis  
of Gas Heating  
Costs in your home.*

**Empire Gas & Electric Co.** Phone 6641

*See Us or Your Local Dealer Listed Below  
Their Advertisements appear in this Issue*

Smith & Walsh  
Harry Leader  
Carl Rappleyea  
Dorchester & Rose  
George Coombs

John De Vries  
Seneca Plumbing & Heating  
Cooney, Watts & Cooney  
A. J. Hennessy  
M. J. Kelleher

James W. Reddy  
T. W. Bleck  
Dillingham & Son, Inc.  
J. A. Pontius  
Homer R. Ostrander

### NATURAL GAS THE "IDEAL FUEL" FOR HOUSE HEATING

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

August 23

GENEVA, NEW YORK

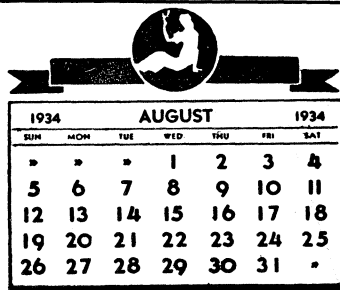
1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.



1934 AUGUST 1934						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

### FIREMEN'S CONVENTION PROGRAM

Thursday, August 23

Starting at 8 a. m. and continuing throughout the day—contests and races in Castle street, between Main and Exchange.

10 a. m. For the ladies. Inspection tour of New York State Experimental Station. Cars will be provided and start from in front of Main Street.

8 p. m. Entertainment for delegates and members at Eagles Home, Castle Street.

Friday, August 24

Exhibition drill contests in front of City Hall, Castle Street, starting at 8 a. m.

1:30 p. m. The big parade.

8 p. m. Awarding of all cups and trophies won in contests, races and parade. In front of City Hall.

### An Extraordinary Offer

Alley's Inn, on Keuka Lake, is "Famous For Its Food and Service." If you are not familiar with this Inn drive over during the next few days and become acquainted. If you have been there before you will surely want to go again. The very special offer they are making on page 12 of today's issue is bona fide—there are no "strings" attached to it whatsoever.

We are this week offering our readers

# \$5.00

READ CAREFULLY

Look in the Aug. 16 (last week's) issue of the Geneva Community News and see what the number is under the heading "Here Is Your Number."

Is it one of the following:

135  
1142  
2346  
3841  
2768

If so, mail the copy to us, complete, at once, with your name and address. Also inform us from which advertiser in today's issue you wish to receive \$1.00 worth of goods or service.

We will then mail you an order to be presented to the advertiser you select and it will be honored to the amount of \$1.00.



Christmas Club Thrifties are given by the following merchants, whose ads appear in today's Geneva Community News:

ERNEST BAUMGARTNER, Service Station, Bean's Hill.

C. J. BRADY, Ice, Lake St.  
COONEY, WATTS & COONEY, Hardware, 513 Exchange St.  
FOOTE'S CLEANERS, Dry Cleaning, Y.M.C.A. Building.

NEW CASTLE MARKET, F. Baumgartner, Jr., Meats, 156 Castle St.

HOMER R. OSTRANDER, Sheet Metal, Furnaces, Roofing, rear 70 Colt St.

GEORGE M. PETERS, Wines and Liquors, 148 Castle St.

It pays to *Advertise* in the Geneva Community News.

CUT FLOWERS—POTTED PLANTS  
FLORAL DESIGNS

### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

Lake Shore Lots For Sale

"Wyckoff Glen" about 3½ miles north of Willard on Lake Shore Road from Willard to Geneva, finest lots in Finger Lakes Region. Property recently improved.

### COLE & WYCKOFF

94 Seneca Street GENEVA, N. Y.

### EASY WASHER SHOP

We Service All Makes of Washers and Cleaners. Wringer Rolls a Specialty.

Reasonable Rates

17 E. CASTLE STREET PHONE 6323

## FOOL-PROOF!

### TEXACO

Certified with MARFAK

### LUBRICATION

NO SPOT OVERLOOKED

Every step checked against authorized check-charts

ASK FOR TEXACO IT HERE

### RICKELS

Service Station

LAKE STREET Phone 2920

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing and Picture Framing



**RADIO FLASHES**

By RALPH LE BRUN

Most of the old favorites are due back on the air soon for the winter season. For the benefit of our readers we list the most popular, the date of their return, and the day and hour they will be heard. Save this issue for a handy reference.

AMOS'N'ANDY Sept. 17, Mon. to Fri., 7 and 11 P. M. NBC-WJZ

BING CROSBY Sept. 18, Tuesdays, 9 P. M. CBS.

RED DAVIS Oct. 1, Mon., Wed., Fri., 7:30 P. M. NBC-WJZ

ED. WYNN Oct. 2, Tuesdays, 9:30 P. M. NBC-WEAF.

MARCH OF TIME Oct. 5, Fridays, 9 P. M. CBS.

ROXY'S GANG Sept. 15, Saturdays, 8 P. M. CBS.

VOICE OF EXPERIENCE Sept. 10, Mon. to Fri. at noon, Sundays 6:45 P. M.

BUCK ROGERS Sept. 3, Mon. to Fri., 6 P. M. CBS.

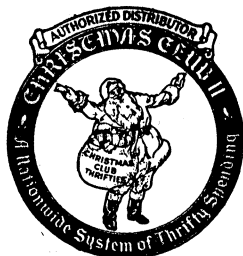
TONY WONS Sept. 2, Sundays, 5:30 P. M. NBC-WEAF.

WALTER WINCHELL Sept. 2, Sundays, 9:30 P. M. NBC-WJZ.

WARDEN LAWES Sept. 19, Wed., 9 P. M. NBC-WJZ.

FATHER COUGHLIN Oct. 28, same stations as last series, Sundays, 4 P. M.

(Continued on page 7)



Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

**Ernest Baumgartner**

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

# LAWN FESTIVAL

**St. Peter's Church**

TUESDAY, AUG. 28, 1934

DANCING  
in the Parish House

BAND CONCERT  
on the lawn

CARNIVAL GAMES

ICE CREAM AND CAKE  
7 P. M. Until 11 P. M.

TAKE A BUSINESS COURSE  
IT WILL GIVE YOU A CHANCE

## Ontario Business Institute

FALL TERM--SEPT. 4

INDIVIDUAL INSTRUCTION AND PROGRESS

PEARL R. STUCHELL, Prin.

Seneca and Linden St.

Geneva, N. Y.

(Over Walgreen's)

Have the dents taken out of your fenders—  
Make the old car look like new

## Fink's Super-Service Station

114 Lake St.

Phone 2448

Richfield Hi-Octane Gas — Richlube Oil

## HERE IS YOUR NUMBER

Save this complete copy  
and watch for next  
week's issue

**Nº 4065**



SCHOOL DAYS  
ARE APPROACHING

OUR GENEVA PLANT  
is prepared to furnish you with  
a Cleaning and Repair Service  
of Quality Workmanship.

FOOTE'S

QUALITY CLEANERS  
(Harry D. Tarbell)

78 Castle St. Phone 2910

## HOUSE HEATING

And water heating with NATURAL GAS is  
absolutely carefree. Consult us for NATURAL  
GAS Conversion Burners and Automatic Gas  
Water Heaters.

**SENECA PLUMBING AND HEATING**

Phone 6574

41 Wadsworth

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to **Schine's Geneva Theatre**.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Orange Milk Sherbet

$\frac{3}{4}$  cup evaporated milk  
 $\frac{1}{2}$  cup sugar  
 $\frac{1}{2}$  cup water  
 1 cup orange juice  
 1 tablespoon lemon juice  
 Small quantity salt

Boil sugar, salt and water until sugar is dissolved. Add orange and lemon juice and chill. Add chilled milk to mixture and freeze. This quantity serves six.

E. M., Lyceum St.

## Graham-Mallow Loaf

$\frac{3}{4}$  lb. (45) marshmallows  
 $\frac{1}{4}$  cup condensed milk  
 1 cup pineapple juice  
 $\frac{1}{2}$  lb. graham crackers  
 1 cup crushed pineapple (drained)  
 Cut marshmallows in quarters. Add condensed milk and pineapple juice. Blend well and add graham cracker crumbs and drained pineapple. Press mixture firmly into loaf pan lined with waxed paper. Place in refrigerator for five hours before serving. Cut in slices and top with whipped cream and a maraschino cherry. Serves 8.

L. A., Lafayette Ave.

## Beet Relish

1 head cabbage  
 4 green peppers  
 1 head celery  
 8 onions (chopped fine)  
 4 cups sugar  
 2 tablespoons salt  
 2 tablespoons white mustard seed

## T. W. BLECK

15 Hoffman Ave. Phone 3417

Gas Burning Installation  
 and Plumbing Repairs

2 quarts weak vinegar

Cook together for  $\frac{1}{2}$  hour.

Cook one peck of beets, chop thoroughly and add to above mixture. When all is well heated, pack in jars and seal.

Mrs. R. C. G., Sherrill St.

## Glorified Rice

One 10 ct. can pineapple  
 $\frac{1}{2}$  cup powdered sugar  
 24 marshmallows

Mix together and let stand. Add 1 cup cooked rice and when ready to serve fold in  $\frac{1}{2}$  pt. whipped cream.

A. R., Lewis St.

## Fruit Salad

3 oranges  
 3 bananas  
 1 can pineapple (large)  
 Dressing

Heat slowly in double boiler, juice from can of pineapple. When hot, add  $\frac{1}{2}$  cup butter mixed with  $\frac{1}{2}$  cup sugar, 1 tablespoon flour and 2 eggs. Cook until thick, remove from fire and chill. Add fruit to dressing and one dozen marsh-

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

mallows. Before serving, fold in  $\frac{1}{2}$  pt. whipped cream.

Mrs. A. R., Lewis St.

## Birds in District of Columbia

Approximately one-fourth of the bird species of the United States have been found in the District of Columbia.

## Castle Street Market

Phone 2151 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork  
 Sausage

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.**

**JAMES W. REDDY**

292 Washington St.

Phone 4363

**GAS INSTALLATION WORK**

## We Have Them

AMERICA'S SMARTEST  
 WALKING SHOES

**\$5** by **\$6**

**ENNA JETTICK**

**J. W. SMITH DRY  
 GOODS CO.**

F. A. Chappell

Main Floor

"Where the Food is as Fine as the View"

**DINNERS - ONE DOLLAR**

(also \$1.25)

**LUNCHEONS**

85c

Sunday Dinners—Served from 12 to 8 P. M.

Mrs. C. J. Averill

(Overnight Guests)

Phone Canandaigua 166-J.

(Visit our Rathskeller)



**Averhill**

EAST LAKE ROAD CANANDAIGUA, N.Y.

**Gleaned from Here and There**

(The eighth of a series of quotations from the collection of M. F. Devaney).

"A gem is not polished without rubbing or a man perfected without trials."

"Your problems are no different from the other fellows."

"Grass on the other side of the fence always looks the greenest."

"If you are in trouble and want to find the cause look into the mirror."

"The other fellow is just a reflection of ourselves."

"A person can always find time to do the things he likes to do."

"Sometimes those we have had trouble with turn out to be our best friends."

"People complaining that a thing cannot be done are often interrupted by somebody doing it."

"Hang on, that's all a monkey can do."

"There's nothing either good or bad but thinking makes it so."

(To be continued)

**Correction:**

For the benefit of the many who are clipping the Devaney series of quotations, we are reprinting the following two which had the last words of each transposed in our last week's issue:

"A laugh is a smile with sound effects."

"Success is not doing what you can't do but doing what you can do."

\*\*\*\*\*  
**THE MERCHANT'S CORNER**  
 \*\*\*\*\*

If you have something to sell and really want to sell it, let the advertising department of the Geneva Community News prove its ability as an efficient sales medium.

Advertising in the Geneva Community News is not a gamble. If you offer good values and word your ads carefully, you are sure to find buyers.

"Get acquainted with your competitor, you may like him," is a very good thought. Why not fight in this game of business the same as we do in our athletic games. If our opponent beats us by fair methods,

more power to him. We do not hate a man because he is a better golfer than we are.—Minnesota Press.

Your message placed consistently, each week, before 22,000 people will bring results.

When you think of ADVERTISING—think of the Geneva Community News (An Advertising Medium of Distinction).

o — o — o — o — o — o — o — o  
**THE EDITOR'S MAIL-BAG**  
 o — o — o — o — o — o — o — o

August 17, 1934

Editor of The Community News:

We enjoy every page of the News and look forward to getting it every Thursday. Long may it continue.

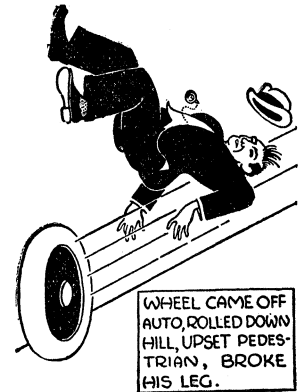
A well-wisher,

Mrs. A. R., Lewis St.

**Asiatics to Lead Growth**

In the next ten years the number of Asiatics will increase by 150,000,000 while American "half-breeds," described as the mixed population of South and Central America, will gain only 40,000,000. On the other hand pure-bred Europeans will increase by only 20,000,000. This is the prophecy made by Prof. M. Richet, of the French academy in Paris, which is arousing much discussion in Europe.

Two regular \$1.00 dinners at Alley's Inn, Keuka Lake, for \$1.00, if coupon on page 12 is presented.



**WHY** run the risk of injuries which may easily upset your bank account for months to come. A dependable Travelers Accident Policy will act as a paycheck until you recover. Ask about this important protection—cost reasonable.

We represent

**THE TRAVELERS**  
 Hartford, Connecticut

**D. Max Henry**

94 SENECA ST.

Phones:

Office 6123

Home 4689

The Largest Clothing Store in Ontario County

# Of Interest to Mothers!

## School Opens September 4th

No doubt your boy will need a new Slip-on, Shirts,  
 a Pair of Odd Trousers or a New Suit . . . . .

OUR STORE IS READY TO TAKE CARE  
 OF HIS NEEDS . . . AT PRICES WITHIN  
 YOUR BUDGET.

**Baker & Stark, Inc.**  
 GENEVA, N. Y.

489 Exchange St.

North Regent Theatre

## Dorothy Goes Shopping

Now is the time to have your watch repaired at **Prince's Jewelry Store, 20 Linden St.** The rates are reasonable and all work is guaranteed.

**Custom Made Clothes.** Have your clothes custom-made by **Reale's Tailors.** They do dry cleaning, remodeling and repairing of Ladies' and Gentlemen's clothes. Have your fur coat relined early. **Reale's Tailors, 76 Castle St. (Y. M. C. A. Bldg.) Phone 4532.**

Do you like a good chocolate soda? One in which the flavor is rich and delicious? Try one of **Iseman's**, made with a generous scoop of Home Made Ice Cream. They are only ten cents.

What a neckwear window **Casey and Son** have this week! (**Across from the Theater**). A Treasure Chest filled with the newest Fall patterns in ties at \$1.00 each.

For work that pleases, stop at **Carl's Shoe Repair Shop.** He will make your shoes like new. Experienced labor by a competent person enables you to have the highest grade of shoe repairs.

**Eat delicious cookies and cakes.** Try lemon, ginger or molasses cookies. Try a solid chocolate cake or a maple walnut. Many other kinds too. Eat fresh-baked cookies and cakes from **Ringer's Bakery.**

Did you know that you can get the various kinds of spices you will need for canning at **McCarthy's Pharmacy?** They also have a new supply of fresh ginger root.

Thinking about Fall and Winter suits and coats fashioned after a pattern you desire? Consult **A. S. Bauer, Lady and Gentleman Tailor, 43 Seneca St.** He also handles samples in all shades for leather jackets. **Phone 2483.**

Welcome Firemen! All paths lead to **George's**, where the sodas and sundaes are delicious. Stop in and try one. For quality and service, try **George's Kandy Kitchen, 364 Exchange St.**

**Hadlow's** are featuring this week only, Government Standard size, men's shorts at 39c each, made to sell regularly at 55c a pair. Stop in and get a few of these at this low price.

Have you tried **Barood's Home Made Ice Cream?** There are ten different delicious flavors. Special for Saturday and Sunday: Banana Splits \$.10 and Banana and Peach Ice Cream \$.35 a quart. **Corner of Geneva and Tillman Sts. Formerly on Castle St.**

### Logs "Embalmed" for Pole Use

Logs are preserved for use as telegraph and telephone poles by a method which consists of forcing a fluid into the grain of the wood by air pressure. The sap is forced out of the log by the pressure of 15 pounds and a rubber cap is clamped on the butt. Then the preserving fluid replaces the sap. —Popular Mechanics Magazine.

### Sign of Progress

One of the signs of progress—the social element is becoming more and more dominant in all departments, in religion, in ethics, in art, and in language.

### FOR SALE

Smart 1932 Chevrolet Sport Roadster. Six wheels and other extras. Excellent condition. Priced for quick sale. 220 Washington St., Geneva. Phone 6473.

### Automatic Gas Heating

Estimates Gladly Given

**COONEY, WATTS & COONEY**  
HARDWARE

513 Exchange St.

Phone 2170

**Jumps Banned at Dances**  
Fearing damage to the floor of the \$300,000 Spa Royal Hall, councilmen of Bridlington, England, have banned the last part of a new dance called the Palais Glide, in which 800 dancers jump together.

### Invented Thermometer

Galileo invented the first thermometer in 1592.



## Style Headquarters

WE ARE AGENTS FOR  
THE NEW-STYLE

## Douglas Shoes

FOR MEN

\$3.50 - \$4.50 - \$5.50

## Savage's Shoe Store

Geneva, N. Y.

501 Exchange St., next to Regent

A. J. HENNESSY

GAS INSTALLATION WORK

Plumbing and Heating

Phone 5978

30 Sherrill St.

## Let Us Re-Roof Your Home

with the Modern  
COPPER-BOUND  
ASPHALT SHINGLE

Right Over The  
Old Wood Shingles  
FINEST APPEARANCE  
AT SMALL EXPENSE

## J. A. PONTIUS

SHEET METAL WORK

90 Elm St.

Phone 4575

GENEVA, N. Y.

**RADIO FLASHES**

(Continued from page 3)

JOHN McCORMACK Sept. 19, Wednesdays, 9:30 P. M. NBC-WJZ.

BURNS AND ALLEN Sept. 19, Wednesdays, 9:30 P. M. CBS.

DENNIS KING Aug. 22, Wednesdays, 10 P. M. NBC-WJZ.

EDWIN C. HILL Sept. 17, Mon., Wed., Fri., 8:15 P. M. CBS.

DANGEROUS PARADISE Sept. 17, Mon., Wed., Fri., 7:45 P. M. NBC-WJZ.

THE SHADOW Oct. 1., Mon. and Wed., 6:30 P. M. CBS.

Hollywood Hotel with Dick Powell, El. Brendel, Ted Fiorito Oct. 12, Fridays, 9:30 P. M. CBS.

Ted Husing, Columbia's sport announcer is being presented in a new program of sport gossip entitled, "Believe You Me". It can be heard every Saturday at 5:15 over CBS. You sport fans who want intimate "chatter," predictions, anecdotes and views of experts concerning all realms of sports—tune in.

Do you know that Jan Garber has directed his band in practically every large city in the United States and Canada except Indianapolis, Ind., his home town?

**HARRY LEADER**

36 Mason St.

Phone 3637

Sheet Metal Work and Heating

CONSULT US FOR NATURAL GAS  
BURNING EQUIPMENT

**Hill's Restaurant**

518 Exchange St.

SPECIAL NOON LUNCH—30c

—:— BEER, ALE, WINES AND LIQUORS —:—

We Always Have Seneca Lake Trout

**Complete Service**

ON ALL MAKE CARS

Estimates Given

**EARL G. STRATTON**

Rickels Service Station Phone 2028 Lake St.

Another NBC favorite, Wayne King, learned to play the saxophone between pillows after complaints from his fellow residents at a YMCA in Chicago.

**PATRONIZE  
OUR ADVERTISERS****FIREMEN WELCOME**

Inspect our stock of Imported and Domestic  
Liquors, Wines and Cordials

**HOWARD LIQUOR STORE**

NEXT TO REGENT THEATRE

WELCOME FIREMEN

**WONDER BAR GRILL**

74 Seneca St.

DANCING

Tuesday, Friday, Saturday—9:00 To Closing

BUSINESS MEN'S LUNCH.....35c

BREAKFAST — DINNER

A La Carte

**Essolube Motor Oil**

THE FIVE STAR MOTOR OIL

**Wilson's Esso Station**

Privately Operated

LAKE STREET

Phone 4082

**THE  
W. F. HUMPHREY PRESS**

PRINTERS

PUBLISHERS BOOKBINDERS

300-312 PULTENEY STREET

GENEVA, N. Y.





## THE FUNNYBONE



### Being Careful

"Here, hold the end of two of these wires."

"All right."

"Feel anything?"

"Nope."

"Well, don't grab the other two. They've got 20,000 volts."

### Not Guilty

Cop: "Who was driving when you hit that car?"

Drunk (triumphantly): "None of us; we was all in the back seat."

### The Tactful Waiter

A crowd of the elite were dining in a smart restaurant when a customer entered, sat down, coughed loudly, and tied his napkin around his neck. In great embarrassment, the manager called a waiter to him and whispered, "Try to make him understand as tactfully as possible that that's not being done."

The waiter approached the offending diner, leaned suavely over his shoulder and said, "Shave or haircut, sir?"

### Example

Motto card hanging in a London building: "Remember the steam kettle—though up to its neck in hot water, it still continues to sing."

### Next Step

"And has your baby learned to talk yet?"

"Oh my, yes. We're teaching him to keep quiet now."

### Fifty-fifty

"You ought to lend your scooter to your little brother sometimes," said auntie severely.

"I do, auntie," declared Johnny. "He has it up the hill and I have it down!"—*Parents' Magazine*.

### CONDITIONED AIR HEATING

By

JANITROL

CONVERSION GAS BURNER

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

### Shrewd

"How much d'ye charge to press a pair of trousers?" Sandy asked the proprietor of the dry-cleaner's shop.

"A shilling is our charge," was the reply.

"All right," he said, after a while, "just press one leg for sixpence, and I'll have my photy taken side view instead of front."—*Answers*.

### Pun

Tourist: "What's in here?"

Guide (leading the way into a morgue): "Remains to be seen, sir."

### A Broad Question?

It was a social event. The young man had just been introduced to the young lady, and after a brief and awkward silence, he ventured: "You are from the West, I understand."

"Yes, from Indiana," she replied; "Hoosier girl."

The young man started and flushed deeply. "Why—er—really," he stammered, "I—I don't know—that is, haven't quite decided yet."—*Front Rank*.

### Wild and Woolly

"What are those fuzzy white things on the hill?"

"Those are sheep."

"Oh, I don't want to know how much they are—just what they are."

### A Live Solicitor

A subway train in New York was crowded. Suddenly it stopped

See

**M. J. KELLEHER**

106 Castle St.

Phone 2834

For

Automatic Gas Heating

### LE BRUN'S RADIO SERVICE

Due to modern test equipment and a large stock of parts 90% of the radios we repair are returned to the customer within 48 hours. Tubes, Parts, Service any make.

Phone 3921

with a jerk and all the lights went out. When they came on again a young man started through one of the cars shouting, "Who lost a purse?"

There was a chorus of "I did."

"Then advertize it in the Enquirer," he replied. "I am an advertising solicitor, and will give you a special rate."—*The American Salesman*.

### Between the Lines

"Sir—My typist, being a lady, cannot take down what I think of you. I, being a gentleman, cannot write it. You, being neither, can guess it all."

### Echoes From Sunday School

"Now, Johnny, have you ever heard of David and Goliath?"

"Yes'm. Goliath is in the 23rd Psalm."

"23rd Psalm?"

"Sure... You know, 'He Maketh Me To GOLIATH Down In Green Pastures.'"

### Gas Conversion Installations

**HOMER R. OSTRANDER**

Rear 70 Colt St.

Phone 3976

## Chester Phillips

Watch, Clock and Jewelry Repairing

10 CASTLE STREET

(Next to Clarke's Drug Store)

FOR—

**BETTER MEATS  
CLEANER MEATS**

and

**QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

## HARRY M. MOYER PRINTER

69 Oak Street

Phone 4189

**REGARDING GAS CONVERSION**

The advent of natural gas into the Empire Gas & Electric territory at Geneva and its planned introduction all over the Empire territory before fall has brought forth many questions in the minds of Empire customers.

To enable Empire employees to have the answers to the most frequent of these questions at their fingertips, a number of question and answer examination papers have been prepared and distributed among the Empire personnel.

Although these questions and answers were prepared with only Empire employees in mind so general has been the interest in the new fuel that they were made public. It is believed by Empire officials that they will answer many questions now uppermost in the minds of gas consumers.

The questions and answers follow.

**QUESTION:** What is a British Thermal Unit?

**ANSWER:** A British Thermal Unit (BTU) is the amount of heat required to raise 1 pound of water 1 degree Fahrenheit.

**QUESTION:** What is a Therm?

**ANSWER:** A Therm is a multiple of British Thermal Units, namely 100,000 BTU which has been arbitrarily set by heating engineers in order to simplify the conversion of heating values of one fuel to another.

**QUESTION:** Will gas be billed on Therm or cubic foot basis?

**ANSWER:** Natural gas will be billed on the Therm basis as it is the best means of measuring heat. The bill also will show the number of cu. ft. The gas furnished will have 1000 BTU in a cu. ft. Manufactured gas had 537 BTU per cu. ft. Natural gas at 1000 BTU a cu. ft. lends itself readily to the Therm billing as each 100 cu. ft. at 1000 BTU equals 100,000 BTU or 1 Therm.

**QUESTION:** Why is the Therm unit used in comparing the gases?

**ANSWER:** The Therm unit is used so that the heat value may be compared. A gallon is a unit of measure and may be gasoline, vinegar or water. The cu. ft. is also a unit of measure and may have any number of heat units as applied to a heating substance. A Therm is a definite amount of heat units 100,000 BTU equals 1 Therm.

**QUESTION:** Will gas be undiluted or mixed?

**ANSWER:** It will be straight natural gas.

**QUESTION:** Do the burners have to be changed on all range and water heater equipment in the home?

**ANSWER:** No. The burners do not have to be changed but the spud thru which the gas passes has to

be fixed so that the opening is considerably smaller and the adjustment for air is opened up.

**QUESTION:** Do the meters have to be changed?

**ANSWER:** No. The meters measure a cu. ft. as before 1 cu. ft. of natural gas has 1000 BTU—100 cu. ft. has 100,000 BTU or 1 Therm.

**QUESTION:** Will the service pressure have to be increased?

**ANSWER:** No. The pressure will be just the same as in the past.

**QUESTION:** Is natural gas more dangerous to use?

**ANSWER:** No.

**QUESTION:** Will water boil as fast with natural gas as with manufactured gas under same conditions?

**ANSWER:** Not enough difference to be noticeable.

(Continued on page 11)

## Advertising Space

in the

## Geneva Community News

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—

## JOHN DeVRIES

21 Seneca Alley

Phone 6228

Roofing and Sheet Metal

GAS HEATING APPLIANCES  
AND GAS CONVERSION SERVICE

## SMITH & WALSH

66 Jefferson Ave.

Phone 2012

FOR NATURAL GAS BURNING  
EQUIPMENT INSTALLATION  
CONSULT US

1933 CHEVROLET SEDAN

1933 CHEVROLET COACH

1933 CHEVROLET 1½ TON STAKE TRUCK

1932 PONTIAC SEDAN

Above cars need no salesman. One demonstration and you are impressed.

Others, lower priced:—

1931 FORD DeLUXE SPORT ROADSTER

1931 CHEVROLET SEDAN

1930 STUDEBAKER SEDAN

## Russell-Hart Chevrolet

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

### Earth's Interior Yet to be Explored

With all unknown lands mapped the explorer of tomorrow must turn his attention to the earth's interior. Explanation of the surface is nearing completion, yet the earth a few miles beneath is still as secret as was the Western Hemisphere before Columbus.

Man has penetrated two miles down by means of oil well drills and has descended one mile into a gold mine, but these depths are mere pin pricks compared to the 4,000 miles that lie between the earth's surface and its center. It will not be necessary to drive a tunnel through the earth to learn about its interior, according to Prof. W. T. Thom, Jr.,

of Princeton university. One possible aid to exploration of the interior is the airplane, with which photographs may be taken to disclose inter-relations between widely separated geological structures, according to Popular Mechanics.

Delicate gravity balances are available for disclosing rock formations buried under less dense deposits. Devices have been produced for "listening in" on explosion waves started through the earth by setting off TNT charges.

### Changing Man's Habits

New methods of controlling indoor climate are likely to revolutionize the habits of mankind.

White people will be able to live in the tropics without losing their health and energy, says Nature Magazine. It will no longer be necessary for the government of India to migrate bodily to the "hills" with the advent of the hot season, and Baguio will lose its utility as the summer capital of the Philippines.

### In 1934

Mother: "Now, if you will be quiet and stay in bed like a good girl, I will tell you a fairy story about the prince who killed a dragon and rescued a beautiful princess."

Child: "Oh, that's too old-fashioned, Mother. Tell me a story about the N.R.A. official who killed a profiteer and rescued a consumer."

—The Oil Can.

### Imperishable Records

Indestructible records of picturesque and historic places in England are being preserved for future generations by printing etchings on clay, says Popular Mechanics Magazine. After the clay is fired and glazed, the etchings are printed on the tiles, each of which is  $6\frac{1}{2}$  inches by  $5\frac{1}{2}$  inches. A new method makes possible the production of strong line and delicate color.

### Hi Ho's View of "Success"

"Success," said Hi Ho, the sage of Chinatown, "is often an appearance which depends in large measure on the ability to conceal disappointment."

### Original Home of Limburger

Belgium is the original home of limburger cheese.

Newest and Most Modern  
GAS BURNING APPLIANCES

DILLINGHAM & SON, Inc.

22 Castle St.

## COLONEL CHEERIO

... says ...

## Welcome Firemen



We Have

A large assortment of Whiskeys, Gins  
and Wines at Reasonable Prices

**Geo M Peters Liquor Store**  
148 CASTLE ST. Phone 2054

## CARL RAPPLEYEA

26 Cherry St.

Phone 2883

SEE US FOR GAS BURNING  
INSTALLATION

Plumbing and Heating

## ANDES, DANGLER, AND WELL BUILT GAS RANGES

## Dorchester & Rose

### Moon Farming

Moon farming, says the United States Department of Agriculture, has no support from any scientific point of view. Most of the beliefs associated with moon farming are not based on the assumption that direct moonlight is especially potent, but rather that the moon exercises some mysterious and occult power over mundane affairs. Even the light and heat from the moon are not sufficient to affect plant growth materially. The moon does not govern agriculture because it has no appreciable influence on any of the major conditions affecting the growth of plants.

It is better to be incensed at one's self than to indulge in self pity.

Grief makes men slow of foot, but good news mends their pace.

### Sugar Taken From Beets in 1747

The first experiments successfully obtaining sugar from beets were made in Berlin in 1747.



**C**ome in, write or phone and tell us how much you need.

You get the money in 24 to 48 hours, and have all the time you need to repay . . . 3, 6, 10 months or longer. We specialize in arranging loans for personal, family and household purposes. Loans on auto, furniture and endorsed note.

## Personal Finance Co:

### MAIL THIS COUPON

Gentlemen: I wish to obtain a loan of \$.....  
Please have your representative call..... (day)

(morning or afternoon)

Address.....  
City or Town.....  
Phone No.....

OF NEW YORK

PHONE: AUBURN 251

120 Genesee St., Auburn, N. Y.

Licensed by N.Y.S. Bank Dept.

LOANS MADE IN NEARBY TOWNS

### R. K. O. VAUDEVILLE UNIT-SHOW AT SCHINE'S GENEVA

Complete Change of Program on the stage and screen Friday and Saturday, August 24 and 25. On the screen Richard Barthelmess in "MIDNIGHT ALIBI." On the stage 6 Acts of R. K. O. Vaudeville.

The "CAT'S PAW" which opens at Schine's Geneva, Sunday, is the original title of the Clarence Budington Kelland novel, which supplied the plot for the first comedy Harold Lloyd has brought to the screen in two years. Like the main points of the Kelland story, Lloyd decided to retain the original title, for it conveys definitely the part he portrays in the picture.

Lloyd appears in "THE CAT'S PAW" as the son of an American missionary, who has spent virtually all his life with his father in the interior of China.

In his effort to clean up the town, he has the caustic support of a cigar counter girl, played by Una Merkel, and a loveable political rogue, portrayed by George Barbier. Neither has ever given a finer performance nor been cast in a more acceptable part.

On Wednesday and Thursday, August 29 and 30, Ann Harding in the title role and John Boles playing the male lead, "THE LIFE OF VERGIE WINTERS" comes to the screen as a vivid dramatization of the widely acclaimed story by Louis Bromfield.

"VERGIE WINTERS" realistically pictures the poignant romance of a gallant woman who dares to follow her own heart and her own ideals in defiance of small town gossip and persecution. Her great love,

with its stolen moments of happiness and its hours of heartaches is traced through a period of twenty-two years.

### REGARDING GAS CONVERSION

(Continued from page 9)

**QUESTION:** Does the gas have a natural odor or does it have to be treated for odor?

**ANSWER:** Natural gas is colorless and odorless in the original state. Odorizing stations are used to give the gas an odor. The oil used (caliodorant) is injected into the gas at the rate of 3 to 5 gallons per 1,000,000 cu. ft.

**QUESTION:** Will there be a variation in pressure during the colder months as has been experienced in some natural gas localities?

**ANSWER:** No. Our source of supply guarantees a certain pressure at all times. They accomplish this with the use of compressors and boosters that raise the pressure to a definite point. In addition we have our own storage capacity just the same as in the past.

**QUESTION:** Will the flame from natural gas on the average range burner blacken the bottom of pots and pans?

**ANSWER:** No. With proper adjustment of the burner, kettles will not blacken.

**QUESTION:** Does the company anticipate any shortage of gas during certain periods of the year and if there should be a shortage, how will this be handled?

**ANSWER:** No. The company has a supply line at the northern and southern end of the territory.

(To be continued)

# Fall Seeding Is The Best

We Specialize in  
**BUILDING LAWNS**

Experienced Men to Serve You  
\*\*\*\*\*

WE HAVE ONLY THE BEST OF  
LAWN SEED, LAWN FERTILIZER,  
RICH TOP SOIL, FINE ROTTED  
MANURE and MIXED SOIL

\*\*\*\*\*

Place Your Order NOW For FALL Delivery  
Phone 6102

**LESLIE E. HILTON**

## GEORGE COOMBS

Hammond Lane

Phone 6331

SEE US FOR NATURAL GAS HOUSE  
HEATING AND WATER HEATING  
EQUIPMENT

## Alley's Inn

ON LAKE KEUKA

**\$1.00 DINNERS**

Keuka Lake Trout — Duckling — Porterhouse  
Steak — Chicken — Filet Mignon  
Luncheons 75c

FINGER LAKES WINES, CHAMPAGNES  
"Dine and Swim at the Inn"

\$1.00 — DINNER COUPON — \$1.00

This Coupon and \$1.00 will be accepted  
in payment for

**TWO of our regular \$1.00 DINNERS**

FROM FRIDAY, AUGUST 24, TO  
FRIDAY, AUGUST 31, INCLUSIVE

**Alley's Inn**

West Lake Road

Keuka Lake

This Coupon positively must be presented or regular charge  
of \$1.00 for each dinner served will prevail.

# GOOD USED CARS!

1—1933 PLYMOUTH DeLUXE  
4-Door Sedan

1—1933 TERRAPLANE 6 DeLUXE COACH  
Air Wheel Tires

1—1933 DODGE DeLUXE 4-PASS. COUPE

1—1932 FORD V-8 RUMBLE SEAT COUPE

1—1931 LaSALLE 5-PASS. SEDAN  
Driven 17,000 Miles

1—1931 FORD SPORT ROADSTER

1—1931 STUDEBAKER COMMANDER  
5-Pass. Sedan

1—1929 AUBURN "6" 5-PASS. SEDAN

PIERCE ARROW 7-PASSENGER SEDAN

1—1933 CHEVROLET PANEL DELIVERY

1—1930 FORD PANEL DELIVERY

Many others to choose from  
at prices from \$25 and up

## GENEVA AUTO CO.

145 Castle St.

Geneva, N. Y.





**THE**

# GENEVA



# COMMUNITY NEWS

August 30, 1934

**5000 COPIES**

# FOR THE FIRST COOL DAYS

## LIGHTWEIGHT WOOL CREPES

Gold	Rose
Green	Powder Blue
Tomato	Royal Blue

Navy — Brown — Black

54-in. Wide \$1.98 yd.

# Howard Dry Goods Co.

1934 Chevrolet Town Sedan (Demonstrator)

1934 Chevrolet Coach (Demonstrator)

## 1933 Chevrolet Sedan

### 1933 Chevrolet Coach

## 1932 Pontiac Sedan

## Several Others Lower in Price



# Russell-Hart Chevrolet

**Incorporated**

South Exchange St. Phone 6621 Geneva, N. Y.

## Of Special Interest to Mothers With Boys to Get Ready for School

We Have a Splendid Assortment of Everything that the Boy will Need at Prices That  
will Surely Please

Two Long Pant Suits	As Low As....	\$13.85	Shirts, Plain Colors	As Low As....	\$ .79
Two Knicker Suits	As Low As....	5.75	Golf Hose	As Low As....	.35
Slip-on Sweaters	As Low As....	1.95	Caps	As Low As....	.75
Golf Pants	As Low As....	1.00	Neckwear	As Low As....	.25

## Let Us Show You These Outstanding Values

489 EXCHANGE ST.



## North Regent Theatre

# MONEY...

Deposited on or before Wednesday, Sept. 5th  
will earn dividends from Sept. 1st

✻ ✻ ✻

# Geneva Savings Bank

24 LINDEN STREET

TAKE A BUSINESS COURSE  
IT WILL GIVE YOU A CHANCE

# Ontario Business Institute

# FALL TERM--SEPT. 4

INDIVIDUAL INSTRUCTION AND PROGRESS  
PEARL R. STUCHELL, Prin.

Seneca and Linden St. Geneva, N. Y.  
(Over Walgreen's)

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

August 30

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Willard, Waterloo and Phelps.

### Gleaned from Here and There

(The 9th of a series of quotations from the collection of M. F. Devaney.)

"If you have this you cannot have that."

"No matter how unimportant a man may be there is always some one thing he can do better than anyone else."

"Be good to them going up for you are liable to meet them all coming down."—John Barrymore.

"One person's good fortune is often another's misfortune."

"Let us sympathize with our strength rather than with our weakness."

"The heavy end of a match is always the light end."

"Everything worth while has its price."

"It is always darkest just before the dawn."

"To have what you want is riches, to do without it is power."

"One person's likes are often another's dislikes."

(To be continued)

### Desertas Islands

The Desertas islands are a group of four rocky islets in the Atlantic, 30 miles southeast of Madeira, and forming part of the Madeiro group, named Bugio, Deserta Grande, Chaco and Sail Rock. They have no permanent inhabitants.

### Happiness in Spain

Seville, Spain, has 130 holidays. It is a city of pleasure, of bullfights, dancing, fans and pretty women that live behind them. Despondency is so scarce that suicide is practically unknown.



Christmas Club Thrifties are given by the following merchants, whose ads appear in today's Geneva Community News:

ERNEST BAUMGARTNER, Service Station, Bean's Hill.

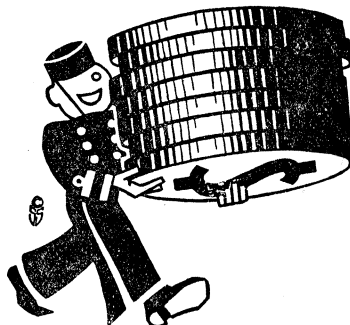
C. J. BRADY, Ice, Lake St.

FOOTE'S CLEANERS, Dry Cleaning, Y.M.C.A. Building.

HOWARD DRY GOODS CO., Dry Goods, 504 Exchange St.

NEW CASTLE MARKET, F. Baumgartner, Jr., Meats, 156 Castle St.

GEORGE M. PETERS, Wines and Liquors, 148 Castle St.



### READ CAREFULLY

Look in the Aug. 23 (last week's) issue of the Geneva Community News and see what the number is under the heading "Here Is Your Number."

Is it one of the following:

2469

4876

293

If so, mail the copy to us, complete, at once, with your name and address. Also inform us from which advertiser in today's issue you wish to receive \$1.00 worth of goods or service.

We will then mail you an order to be presented to the advertiser you select and it will be honored to the amount of \$1.00.

It pays to *Advertise* in the Geneva Community News.

CUT FLOWERS—POTTED PLANTS  
FLORAL DESIGNS

### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

### Lake Shore Lots For Sale

"Wyckoff Glen" about 3½ miles north of Willard on Lake Shore Road from Willard to Geneva, finest lots in Finger Lakes Region. Property recently improved.

### COLE & WYCKOFF

94 Seneca Street GENEVA, N. Y.

### EASY WASHER SHOP

We Service All Makes of Washers and Cleaners. Wringer Rolls a Specialty.

Reasonable Rates

17 E. CASTLE STREET PHONE 6323

## FOOL-PROOF!

TEXACO

Certified

with MARFAK

LUBRICATION

NO SPOT OVERLOOKED

Every step checked against  
authorized chek-charts

ASK FOR IT HERE

RICKELS

Service Station

LAKE STREET Phone 2920

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing



## RADIO FLASHES

By RALPH LE BRUN

AL JOLSON—erstwhile mammy singer—now featured artist of Paul Whiteman's Kraft program. One of the finest actors ever to face a microphone, his characterizations are the result of intensive study and preparation. He speaks not from the script but from memory.

A dance program from the four corners of the earth will be relayed by short and long wave to the Columbia network listeners Saturday, Sept. 8 at 7:00 P. M. Orchestras will be heard playing in London, Buenos Aires, Honolulu, New York, Atlantic City, and San Francisco. Special music by the "Knights of the Grey Underwear" in Little America.

Floyd Gibbons, famed war correspondent, will be heard for five weeks on the Armour Hour starting Friday, August 31 at 8:30 P. M. He will be supported by Irene Beasley, long, tall, Southern blues singer, and an orchestra directed by Roy Shields.

Elaborate plans are being made by the Columbia System to bring a description of the National Men's Singles Tennis Tourney at Forest Hills, L. I. to the listeners starting Sept. 4. A summary of the day's play will be broadcast Tuesday and Thursday at 4:45 P. M. and Wednesday at 5:45 p. m. The semi-finals and finals will be broadcast play by play next Friday and Saturday at 2:00 P. M.

(Continued on page 7)

## REGARDING GAS CONVERSION

(Continued from last week)

QUESTION: What is the main advantage to the customer, and the company in the introduction of natural gas, especially if the small domestic user does not make a substantial saving?

ANSWER: The customer has the advantage of being able to use more gas at a lower cost. Heating is made available at a cost that is comparable with other fuels. Natural gas gives full automatic heat. Industrial plants will have a low cost fuel which betters working conditions. Plants that use controlled heat locate in territory served by natural gas. The company does not benefit for the first few years due to the loss of revenue by the reduction of rates plus the cost of conversion. In a few years a volume of business will be built up that will take care of the loss and show a profit.

QUESTION: Where does the gas come from?

ANSWER: Pennsylvania furnishes the main supply. A small amount will be taken from the Wayne and Geneva fields as long as these fields last. With the miles of pipe line in use today it would be a very easy job to connect with the West Virginia fields and also with Texas fields.

QUESTION: If the supply diminishes, will there be a change back to manufactured gas and at what rate?

ANSWER: The supply is guaranteed by a large responsible company for 10 years. If a change back to manufactured gas ever does take place no doubt the rate will be based on a BTU basis—537 BTU for manufactured gas as against 1000 BTU for natural gas.

QUESTION: Is it necessary to have flue connection on natural gas equipment?

ANSWER: Yes. The company requires vents and in some cities they have ordinances that demand that all major appliances burning gas be vented.

QUESTION: How does natural gas for house heating compare with other heating fuel costs?

ANSWER: Natural gas compares on an average with \$13.00 hard coal; is equal to oil and is the only full automatic heat available.

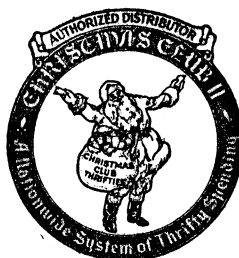
QUESTION: What pressure do you have to use with natural gas for distribution purposes?

ANSWER: The same pressure that we have used with manufactured gas. We try to keep at least 5" of water pressure and 7" is the ideal pressure for domestic appliances.

QUESTION: What color and how does a flame on a burner look with natural gas when properly adjusted?

ANSWER: Natural gas has a long faded grayish blue flame that to one familiar with manufactured gas acts lazy. The top of the flame is rounded. Manufactured gas has a sharp deep blue, short, clearly defined flame.

(Continued on page 8)



Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

**Ernest Baumgartner**

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

We Suggest You Try

**RICHFIELD**

HI-OCTANE GAS

**Fink's Super-Service Station**

114 Lake St.

Phone 2448

**WONDER BAR GRILL**

74 Seneca St.

Special Attraction Labor Day Night

DANCING

Souvenirs for the Ladies

All Legal Beverages.

Meals Served At All Times.

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Crispettes

2 eggs  
 ½ cup each of brown and white sugar  
 4 tablespoons flour (sifted)  
 Pinch of salt  
 Vanilla  
 1 cup walnut meats (chopped)

Beat eggs, stir in sugar, add flour, salt, vanilla and lastly, walnut meats. Drop dough, by teaspoon on buttered pans, allowing three inches for spreading. Bake in moderate oven. Delicious for afternoon tea or with fruit for desert.

M. E. B., Colt St.

## Banana Cake

1½ cups sugar  
 2 eggs (separated)  
 4 tablespoons sour milk  
 1 teaspoon soda  
 2¼ cups flour  
 ½ cup butter  
 1 cup nutmeats  
 1 teaspoon vanilla  
 3 bananas (sliced)

Mix sugar, egg yolks, sour milk, soda, flour and butter, then beat in bananas, until they are dissolved. Add nutmeats, vanilla and fold in beaten egg whites. Bake in three layers.

Mrs. H. M., Jefferson Ave.

## Christmas Pickle

50 finger size cucumbers  
 2 qts. silver skinned onions  
 5 red peppers  
 3 green peppers

Cut peppers in strips, peel onions and soak ingredients in salt brine over night. Drain and bring to boil in following syrup:

4 cups vinegar  
 2 cups water  
 1 cup brown sugar  
 1 cup white sugar  
 1 teaspoon each, celery seed and white mustard seed. Small piece horse radish. Put up in sterilized jars.

E. S., Swift St., Waterloo, N. Y.

## Corn Puffs

2 eggs  
 1 cup evaporated milk  
 2 cups corn  
 Salt, paprika  
 6 tablespoons grated cheese

Beat eggs until light, add milk, corn and seasonings. Grease 6 custard cups and fill with mixture. Add tablespoon of grated cheese to each, place cups in pan of hot water and bake until firm. Nice served with tomato cream sauce.

E. M., Castle St.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Head Hunters

The head hunters, of which there are five tribes, are wholly subjugated, but some of them still practice their weird ceremonies, of which an enemy's skull forms the basis.

## Finless Tail

The sea horse is the only fish which has a prehensile and finless tail equipped for grasping upright growths. This it uses in clinging to the seaweed which furnishes its protection from its enemies.

## When Mercury Solidifies

Mercury solidifies at about 38 degrees F. below zero, becoming a soft, tin-white, malleable and ductile metal capable of being worked to some extent at that temperature.

## The Busy Aphides

Aphides or plant lice, the majority of which are females hatched from unfertilized eggs, have been known to give birth to 94 successive generations without the intervention or birth of a single male.

Geneva Community News—"An Advertising Medium of Distinction."

## Castle Street Market

Phone 2151 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.**

## MRS. J. N. LERCH

FURRIER

Repairing Relining Remodeling Cleaning and Glazing

**FURS MADE TO ORDER**

Ithaca Road, 3 Miles East of Geneva  
 Geneva R.F.D. No 3



## —School Days Are Approaching—

Our GENEVA PLANT employing GENEVA LABOR is prepared to furnish you with a Cleaning and Repair Service of Quality Workmanship.

**FOOTE'S**  
**QUALITY CLEANERS**  
 (Harry D. Tarbell)

78 Castle St.

Phone 2910

## DRESS MAKING SCHOOL

Instruction Classes on Remodeling of Fall Clothes  
 Classes Every Day Easy Method Taught  
 For Full Information Call

**Mrs. Thomas Bushlack**

228 Nursery Ave.

Phone 5910

## Dorothy Goes Shopping

Thinking about Fall and Winter Suits and Coats fashioned after a pattern you desire? Consult **A. S. Bauer, Lady and Gentleman Tailor, 43 Seneca St.** He also handles samples in all shades for leather jackets. **Phone 2483.**

We have told you for the past few weeks about the delicious Home Made Ice Cream Sodas and Sundaes found at **Isenman's.** But don't forget about the fine Home Made Candies which are always found at their Candy Counter.

You will need a good, serviceable fountain pen for school. At **McCarthy's Pharmacy** you can get Sheaffer pens which range in price from \$1.00 and upward.

Now is the time to have your watch repaired at **Prince's Jewelry Store, 20 Linden St.** The rates are

### Rising Wolf Mountain

Rising Wolf mountain, which lifts its multicolored and cloud capped summit high above the shores of Two Medicine lake, gets its name from the sleeping peculiarities of a white man who "went native." He is also said to have been the first white man to have set foot in what is now Glacier National park. The man was Hugh Monroe, a Scotchman, who long ago set traps along the streams of the northwest plains and in the rugged mountain region which the Blackfeet called the "Land of the Shining Mountains."

### Eskimo Needs the Caribou

The caribou provides the Eskimo not only with food but with clothing as well. From the deer skins all the clothing of Eskimo men, women and children is made; also their sleeping bags and rugs. The Eskimo tries to get the hides of the younger animals for making clothes, because the fur is darker and finer than that of the older animals and does not fall out so readily.

reasonable and all work is guaranteed.

**Custom Made Clothes.** Have your clothes custom-made by **Reale's Tailors.** They do dry cleaning, remodeling and repairing of Ladies' and Gentlemen's clothes. Have your fur coat relined early. **Reale's Tailors, 76 Castle St. (Y. M. C. A. Bldg.) Phone 4532.**

Stop in the **General Tire Store!** A large stock of tires is on sale at wholesale prices. Plenty of tires of every size and type. Get in touch with **Fred C. Garver, 280 Main St. (Next to Armory). Phone 6203.**

### This One Blooms Early

The western skunk cabbage is an arum and so a cousin of the well known Jack-in-the-Pulpit or Indian turnip of the east, says *Nature Magazine.* It is a product of the black muck soil of the swamp, and the warmer the location the earlier it blooms.

### Islands in Bay of Panama

The islands of Perico, Naos, Culebra and Flamenco, in the bay of Panama, belong to the American section of the Panama Canal Zone

### Huge Douglas Fir Trees

In the lower altitude of Mt. Rainier National park are dense forests of Douglas fir trees, some of them 500 to 700 years old, with diameters ranging up to 8 feet, and height around 200 feet, many of them rising about 100 feet to the first limb

Say you read it in "The Geneva Community News."

WE ADDED  
THE SUNSHINE  
VITAMIN  
SO YOU GET  
ADDED  
NUTRITION  
FROM BREAD  
at No Extra Cost

SPAULDING'S  
sunshine  
vitamin-D  
BREAD

Vitamin-D is as vital  
as sunshine

ACCEPTED  
AMERICAN  
MEDICAL  
ASSN.  
Committee on Food

**SPAULDING'S**  
**sunshine vitamin-D BREAD**





## THE FUNNYBONE



### A Long Wait

A negro called at the hospital and said: "I called to see how mah fren' Joe Brown was getting along."

The nurse said: "Why, he's getting along fine: he's convalescing now."

"Well," said the darkey, "I'll just sit down and wait till he's through."

### Add Typographic Erroriana

Bringing with him an electric atmosphere, a young man strode into the newspaper office and banged his cane on the editor's desk.

"Where's the editor?" he shouted angrily.

"He's—he's out!" replied the clerk nervously. "What's he done this time?"

"In that advertisement for my valveless motor," stormed the visitor, "he's turned the second 'v' into a 'u.'"—Royal Arcanum Bulletin.

### Makes a Difference

Customer, entering hat shop: "I've just lost a bet and want a soft hat."

Salesman, selecting a hat from the shelf behind him: "This is the softest hat we've got."

Customer, reluctantly: "What I want is something a little more tender. I've got to eat it."—The American Salesman.

### Daffynition

"What is a genius?"

"A genius is a person who becomes the life of the party without a single correspondence course."

### R. S. GUILLE

General Auto Repairing—Battery Service—Towing Service

10 SEYMOUR ST. Phone 2065

That's My Barber Shop

HOTEL SENECA

JOE and TONY

"It Pays to Look Well"

### Another Scotch Joke

Exclaimed a Scotchman to his American friend, "Aye, Scotland's the grandest place on earth."

"Then why did you leave it?" asked the bored friend.

"Aweel, it was like this," chuckled the Scot. "Over there everybody was as good as myself, and I couldn't mak' muckle progress, whilst here I'm gettin' on verra weel."—Satinettes.

### Hearts and Glowers

"I'm sorry that I ever became your wife," she said bitterly.

"Well," he retorted, "you were no young bird when I married you."

"No," she flung back, "but considering what I got I was an early bird."

Say you read it in "The Geneva Community News".

### LE BRUN'S RADIO SERVICE

Even a Bad Radio can squeak through with good tubes but the best radio ever made won't do a thing but squeak with bad tubes

PHONE 3921

FOR—

BETTER MEATS  
CLEANER MEATS

and

QUICKER SERVICE

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

### HARRY M. MOYER PRINTER

69 Oak Street

Phone 4189

CONDITIONED AIR HEATING

By

JANITROL

CONVERSION GAS BURNER

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

## COLONEL CHEERIO



**"DO WE DELIVER, MRS. HUGH?—**

**BLESS YOUR HEART, OF COURSE WE DO!"**

**CERTAINLY!** We know, too, that *Reliable Delivery Service* means much to the hostess . . . particularly when she's busy planning a party at which a quality beverage must be served.

Our messenger delivers on time! Say when!

**THE leading brands of wines and liquors, ready to deliver. Just phone!**

**Geo M Peters Liquor Store**  
148 CASTLE ST. Phone 2054

**RADIO FLASHES**

(Continued from page 3)

Col. Theodore Roosevelt, Jr., soldier, sportsman, and naturalist will describe his adventures as an explorer on Sunday at 4:30 over NBC—WHAM. He will be interviewed by Hans Christian Adamson of the American Museum of Natural History.

Do you know that:—When George Price receives a request for a photo, he writes back for a roll of film. His wife takes the pictures and mails the undeveloped roll to the fan? Fred Allen talks into a milk bottle for his tricky impersonations? John S. Young, NBC announcer, holds a LL.D. degree and lectures at New York University on radio. He speaks French, German, Italian, and Spanish as well as English.

**--PROOF--**

WE HAVE PROOF, POSITIVE, THAT  
IT PAYS TO ADVERTISE IN

THE GENEVA COMMUNITY NEWS  
"An Advertising Medium of Distinction"

WE SHOULD LIKE AN OPPORTUNITY  
TO TELL YOU ABOUT IT. CALL 2108  
FOR INFORMATION AND RATES

Come To  
**COTTAGE CITY PAVILION**

East Lake Road, Canandaigua Lake  
For Your WEEK-END DANCING

**FRANK SKULTETY (In Person)**  
With His Orchestra

Saturday, Sunday, and Monday

Old Fashion Dance — Friday Night

**BARRY & TONES ORCHESTRA**  
Calling by Alexander Brothers

"The Home of Refined Dancing Since 1920"

G. DEWEY GAGE, Prop.

**Complete Service**

ON ALL MAKE CARS  
Estimates Given

**EARL G. STRATTON**

Rickels Service Station Phone 2028 Lake St.

**Hill's Restaurant**

518 Exchange St.

SPECIAL NOON LUNCH—30c

—:— BEER, ALE, WINES AND LIQUORS —:—

We Always Have Seneca Lake Trout

**THE  
W. F. HUMPHREY  
PRESS**



**PRINTERS  
PUBLISHERS  
BOOKBINDERS**



300-312 PULTENEY STREET  
GENEVA, N. Y.

**Sicily**

Sicily is the largest island in the Mediterranean sea with an area of 9860 square miles. Sardinia is next, with an area of 9463 square miles. Cyprus, Corsica and Crete are next with areas between 3000 and 3600 square miles.

**HERE IS YOUR NUMBER**

**Nº 4028**

Save this complete copy  
and watch for next  
week's issue

**COPPER - BOUND  
SHINGLES**

deliver the most service and  
finest appearance at lowest  
cost.

Estimates without expense  
Call us anytime

**J. A. PONTIUS**

SHEET METAL WORK  
90 Elm St. Phone 4575  
GENEVA, N. Y.

## Driveways of Distinction add The Final Touch to Any Home

We can:

or Build old Driveways like new—  
or Build new Driveways to your  
complete satisfaction, and with  
only the best of materials.

There is only one correct way to do this:

- 1) Excavate to the proper depth.
- 2) Shoulders built to hold materials in place—properly.
- 3) Correct size and quantity of material.
- 4) Each layer rolled in place with a 550 lb. roller.

(Our work is all personally supervised)

### DRIVEWAY MATERIALS:

All sizes of crushed stone  
Fine Black Cinders from Coke Plant

Ryerson (Estate) Steel Curbing

## LESLIE E. HILTON

14 Clover St.

Phone 6102

# EMPIRE COKE

The Clean,  
Economical,  
Guaranteed,  
Domestic Fuel

IT COSTS LESS THAN  
OTHER SOLID FUELS

Empire Gas & Electric Co.

### TAMARACK INN

One-half Mile West of Waterloo  
on GENEVA-AUBURN ROAD

Lunches, Overnight Guests,  
Private Parties

For Special Parties Phone Waterloo  
336-M

## QUICK CONVENIENT UP TO \$300 LOANS

No red tape at our office — we'll lend you the cash in 48 hours or less. We've helped lots of people out of money difficulties, and we'd like to do the same for you.

### EASY REPAYMENT PLAN

One small monthly amount, according to your income, covers everything. Take 3, 6, 8, 10 or even 20 months if you wish.

### REASONABLE CHARGE

You are charged only on the unpaid part of your loan . . . and only for the period you owe it. Come in, write or 'phone.

Auto • Co-maker • Furniture Loans

## PERSONAL FINANCE COMPANY

OF NEW YORK

PHONE: AUBURN 251  
120 Genesee St., Auburn, N.Y.

### REGARDING GAS CONVERSION

(Continued from page 3)

QUESTION: Does it cost the customer anything for the conversion?

ANSWER: No. The company supplies the labor and material on all appliances that are possible to convert. A very few real old appliances will be impossible to change over. The company could not be expected to furnish repairs.

QUESTION: Does natural gas demand closer attention than manufactured gas?

ANSWER: No. Proper adjustment makes the appliances just the same for burning natural gas as manufactured.

QUESTION: Does any waste that may occur cost the user more?

ANSWER: No. The gas that passes thru the burner is cut down and mixed with more air so that any waste costs practically the same as with manufactured gas.

QUESTION: Does natural gas require more air for proper combustion in the burner?

ANSWER: Yes. The natural gas passing thru the burner is richer and requires more air for proper combustion.

## PATRONIZE OUR ADVERTISERS

## FOR YOUR HOLIDAY TRIP

HAVE YOUR CAR GREASED

And Also Have Your Crankcase Refilled  
With Essolube Motor Oil

## Wilson's Esso Station

Privately Operated

LAKE STREET

Phone 4082

## NEW FALL HATS

\$2.00 - \$2.95

MALLORY'S CRAVENETTE

\$4.00 - \$5.00

Also MALLORY'S FEATHERWEIGHT

## WELCH'S

New Location: 494 EXCHANGE STREET



THE

GENEVA



# COMMUNITY NEWS

Sept. 6, 1934

5000 COPIES

THE FIRST CHOICE IN STYLE  
THE LAST WORD IN QUALITY

BAKER & STARK

## New Fall Hats

Including

STETSON HATS ..... **\$5.00**

STYLEPARK  
HATS ..... **\$3.50 - \$4.50**

(Others as low as \$1.95)

The Label in Your Hat is the Only Label  
About You that Folks See: Wear a Hat  
Whose Name Means Something.



489 EXCHANGE ST. North Regent Theatre

## YOUR FALL SUITS and COATS

Why wait until the mercury takes a tumble and  
the leaves turn brown to have your fall things  
cleaned? Send them to us now. We'll use the  
extra time to take extra care—and when they  
are returned all perfectly cleansed and pressed—  
in a dust-proof container—you'll be all prepared  
for the cool days.

WE SPECIALIZE IN CLEANING AND  
BLOCKING KNIT SUITS

**GENEVA DRY  
CLEANING CO.**

Phone 2742

30 Linden St.



1934 Chevrolet Coach (Demonstrator)  
1933 Chevrolet Sedan  
1933 Chevrolet Coach  
1932 Pontiac Sedan  
1932 Chevrolet Deluxe Coach  
1929 Packard Sedan

Several Others  
Lower in Price

## Russell-Hart Chevrolet

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

## Alley's Inn

ON LAKE KEUKA

**\$1.00 DINNERS**

Keuka Lake Trout — Duckling — Porterhouse  
Steak — Chicken — Filet Mignon

Luncheons 75c

FINGER LAKES WINES, CHAMPAGNES

"Dine and Swim at the Inn"

**\$1.00 — DINNER COUPON — \$1.00**

This Coupon Entitles Holder to Credit of \$1.00 on  
Dinner Check Covering Parties of Three or More.

FRIDAY—SATURDAY—SUNDAY—MONDAY  
SEPT. 7—8—9—10

**Alley's Inn**

West Lake Road

Keuka Lake

This Coupon positively must be presented or regular charge  
of \$1.00 for each dinner served will prevail.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Sept. 6

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

### They Win Again

Congratulations to our "home-town" Legion Drum and Bugle Corps on the showing made at the State Legion Convention in Buffalo. "Perseverance" is a real word. The Legion boys have worked hard for the laurels which they have earned for themselves and Geneva. When the Drum Corps was organized most of them didn't know a "note" from a doughnut, but they "stuck to it."

And speaking of "notes" brings to mind the wonderful showing and fine music of our Park Band in the recent Firemen's Convention parade. Too bad the summer has gone by without a series of Band Concerts. Not too early now to think of devising some plan whereby our Band can have some encouragement and the city some music during next summer.

And what has happened to plans for an airport? We noticed the Fordon field at Bean's Hill was used during the Firemen's Convention. This is the logical place for a local landing field and surely a city the size of Geneva, and as well located geographically, should have a permanent field. It would put us back "on the map"—the aviation map, we mean.

### Grass In The Streets

"Grass will grow in the Streets". Remember that? Well, it has happened and right here in Geneva, too. Look along the car tracks up on Castle street—above Oak. It's green, anyway, and looks like grass.

Speaking of "car tracks"—what an improvement the covering of the old tracks on Castle Street, between Main and Exchange. Much smoother and safer driving. Several of our streets would be much safer if all the tracks could be covered before winter sets in.

### Was It Your Aunt Emily?

We have had many calls from people living on R.F.D. routes, or friends and relatives of such people, asking if they might have copies of "The News" each week. No record of these calls has been kept, but we are now going to make arrangements for a certain number of rural mailings.

Therefore, if it was your Aunt Emily, or your mother, or sister, someone out on Castle Road, Waterloo Route 3, Phelps Route 2, or elsewhere, have them send us a card with name and address, requesting we mail them copies, and we shall do so. Address Geneva Community News, P. O. Box 146, Geneva, N. Y.

### Schools Open

With the opening of schools we have had to split up some of our delivery routes. If you do not receive your copy of "The News" regularly, will you kindly let us know?

Also, if delivery is not made in accordance with our instructions—that is, behind screen or storm doors, or fastened in door knob, please tell us. We see so many circulars and other papers blowing around yards and in the streets that we are making a special effort to have our delivery clean and 100 per cent efficient. Will you help us?

### Michigan's Mountains

Michigan has two well defined and rugged mountain ranges. Both the Hurons of Marquette county and the Porcupine of Ontonagon and Gogebic counties hug the shores of Lake Superior. Government peak in Ontonagon county rises to a height of 2200 feet above sea level and is the highest point in the Lake Superior country.

It pays to *Advertise* in the Geneva Community News.

## C. A. RAPPLEYEA

26 Cherry St. Phone 2883

Plumbing, Steam and Hot Water  
Heating—Gas Burning Installation  
"Stokol" (Automatic Coal Stoker)

## CUT FLOWERS—POTTED PLANTS FLORAL DESIGNS

### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

### Lake Shore Lots For Sale

"Wyckoff Glen" about 3½ miles north  
of Willard on Lake Shore Road from  
Willard to Geneva, finest lots in Finger  
Lakes Region. Property recently im-  
proved.

### COLE & WYCKOFF

94 Seneca Street GENEVA, N. Y.



When we do a "grease job" on your car we use MARFAK, the world's finest grease lubricant. You will find that one of our chassis lubrication jobs is better than two of the ordinary kind. Expert service. Drive in today.

## RICKELS

Service Station

LAKE STREET Phone 2920

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing



**RADIO FLASHES**

By RALPH LE BRUN

A vivid dramatization of the great Chicago Fire of October 8 and 9, 1871 will be broadcast over the Columbia network at 10 P. M. Monday, September 10. Starting with a small lumber yard fire on the morning of October 8, five square miles of buildings were consumed, 250 people perished, and 98,500 were made homeless.

Buddy Rogers, co-starred with Jeannie Lang on the "Ward Family Theatre" broadcast over CBS Sundays at 8 P. M., will next Sunday display his musical versatility. He will play every instrument in the orchestra except the violin in a novel presentation of "Twelfth Street Rag."

George Burns and Gracie Allen return to the air Wednesday, Sept. 19 over CBS after a seven-week tour of Europe. "Well it's certainly nice to be back" said Gracie after she went through the pockets of the custom officials. George revealed that on their arrival at Southampton a British warship fired a 21 gun salute for Gracie; "but", he added disappointedly, "every shot missed her."

Ronnie and Van, song and dance comedy team of the new "House by the Side of the Road" program, have developed a novel vocal effect. They have been singing together for so many years that their voices match exactly. Van's baritone range blends perfectly in its higher register with Ronnie's tenor. Thus, starting at the bottom of the scale, Van sings the notes up to where Ronnie can take over and carry the melody. The effect is that of a single voice of remarkable range. They broadcast Sunday afternoons over the WEAFF network at 4:30 P. M.



**PATTI PICKENS**—baby of the NBC sister harmony team. She wanted to take part just once in a movie. At seventeen she has appeared in one feature picture and several short subjects.

**DO YOU KNOW THAT:**—Gene and Glenn Manage a prize fighter named "Mystery Mike" as a hobby; Gladys Swarthout plays most of the "Boy" roles at the Metropolitan Opera House; Eddie Duchin plays most of his piano solos cross-handed.

**"Protective Lubrication"**

Using

**CHECK-CHART SYSTEM**

Assuring our patrons of a complete lubrication

**ALL WORK GUARANTEED****FINK'S SUPER-SERVICE STATION**

114 Lake St.

Phone 2448

**Opening Meeting O. E. S.**

Geneva Chapter O. E. S., will hold its opening meeting at Masonic Temple, Tuesday, Sept. 11, preceded by a tureen supper at 6:30 p. m. Members are to bring own rolls and covered dish. The Worthy Matron desires the return at this time of all barrels sent to members for the emergency relief and general welfare fund.

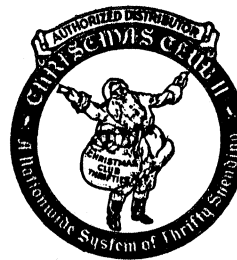
**\$1—Dinner Coupon—\$1**

There's a mighty fine \$1.00 dinner for someone in one of those ads on page 1. Many of our readers took advantage of a somewhat similar offer in our issue of two weeks ago and were very, very well pleased.

**Vocal Recital**

A recital by the summer students of Grace Wynne Tapley will be held at Mrs. Tapley's studio, 81 Maxwell Ave., on Wednesday evening, Sept. 11, at 8 p. m. Friends of the class are cordially invited.

Helene Rosa, Elizabeth Rhodes, Dorothy Fisher, George Fairfax, Robert Bauer, Kenneth Baumgartner and Charles Kinney are the singers taking part in the recital. Helene Rosa and Robert Bauer leave next week for Ithaca College where they have won scholarships.



Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

**Ernest Baumgartner**

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

**SHEET METAL WORK**

NOW IS THE TIME TO HAVE

**Furnaces Cleaned and Repaired**

ROOFING OF ALL KINDS

**Cooney, Watts & Cooney**

HARDWARE

513 Exchange St.

Geneva, N. Y.

Phone 2170

**DRESS MAKING SCHOOL**

Instruction Classes on Remodeling of Fall Clothes  
Classes Every Day Easy Method Taught  
For Full Information Call

**Mrs. Thomas Bushlack**

228 Nursery Ave.

Phone 5910

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Drop Sugar Cookies

2 eggs  
1½ cups sugar  
2/3 cups shortening  
½ cup sweet milk  
1 heaping teaspoon baking powder  
1 teaspoon nutmeg  
3½ cups flour  
1 teaspoon soda in a little hot water  
Cream shortening, add sugar and eggs and beat thoroughly. Dissolve soda in hot water and add. Sift flour, baking powder and flour together and stir in alternately with milk. Raisins or cocoanut make nice addition.  
E. C., North St.

## Peach Marmalade

4 lbs. sugar  
4 lbs. peaches  
2 10-ct. bottles maraschino cherries  
6 peach pits  
Put sugar, cherry juice and peaches together and boil to proper consistency. Shortly before it is done add cherries cut into bits and peach pits. Seal in hot sterilized jars.  
J. S., Swift St., Waterloo, N. Y.

## Prune Whip

1 package lemon jello

1¼ cups hot water  
1 cup stewed prune pulp  
2 egg whites  
½ cup cream

Dissolve gelatine and when cool, whip until light and frothy. Fold in prune pulp which has been put thru sieve. Fold in stiffly beaten egg whites and whipped cream and mold. May be garnished with whole prunes with prune juice poured over top. Serves 10.

G. M., Border City, N. Y.

2 cups flour  
2 teaspoons baking powder  
½ teaspoon salt  
4 tablespoons shortening  
¾ cup milk

Mix and sift dry ingredients, work in shortening, add milk gradually, mixing with knife to soft dough. Toss lightly on floured board and roll ¼ inch thick. Spread with peanut butter and cocoanut. Roll like jelly-roll and then cut in ½ inch slices. Place on greased pan and bake 20 minutes.

F. T., E. William St.  
Waterloo, N. Y.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Castle Street Market

Phone 2151 Near Main

BEST QUALITY MEATS

Home Made Pure Pork Sausage

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.**

## MRS. RUTH TYSON

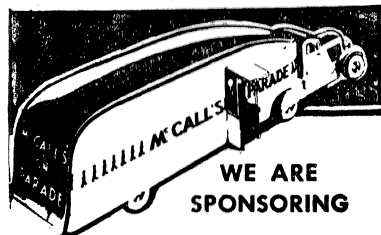
CORSETIERE

Specialy Trained Representative of  
THE NU BONE COMPANIES

Professional Home Fittings

26 William St.

Phone 2402



## The M'CALL Travelling Theatre

Our Patrons are urged to see this fascinating, unique performance.



A Sound Motion Picture Showing the Making of a Great Woman's Magazine with a Complete Fashion Show, Sources of Style, Recipes, Fiction, Articles and Art.



FRIDAY and SATURDAY  
SEPT. 7 and 8



Secure Tickets at our Pattern Counter

**HOWARD DRY GOODS CO.**

504 EXCHANGE ST.

## L. E. HILTON

SERVICE to the HOME

Ashes and Rubbish removed by the week or in load lots

Building or Repairing Driveways.

Rich Top Soil for lawn or garden.

Fine Black Muck (best to lighten heavy soil).

Hand Grading and Rolling.

DEALER IN

Best Lawn Seed.

Sacco Fertilizer.

Fine Rotten Manure.

Crushed Stone, Cinders,

Sand and Gravel.

Also Seasoned Hard Wood.

Local or Long Distance

Hauling at very reasonable rates.

Phone 6102 GENEVA, N. Y. 14 CLOVER ST.

## Dorothy Goes Shopping

Good friends deserve good fare. Whatever the occasion...add new personality to your lunch by serving perfect patty shells, rolls and small cakes from **Ringer's Bakery**. Their doughnuts are delicious; their breads, fine.

**BOYS!** Fly the new "Auto-Gyro!" It's something new and more fun than the "Yo-Yo." It will fly as high as 220 feet. Purchase an "Auto-Gyro" at **McCarthy's Pharmacy**.

For **STYLE** and **PERSONALITY** have your dry cleaning, altering, pressing, repairing, and relining—either Ladies' or Gentlemen's garments—done by **A. P. Petersen, 476 Exchange St., Geneva, N. Y.** Garments guaranteed Hand Pressed.

Here's good news from the **Seneca Shop**—a new Gotham Gold Stripe Stocking, fine chiffon weight guaranteed free from rings and shadows. All of the new fall colors—at \$1.00 per pair.

They've just arrived...the new Bi-swing suits for Fall and Rap-around Top Coats, also Mallory and Stetson Hats, at **Casey & Son Clothing Store**.

Watches, clocks and jewelry which need repairing should be taken to **Prince's Jewelry Store, 20 Linden St.** There you will see the

loveliest variety of vanity cases. And the picture framing is superior.

**Reale's Tailors.** They do reliable dry cleaning at popular prices on children's school clothes. Also dry cleaning, remodeling and repairing of Ladies' and Gentlemen's clothes. **Reale's Merchant Tailors, 76 Castle St. (Y.M.C.A. Bldg.) Call 4532.**

A thrill you'll never forget. Ride on **General Jumbos!** Give them a free trial. See what a great difference Jumbos make in Comfort, Safety, Style. See **Fred C. Garver, 280 Main St. (next to Armory).** Call 6203.

**Baker & Stark** are featuring the "Third Dimension Shirt" in White Broadcloth, Collar Attached... Three body sizes for each collar size and all sleeve lengths... This shirt solves the problem for the men who are hard to fit...

School shoes need not be new! Why discard a pair of comfortable shoes just because the soles are getting thin? Carl's years of experience and training are yours. Skillful labor and the most modern machinery enable you to have old shoes properly rebuilt. Let your children keep their minds on their schoolwork instead of their feet. **Carl's Shoe Repair Shop, Castle St.**

Thinking about Fall and Winter Suits and Coats fashioned after a pattern you desire? Consult **A. S. Bauer, Lady and Gentleman Tailor, 43 Seneca St.** He also handles samples in all shades for Leather Jackets. Call 2483.

### TAMARACK INN

One-half Mile West of Waterloo  
on **GENEVA-AUBURN ROAD**  
Lunches, Overnight Guests,  
Private Parties

For Special Parties Phone Waterloo 336-M

Try to make comfortable the environment you are in. The chances are, you can't escape.

## HERE IS YOUR NUMBER

**Nº 2100**

Save this complete copy  
and watch for next  
week's issue



IRATE PARENT  
FRACTURED HIS  
THUMB SPANK-  
ING SON.

"This hurts me worse  
than it does you, Son" was  
literally true this time.

You cannot always avoid  
accidents but you can insure  
in **The Travelers, Hartford,**  
through this agency and avoid  
the costs of accidental injury.

Call or telephone for full in-  
formation--without obligation.

## D. Max Henry

94 SENECA ST.

Phones:

Office 6123

Home 4689

### MRS. J. N. LERCH FURRIER

Repairing Relining Remodeling  
Cleaning and Glazing  
**FURS MADE TO ORDER**  
Ithaca Road, 3 Miles East of Geneva  
Geneva R.F.D. No 3

## Grace Wynne Tapley

TEACHER OF VOICE

Fall Term Begins Sept. 10  
Registration Sept. 5 to 8

Class or Private Lessons

Recital by Summer Students  
Sept. 11

**STUDIO: 81 MAXWELL AVE.**  
Phone 6229



## THE FUNNYBONE



### By Order

In the congregation during Sunday morning service was a young bride whose husband was an usher. Becoming terribly worried about having left the joint in the oven, she wrote a note to her husband, sending it to him by another usher.

The latter, thinking it was a note for the pastor, hurried down the aisle and laid it on the pulpit. Stopping abruptly in the middle of his sermon to read the note, the astonished pastor was met with this written injunction:

"Please go home and turn off the gas."—Chicago Daily News.

### Ma's Lost

Some tourists were being shown an art gallery. When they approached a famous painting, the guide said, "Pause here."

A small child looked about her in bewilderment. "That's right," she said, "but we must have left ma in the other room."

### Ah, Discernment:

A lady was viewing an exhibition of the Siamese Twins.

"Sisters, I presume?" she murmured.—Tit-Bits.

## Chester Phillips

Watch, Clock and Jewelry Repairing

10 CASTLE STREET

(Next to Clarke's Drug Store)

HATS  
Dry Cleaned  
and Reblocked

**50c**

Shoes Dyed Any Color

**CENTRAL  
SHOE SHINE PARLOR**

512 Exchange St.—4 Doors Below  
National Bank

### Things of Value

"A bird in hand is worth two in bush," says poet. "A hair on the head worth two in the brush," says barber.

### Real "Busy Bee"

"Tommy, do you know 'How Doth the Busy Little Bee?'"

"No, teacher; I only know he doth it."

### Good Old Days

The good old days must be coming back again. Read a sign down the street that said: "Ladies Ready to Wear Clothing."

### Americans En Tour

Visitor in Museum: "Say! don't start looking at things or we'll never get around!"—Public Opinion (London).

## LE BRUN'S RADIO SERVICE

Even a Bad Radio can squeak through with good tubes but the best radio ever made won't do a thing but squeak with bad tubes

PHONE 3921

### FOR—

**BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

## HARRY M. MOYER PRINTER

69 Oak Street

Phone 4189

CONDITIONED AIR HEATING

By  
**JANITROL**

CONVERSION GAS BURNER

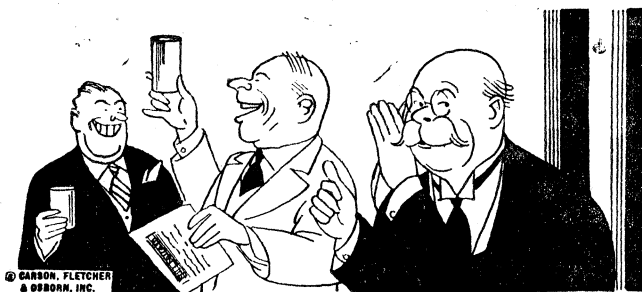
**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

## COLONEL CHEERIO



**"HE HAD SOME DISAPPOINTING NEWS—  
BUT DRY MARTINIS CHASED HIS BLUES!"**

EVER have the "gloomies?" It rains, maybe. You come home with wet feet. Somebody stepped on your hat. Anyway, a Dry Martini's swell get-thee-behind-me medicine for blues! 1

ounce gin, 1 ounce vermouth  
... over cracked ice in cocktail glass. Stir, strain, grab a funny paper—say "Now!"

**Dependable whiskies,  
gins, wines, liquors—  
fair prices.**

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

**\$1 EACH**

What number was under the heading "Here is Your Number" in the August 30 (last week's) copy of the Geneva Community News you received?

Was it one of the following:  
1178; 4567; 199?

If so, mail the copy to us, complete, AT ONCE, and tell us from which one of the advertisers IN TODAY'S ISSUE you would like to receive \$1.00 worth of goods or service.

We will then mail you an order to present to the advertiser you select and it will be honored to the amount of \$1.00.

#### Gleaned from Here and There

(The 10th of a series of quotations from the collection of M. F. Devaney.)

"Imagination is like carrying the fraction one-third out to a decimal, it goes on indefinitely."

"Initiative is imagination in action."

"The hardest thing to kill is time."

"Happiness is having something to do and someone to do it for."

"Do something, try something, if you fail admit it and then try something else."—President Roosevelt.

"Gold comes from mines, dollars from minds."

"If a man had half his wishes he would double his trouble."

Say you read it in "The Geneva Community News".

## Are you going to RE-ROOF?

We will supply an estimate free for a

**COPPER-BOUND  
ASPHALT SHINGLE  
ROOF**

Not Expensive  
Massive — Colorful

## J. A. PONTIUS

SHEET METAL WORK  
90 Elm St. Phone 4575  
GENEVA, N. Y.

Announcing to Our Many Friends  
We Are Remaining Open During  
The Month of September

## SHOREHAM

East Lake Road Canandaigua Lake  
Phone 1129-F-5

"This old world we're living in is mighty hard to beat, you get a thorn with every rose but ain't the roses sweet."

"To forget what should be forgotten is one of the finer arts of living."

"The man who has never been up against it hasn't developed his real manhood."

(To be continued)

Be sure and examine at once the "Wyckoff Glen" lots advertised, if you are thinking of purchasing. There has already been more than half sold to a very select group of people.

## NIGHT SCHOOL

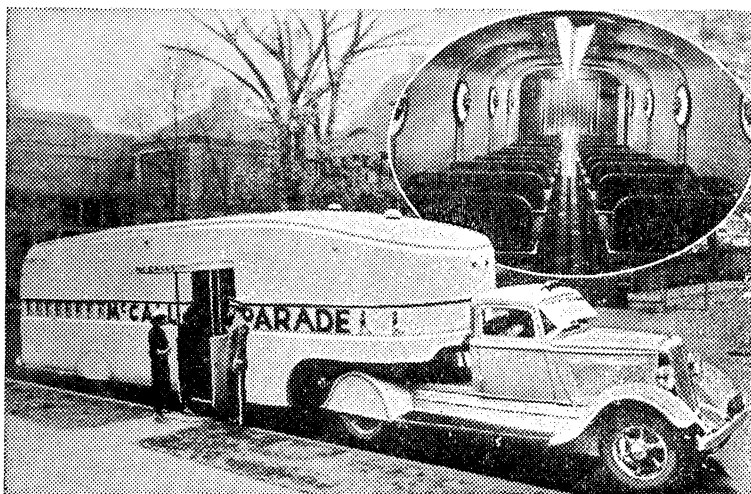
Monday and Thursday Evenings

**Begins September 10**

Bookkeeping—Shorthand—Typewriting

## Ontario Business Institute

Seneca & Linden (Over Walgreen's) Phone 2284



Land-Going "SHOW-BOAT" Run by CAPTAIN McCALL

Here, folks, is the very latest thing in showmanship and entertainment—"McCall's on Parade"—a sumptuously appointed, elaborately equipped, electrically lighted sound-picture theatre on wheels.

The spacious auditorium is transported from place to place by a 2-ton truck acting as a tractor. An interior view of the smart motorized theatre with its seating accommodations and strikingly modern decorative and lighting effects is shown above. It is also air-conditioned from electrical power generated by the motor.



# COATS

TRIMMED WITH  
CHOICEST FURS



Nobby Tweeds,  
Smart Diagon-  
als and Ele-  
phant ear cloth.  
Trimmed with  
Beaver, Wolf  
Lapin, Fox,  
Raccoon and  
Fitch.

Elegantly lux-  
urious. Careful  
tailoring and  
workmanship  
throughout. See  
these stunning  
coats and  
choose yours.

EASY  
CREDIT  
TERMS

**Mutual Clothing Co.**

509 EXCHANGE ST.

# SEE US ABOUT THAT LOAN YOU NEED

As specialists we are in a position to help single or married people...with any amount from \$50 to \$300. Cash in your possession in 24 to 48 hours.

Pay us back out of your income—in small monthly installments. Take any convenient period...3, 6, 8, 10 months or even longer.

Endorsed Note Loans  
Auto Loans

Combination Loans  
Furniture Loans

Come in,  
Write,  
or 'Phone  
**TODAY**

**PERSONAL FINANCE COMPANY**

OF NEW YORK

Phone Auburn 251

120 Genesee St., Auburn, N. Y.

**LOANS MADE IN ALL NEARBY TOWNS**

## WONDER BAR GRILL

74 Seneca St.

DANCING

Tuesday, Friday, Saturday—9:00 To Closing

BUSINESS MEN'S LUNCH.....35c

BREAKFAST — DINNER

A La Carte

## Complete Service

ON ALL MAKE CARS

Estimates Given

**EARL G. STRATTON**

Rickels Service Station Phone 2028 Lake St.

We Are Now Specializing In  
Italian Spaghetti (with Meat Balls).....25c  
DINNERS LIGHT LUNCHES

All Home Cooking

BEER and ALE

Call For Reservations

**LEGOTT'S RESTAURANT**

86 Ave. E. TABLES FOR LADIES Phone 6280

## ESSOLENE

The Motor Fuel that guarantees smoother performance—which means more power, more mileage, and quicker starting.

**Wilson's Esso Station**

Privately Operated

LAKE STREET

Phone 4082

**THE  
W. F. HUMPHREY PRESS**

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300-312 PULTENEY STREET

GENEVA, N. Y.



THE

GENEVA



# COMMUNITY NEWS

Sept. 20, 1934

5000 COPIES

## There's No Working Code for Your Dollars

Money deposited with us is working on **FULL TIME**—twenty-four hours each day of the year. Start depositing a certain amount each week and experience the delight of a growing bank account.

You will find it a genuine pleasure transacting your banking business here. We welcome the opportunity of serving you.

Interest compounded twice a year paid on deposits.

# THE NATIONAL BANK OF GENEVA

*Member Federal Reserve System*



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Sept. 20

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

### American Legion Field Day

The annual American Legion Field Day will be held at Stocco Park, Sunday, Sept. 23, with activities starting at 1 p. m.

One of the features of the day will be an exhibition by Winnek Post Drum and Bugle Corps, State champions.

There will also be a Fireman's rescue contest, baseball, wrestling, boxing and other sports.

### \$5.00 in Merchandise

We are this week offering our readers \$5.00 in merchandise or service from today's advertisers. Read particulars on another page.

### Dorothy

When "Dorothy Goes Shopping" she locates many items of interest to both men and women. Read her columns carefully.

It has been said that "Imitation is the Sincerest Kind of Flattery."

### As Sun Shines on U. S.

It is only during the summer when it is approaching its summer solstice that the sun shines continually on some part of the United States, her territories, possessions or dependencies. For a very short time during the 24 hours of the equinoxes March 21 and September 21, the whole of our territory is below the horizon in darkness.—Pathfinder Magazine.

### Shakers Were Among Firsts

The Shakers were the first to market seeds in small envelopes for gardens and the first to use a seal for a trade mark. Shakers originated the custom of drying sweet corn and were responsible for much of the practice of using herbs medicinally.

Gleaned from Here and There  
(The 12th of a series of quotations from the collection of M. F. Devaney.)

"A good thing to remember, a better thing to do is to join the construction gang instead of the wrecking crew."

"The mill never grinds with the water that has passed."

"Fear is a deadly enemy which saps of our life and laughs at our misfortunes."

"Common sense in an uncommon way is what the world calls wisdom."

"A man's worst enemy is often under his own hat."

"The world steps aside to let that man pass who knows where he is going."

"Calamities which seem insuperable when looked at from a distance lose half their power when met and resisted with fortitude."

"The coward quits in misfortune, the knave changes each day, the fool wins half the battle then throws all his chances away. There's little to life but labor, and to-morrow it may seem but a dream, success is the bride of endeavor and luck but a meteor's gleam."

"One half of what we eat keeps us alive, the other half kills us."

"If you think you can do a thing, you can, go ahead and do it."

(To be continued)

### N. Y. City's Population

New York city's population was 60,313, according to the census of 1800, although yellow fever had driven away many residents who could afford to go.

### WOOD FOR SALE

FURNACE CHUNKS, one cord  
\$3.00; two cords.....\$5.50  
SPLIT STOVE WOOD, one cord  
\$3.25; two cords.....\$6.00  
ROUND STOVE WOOD, \$2.50 a  
cord; two cords.....\$4.75

Phone Geneva 18-F-4

It pays to *Advertise* in the Geneva Community News.

## C. A. RAPPLEYEA

26 Cherry St. Phone 2883

Plumbing, Steam and Hot Water  
Heating—Gas Burning Installation  
"Stokol" (Automatic Coal Stoker)

### CUT FLOWERS—POTTED PLANTS

FLORAL DESIGNS

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

### Lake Shore Lots For Sale

"Wyckoff Glen" about 3½ miles north of Willard on Lake Shore Road from Willard to Geneva, finest lots in Finger Lakes Region. Property recently improved.

## COLE & WYCKOFF

94 Seneca Street GENEVA, N. Y.

### PAY LESS PER MILE!

Be wise and figure your cost of chassis lubrication on a mileage basis. That will prove that MARFAK—the world's finest Grease Lubrication—costs less. It protects your car, makes it ride and steer easier. It lasts twice as long. Drive in today and let us show you why.



## RICKELS

Service Station  
LAKE STREET Phone 2920

## G. H. PRINCE

20 Linden Street  
Watch, Clock and Jewelry Repairing  
and Picture Framing

**RADIO FLASHES**

By RALPH LE BRUN



Freeman F. Gosden (left) and Charles J. Correll, better known to millions of radio listeners as Amos 'n Andy.

The Camel Caravan returns to the air-lanes with two half-hour programs weekly over Columbia. Featuring Walter O'Keefe, Annette Hanshaw, and Glen Gray's Casa Loma Orchestra, it will be heard starting October 2, on Tuesday at 10:00 P. M. and on Thursday at 9:00 P. M.

"Twenty Thousand Years in Sing Sing" has returned on Wednesdays at 8:00 over NBC-WHAM again featuring Warden Lewis E. Lawes who is world famous for his achievements in prison reform. Lawes began his career in prison service at Dannemora more than 29 years ago. Three years later he was transferred to Auburn then to the reformatory at Elmira, his home town. Following his service as superintendent of the New York City Reformatory, he took charge of Sing Sing on Jan. 1, 1920. His many highly interesting prison experiences will continue to be the basis of his stories.

**Those Bathroom Chords**

Singing in the bathroom is popular, explains one physicist, because the singer listens not merely to his own voice but to the musical notes characteristic of the room, and in small rooms lined with tile or hard plaster this resonance is particularly evident.

**William H. Thompson**

Organist and Choirmaster  
Trinity Church

Instruction in Pianoforte and  
Organ

Studio 21 Argyle St. Phone 2729

Mary Pickford—"America's Sweetheart"—has at last given in to radio and will be presented by Royal Gelatin in a program over the NBC-WEAF network Wednesdays at 8:00 P. M. The program consisting of a series of plays will replace "The Baron", Jack Pearl.

The broadcasters continue their race to keep a step ahead of the producers of radio receivers. Word comes from Station WHAM of the changes which its equipment is undergoing to increase its tone response. In anticipation of the announcement this fall of "high

(Continued on page 10)

**Keep Warm This Winter**

with an

ARVIN HOT WATER HEATER

Complete line for all cars

**FINK'S SUPER-SERVICE STATION**

114 Lake St.

Phone 2448

**Marion's Restaurant**

NOW SPECIALIZING IN

SEA FOODS

AND

HOT TURKEY - CHICKEN SANDWICHES

Beer and Ale

New Location

479 Exchange (opposite Kirkwood Hotel)

A MESSAGE TO MOTHERS

of

**LITTLE BOYS**

From 2 to 10 Years

YOU REALLY SHOULD SEE OUR NEW LINE OF

**WASH SUITS**

IN HEAVIER WEIGHT FOR COOLER DAYS

**\$1.45 - \$1.65 - \$1.95**

See Them In Our Windows

**Baker & Stark, Inc.**  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Blueberry Muffins

- 2 cups flour
- 3 tablespoons sugar
- 4 teaspoons baking powder
- ½ teaspoon salt
- ¾ cup evaporated milk mixed with 6 tablespoons water
- 1 egg
- 3 tablespoons shortening
- 1 cup fresh blueberries

Mix and sift dry ingredients, add milk mixture, well beaten egg and melted shortening. Add blueberries and bake in greased muffin tins for 25 minutes in hot oven (425°).

Makes 18 muffins.

D. M., Main St.

## Macaroons

- 1 cup blanched almonds
- 1 level teaspoon baking powder
- 3 egg whites
- 1 cup sugar
- ¼ lb. candied cherries

Grind almonds and mix with half of sugar. Beat egg whites slightly and add remainder of sugar and the baking powder. Beat until stiff then add almond and sugar mixture and ¾ of the cherries. Drop by spoonfuls on oiled pan and place a piece of cherry on top of each. Bake until brown in moderate oven (350°).

H. B., Elisha St., Waterloo, N. Y.

## Casserole Pork Chops and Sweet Potatoes

- 1 lb. lean pork chops
- 6 sweet potatoes
- 2 medium onions
- 3 tablespoons flour, seasonings

Cut chops in small pieces, slice raw sweet potatoes and onions. Arrange in layers in casserole, seasoning with salt and pepper and sprinkling with flour. Add a little water, cover and cook for 2½ to 3 hrs.

Mrs. F. W. A., Catherine St.

## Catsup

- 1 gallon tomato juice
- 3 tablespoons salt
- 1 teaspoon cinnamon
- 1 teaspoon cloves
- 1 teaspoon black pepper
- ½ teaspoon cayenne pepper
- 2 cups sugar
- 1 pint vinegar

Cook until thick and bottle while hot.

M. F., E. North St.

## Stuffed Eggplant

Wash eggplant and cook gently in kettle of boiling water for 15 minutes. Remove, cool and cut in half lengthwise. Remove center leaving wall about ¾ inch thick. Mix center with cubed bread which has been well browned in butter, crisp bacon broken into small pieces, a little chopped onion and enough salt and pepper to season well. Toss lightly together, and replace in eggplant shells. Bake in covered dish for one hour in moderate oven, then remove cover and brown well.

L. F., Border City, N. Y.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Miniature Train Server

The royal palace in Gwalior, India, contains a miniature train made of silver and operated by electricity, which travels slowly around the maharajah's great dining table during meals with its trucks loaded with wines, condiments and fruit. Removing and replacing a dish automatically stops and starts the train.

Freedom from envy is a certain sign of real superiority.

## Weekly Ash Removal Service

Begins Week of Oct. 15th

CODE PRICES for the coming SEASON are as follows:

### WEEKLY CUSTOMERS

Minimum stop.....	\$ .25
1 to 4 bushels.....	.25
5 to 7 bushels.....	.35
8 to 10 bushels.....	.50

Cans furnished to weekly customers will be 5c extra per can per week.

BOOKING ORDERS DAILY

for

SEASON SERVICE

Place your order NOW for the coming winter.

Phone 6102 or drop a card to Box 43, Geneva, N. Y.

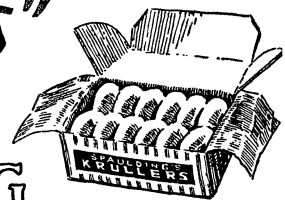
SPECIAL ORDERS till Oct. 15th are given prompt attention by calling above phone no.

For your protection all men and trucks are insured.

## L. E. HILTON

# "America's finest krullers"

made by  
**SPAULDING**





**110 Mollusk Species Noted**

Lack of color does not mean lack of variety. And, though the warmer waters are more populous, says Nature Magazine, the coast line from Long Island northward will yield some forty different families of mollusks, Numbering, perhaps, 110 species.

—NOTICE—

**Chester Phillips**

Watch, Clock and Jewelry Repairing

—MOVED—

from 10 Castle St. (next to Clark's Drug Store)

—TO 467 EXCHANGE ST.—

in the "Ev" Cole Store (opposite Kirkwood Hotel)

**MRS. J. N. LERCH**  
FURRIERRepairing Remodeling  
Relining Cleaning and Glazing

FURS MADE TO ORDER

Ithaca Road, 3 Miles East of Geneva  
Geneva R.F.D. No 3**JANE E. SPENGLER**

TEACHER OF PIANO

Elementary and Advanced Pupils

67 William St. Phone 5443

**NOW SHOWING**A Complete Line of Distinctive  
FALL HATS BY GAGE**HARRINGTON'S**

106 Lafayette

Phone 5694

**Castle Street Market**

Phone 2151

Near Main

BEST QUALITY MEATS

Home Made Pure Pork  
Sausage

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.****MRS. RUTH TYSON**

CORSETIERE

Specially Trained Representative of  
**THE NU BONE COMPANIES**

Professional Home Fittings

26 William St.

Phone 2402

**Fuel Handling Plant Completed**

The Rapalee Coke & Coal Corp. after several months of preparation announce that their new plant is completed and ready for operation. The new plant is one of the most modern in this section of the state. It has storage capacity for about 1500 tons of coal and coke.

The plant comprises a series of wooden overhead bins which stand some 51 ft. high and 78 ft. long. The coal and coke is raised to the top of this building by means of an inclined cleated rubber belt conveyor whose lower end fits into a hopper under the railroad track. Once having reached the top, the fuel is deposited in its proper bin by a flat rubber belt which traverses the top of the building. The coal is then lowered to the bottom of the bins by specially constructed lowering devices which reduce breakage and dust to the minimum and insures delivery of a uniformly sized product to the customers. The fuel is withdrawn from the bins into trucks by driving underneath and simply pulling a rod which allows the fuel to flow automatically into the trucks. This plant was designed by the Klug Construction Co. of Utica and erected by local union labor.

The remaining stock of Empire Coke has been purchased by the Rapalee Coke & Coal Corp. and will be handled through this plant.

Mr. C. E. Rapalee former Coke Sales Manager for the Empire Gas & Electric Co. who will be in direct charge will have his office at the yard. Assisting him will be former employees of the Coke Dept. of the Gas Co.: Chas. Hamill, John Murray, Charlotte Schroeder, Etha M. Hargrove and Anthony Quartaro, all of whom have had several years of experience in the fuel business.

**Where Birches Thrive**

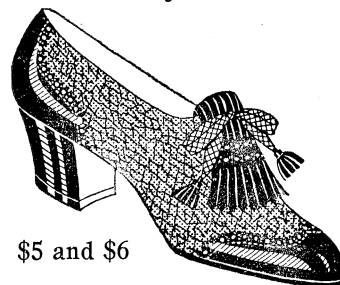
Northern New York state, New England and eastern Canada boast the largest yellow birch trees to be found in North America. In these areas it is not uncommon for members of the birch tree family to reach a height of 80 to 90 feet.

**Colors Flags for Crimes**

Maps installed in every London police station show, by different colored flags, the prevalence of certain types of crimes in various districts.

**A Kitchen-Midden**

A kitchen-midden is a prehistoric mound composed of sea shells, bones, kitchen refuse, rude stone implements and other relics of early man. They were first found on the coast of Denmark, but later in the British Isles, North America and elsewhere.

**America's Smartest Walking Shoes**by  
**ENNA JETTICK**

\$5 and \$6

Main Floor

**J. W. Smith Dry Goods**

F. A. Chappell, Manager

Listen to Dennis King and the Enna Jettick Orchestra every Wednesday—9:00 P. M., WHAM.

**SPECIAL OFFER**

Shampoo, Finger Wave and Haircut 75c if this advertisement is presented

**Rose Beauty Shop**

Over Regent

Phone 5827

**Copper-Bound ROOFS**Are installed with  
local laborGet more for an investment  
in home talent

Massive Not Expensive Colorful

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

GENEVA, N. Y.

# IT PAYS TO READ THE GENEVA COMMUNITY NEWS

**\$1 EACH**

What number was under the heading "Here is Your Number" in the Sept. 13 (last week's) copy of the Geneva Community News you received?

Was it one of the following:  
110; 489; 2108; 2221; 4082?

If so, mail the copy to us, complete, AT ONCE, and tell us from which one of the advertisers IN TODAY'S ISSUE you would like to receive \$1.00 worth of goods or service.

## Advertising Space in the Geneva Community News

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—

We will then mail you an order to present to the advertiser you select and it will be honored to the amount of \$1.00.

Remember—the above winning numbers are taken from our issue of September 13 and the advertiser you select must have an ad in today's issue.

### This Bird Has Speed

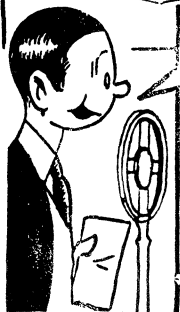
At widely-separated points on the prairies, says Nature Magazine, you find outcrops of sandstone, forming cliffs or buttes, and here you are sure to find in the portholes or on ledges the brick-red eggs of that most splendid of all our birds of prey—the prairie falcon. A bird of marvelous speed and indomitable courage, this little falcon typifies the wild freedom of the Great Plains. Less frequently you come upon the eyries of the majestic golden eagle. The nests, which are often used for generations, are added to, year after year, until the material composing them would fill the body of a wagon.

### Use for Cacao Bean

According to the National Geographic society, not only does the cacao bean supply the producers of candles and sweetmeats with a unique solid ingredient and flavoring, but it furnishes "the makings" for a hot beverage, surpassed in world importance only by coffee and tea.



© BAKER & BAKER, INC., N.Y.



This program is being broadcast by

## FOOTES CLEANERS

You make no mistake in sending your clothing to us for cleaning and pressing. Why not develop the habit of having us call for them regularly? Then you'll ALWAYS be well dressed! Smart business men realize how important appearance is!

**HARRY D. TARBELL**

78 Castle St.

Phone 2910

## HERE IS YOUR NUMBER

**No 237**

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

EACH WINNING COPY  
GOOD FOR \$1.00 IN  
MERCHANDISE OR SERVICE  
FROM THIS WEEK'S  
ADVERTISERS

## Dorothy Goes Shopping

They are delicious—I mean the light, fluffy layer cakes from **RINGER'S BAKERY**. Cakes made of butter and fresh eggs. You will also enjoy the cookies.

For **STYLE** and **PERSONALITY**, have your dry cleaning, altering, pressing, repairing and relining—either Ladies' or Gentlemen's Garments—done by **A. P. PETERSEN**, 476 Exchange St., Geneva, N. Y. Garments guaranteed Hand Pressed.

Women seem to be growing taller, but perhaps it's only the long slim frocks and the tall, tall Russian hats that make them look that way. And no wardrobe is quite complete this Fall that doesn't include a high hat and one of the new stem silhouette frocks.

For work that pleases, stop at **CARL'S SHOE REPAIR SHOP**. He will make your shoes like new. Experienced labor by a competent person enables you to have the highest grade of shoe repairs.

A living room—or any room, for that matter—should be restful, livable and beautiful. Simplicity has style. Select carefully a few accessories to accent the room. Place these accessories so that they are subordinate to the large massing of the furnishings. Fewer things in right arrangement against the right background make for comfort and beauty.

Be individual! For **LESS MONEY** than you would pay for a ready-made fall or winter coat, you can have one designed and tailored to your individual measure. You can have a coat as low as \$25. Fine selection of samples. Any Fabric—any Color. **A. S. BAUER**, 43 Seneca St. Call 2483.

Watches, clocks, and jewelry which need repairing should be

taken to **PRINCE'S JEWELRY STORE**, 20 Linden St. There you will see the loveliest variety of vanity cases. And the picture framing is superior.

At **LE BRUN'S FUR SHOPPE**, 38 Linden St. you can have your fur garments repaired, remodeled, cleaned and glazed. **MISS LE BRUN** has been in the fur business in **GENEVA** for over 15 years.

**MCCARTHY'S PHARMACY** has a limited supply of hot water bottles (full two quart) in different colors. They are made by the U. S. Rubber Co. Priced at 98c.

Did you know **E. M. BODKIN**, 114 Seneca St., (she worked with Mr. Kaufman for 12 years) does fur work—repairing, relining and remodeling, cleaning and glazing. Have your old fur coat made into a new style jacket. Phone 6397.

If you feel that the Russian influence in headgear is not for you, try a bit of height in one of the Tyrolean felts. Many of them reach dizzy heights and then not satisfied add a sweeping quill to achieve higher peaks.

Mothers should be particularly interested in the splendid assortment of Kiddies Wash Suits that **BAKER & STARK, INC.** are now showing. These range in sizes from 2 to 10 years and are priced at \$1.45, \$1.65, and \$1.95. They are now on display in their windows.

Salads add color and beauty to our meals, and also, supply us with minerals and vitamins. Introduce them in an effective and appetizing way. There is no better way to serve a daily raw fruit or vegetable. Remember salad plates should be cold and the salad, itself, attractively arranged.

Blankets . . . you will love those beautiful, fluffy, all wool blankets at **LYNCH'S** and the prices are just as attractive. Large size \$3.75 and up.

Your garments do not have that (just back from the cleaners) odor, when cleaned at **McGUIRE'S**. They use the most modern method of dry cleaning. It is absolutely odorless, and your garments are individually cleaned under the most sanitary conditions. 553 Exchange St., Phone 4126.

Winter coiffures will be cut long and sweep upward and back. The new bob is from an inch and a half to two inches below the natural hairline. But it has a backward and upward sweeping line. Side ends will be curled away from the face. The ends will be finished in round finger curls. Waves will be set in the hair at a decided angle.

**PRINTZESS KNOCKABOUT**—not a pugilist; but the Season's outstanding sport coat. Several styles in beautiful men's wear fabrics. Sold only at **The SENECA SHOP**.

Broken articles of any kind can be repaired—optical goods, jewelry, chinaware, umbrellas, lamps, dolls, furniture . . . have your scissors sharpened, razors honed and rehandled, beads restrung, etc. **THE FIX-IT-SHOP and DOLL HOSPITAL** (next to Empire Gas Office)—**ED. McWILLIAMS**.

Have you seen the General Blow-out-Proof Tire with the silent safety tread? If you haven't stop in **FRED C. GARVER'S**, 280 Main St. (next to Armory) and let him show you how to obtain them for your car. Phone 6203.

Bracelets which are also very high fashion demand hands that are well manicured and soft. Another matter for attention at the beauty spots. When rendering home care to your hands, don't forget that you also have elbows, which are apt to be rough and wrinkly if they aren't given constant care. A little balm now and then is relished by the best of elbows, you will find.



## THE FUNNYBONE



### Perish the Thought

Usher (to cold, dignified lady): "Are you a friend of the groom?"

The Lady: "Indeed, no, I'm the bride's mother."

### Modesty

In front of a store in the city not long ago a man noticed a sign which said: "Before you buy pants come in and look at ours."

He entered but was unable to find a single male clerk in the store, so, being of the timid sort, he purchased a couple of neckties and walked out.

## BE SURE! INSURE!

**ACCIDENTS** are no respecter of persons. One out of every ten people suffer from accidental injuries each year.

While you cannot always guard against accidents you can have good Accident Insurance to pay the doctor's, hospital and nursing bills.

Give us the opportunity of explaining The Travelers 70th Anniversary Accident Policy. Cost very reasonable.

## D. Max Henry

94 SENECA ST.

Phones:

Office 6123

Home 4689

Representing  
**THE TRAVELERS**  
Insurance Company  
Hartford . Connecticut

Suitor: "Sir, may I have your daughter for my wife?"

Her Father: "Bring your wife around and I'll see."—Scovill Bulletin.

### More Generous than Pious

Pastor: "This morning I will have for my topic 'The Great Flood of Genesis.'"

Wealthy Member of Congregation (rising): "I've got an engagement to play golf, so I can't stay; but I'll head the subscription list with \$1,000 to relieve the suffering Genesians."

A traveler says it is still the custom in parts of Russia to sleep on top of the brick oven. What we know as "Home on the Range."—Detroit News.

### Rival Noisemakers

Guide: "This, ladies and gentlemen, is the greatest cataract in the country, and if the ladies will only be silent for a moment you can hear the deafening roar of the waters."

### This Month's Lesson in Grammar

Teacher: "William, construct a sentence using the word archaic."

William: "We can't have archaic and eat it too."

A well known "character reader" says that a long nose is characteristic of a man who minds his own business. At that rate a broken nose must belong to a man who doesn't.

### The Eternal Conflict

"Woman is nothing but a rag, a bone and a hank of hair."

"Man is nothing but a brag, a groan and a tank of air."

It takes 1500 nuts to put an automobile together, but only one to scatter it all over the landscape.

### For Music Lovers

"Say, was that piece you just played by Beethoven?"

"No," said the organ grinder, "That was by Handel."

### Cat Has Seven Lives Left

Motspur Park, England, boasts a cat which has only seven lives. It lost one by touching the live rail while trying to cross an electric railway track. The shock hurled her, half paralyzed and one life gone, to an embankment several feet away. Two Alastian dogs seized her and began a tug of war, leaving only seven lives. A man rescued her, and she was taken, apparently dying, to a cat hospital. A few days later she surprised attendants by recovering and becoming the mother of three healthy kittens.

## "LIFE-- IN GENEVA"

By Merrill's

--Cartoonist



Just picture the pride of ownership that will come to you if you have our expert painters and trimmers renew that shabby finish on your car. A new, bright, gleaming coat of LASTING beauty and satisfaction—at a reasonable cost. Complete, modern equipment.

## MERRILL'S

Body, Fender & Wheel  
Service

Cor. Main & Seneca Sts.  
Geneva, N. Y. Phone 6556

\*\*\*\*\*  
**THE MERCHANT'S CORNER**  
 \*\*\*\*\*

The American Legion Drum Corps would never have won any prizes if they had taken the attitude—"There's no use of practicing, it won't do any good, there aren't any prizes anyway."

That would be about the same as some merchants who say—"There's no use of advertising, it won't do any good, there's no business anyway."

There is business, for those who go after it, and it's getting better all the time—for those who go after it.

Remember the words of Thomas Edison—"Everything comes to him who hustles while he waits."

—o—

The headless horseman was a myth, but the headless motorist is a stark reality.

We Specialize in  
**Radio Repairing  
 and Batteries**

NATIONAL BATTERIES  
 R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

Phone 6522 Geneva, N. Y.

SPECIAL SALE

**Sherwin-Williams  
 Liquid Roof  
 Cement**

2½ gal. and 5 gal. pails

**54c** per  
 gallon

Sale Ends Sat. Sept. 22nd

**Fairfax Bros. Co.**

87 Castle St.

**This is a True One**

A party of Genevans recently visiting the Canadian National Exhibition were driving down one of Toronto's busiest streets. The driver pulled to the curb and hailing some passersby, said: "We're looking for some of that famous Black Horse Ale. Can you direct us?" One of the Canadians replied: "Sure, right on down this street about a mile and a half you'll see a red brick building on a corner. It looks like a private club, but it isn't. Just drive right in and they'll take care of you." Continuing down the thoroughfare as directed the Genevans finally located the building and in their enthusiasm over finding such a nice place to rest and refresh themselves were well into the yard when one of the party discovered this sign at the entrance—"Insane Asylum".

—o—

Yes, it's about time that we changed our ideas about the value of fruits, etc. What the American people really need is more stewed prunes and less applesauce.

**RADIO SERVICE**

Tubes, Replacement Parts in stock for any make radio. Tubes tested in your home on new accurate Supreme Tester.  
**RALPH LE BRUN** Phone 3921

FOR—

**BETTER MEATS  
 CLEANER MEATS  
 and  
 QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

**HARRY M. MOYER  
 PRINTER**

69 Oak Street

Phone 4189

CONDITIONED AIR HEATING

By

**JANITROL**

CONVERSION GAS BURNER

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

**COLONEL CHEERIO**



**"OUR GAME WAS RATHER CLOSE, MACPORTER—  
 SCOTCH HIGHBALLS SEEM TO BE IN ORDER!"**

**IF IT'S** recreation you need, the Scotch have a game for it... *Golf!* And for that comfortably weary feelin' after, there's a whisky. Try this: Ice cube, 2 ounces Scotch Whisky,

fill glass with fizz water, serve.

*Blended or bonded  
 Rye or Bourbon, Irish  
 or Scotch—the leading  
 brands, fair prices.*

**Geo. M. Peters Liquor Store**  
 148 CASTLE ST. Phone 2054



**Aftermath of Victory**

"Few triumphs are complete," said Hi Ho, the sage of Chinatown. "A victory too often leaves smoldering hatreds waiting to burst into flame."

**Egg Dance in Holland**

The egg folk dance in Holland is so old that its origin and significance have been forgotten. In this dance, gayly attired girls dance daintily around eggs, in imitation of fluttering hens.

**Church Built of Bones**

Malta has the ugliest church in the world, the Chapel of Bones, in Strada Mercanti, Valletta. The architecture in this gruesome chapel is comprised of the bleached remains of those originally buried in the adjoining burial ground. The altar has a background of human skulls and crossbones and the arch above it is rendered in semi-circular rows of skulls.

**RADIO FLASHES**

(Continued from page 3)

fidelity" radio receivers everything from the telephone lines to the remote control microphones are being re-designed. NBC's new Radio City is "high fidelity" as are the new telephone lines from New York to Rochester. A comparison shows the tone range under the old system covering 30 to 5000 cycles; under the "high fidelity" system 30 to 10,000 cycles. It is probably best to add that your present receiver will show little or no difference; a new "High-fidelity" receiver is necessary.

**Alley's Inn**

ON LAKE KEUKA

**\$1.00 DINNERS**

Lake Trout -:- Duckling

Porterhouse Steak -:- Chicken

Luncheons 75c

FINGER LAKES WINES, CHAMPAGNES

**Champagne Cocktail Coupon**

This Coupon when presented with Dinner Check covering unlimited number of persons entitles each \$1.00 Dinner to one Champagne Cocktail at no extra charge.

FRIDAY—SATURDAY—SUNDAY—MONDAY  
SEPT. 21—22—23—24

**Alley's Inn**

West Lake Road

Keuka Lake

—This Coupon positively must be presented—

1933 Chev. Town Sedan  
1933 Chev. Sedan  
1931 Chev. Sedan  
1932 Chev. Coupe



Other Used Cars with a Down Payment  
From \$20.00 to \$125.00

**Russell-Hart Chevrolet**

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

**THE KIRKWOOD GRILL**

REMODELED AND REFURNISHED

After Theatre Parties

Business Men's Luncheon and Regular Dinners

Also A-La-Carte Service

and

ALL LEGAL BEVERAGES

OPEN TILL 1 A. M.

(New Entrance on Castle Street)

**ADVERTISE**

in

**The Geneva Community News**

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,000 COPIES

DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

CALL 2108 FOR RATES

**Will You Co-operate?**

If your copy of the Geneva Community News does not reach you regularly kindly let us know.

Also, if delivery is not made in accordance with our instructions (behind storm or screen doors, or fastened in door knob or handle) please tell us.

**Wanted**

Names of young men available for substitute delivery work on Thursdays. Mail name, address and age to Geneva Community News, Geneva, N. Y., P. O. Box 146.

**Dry Room Preferred**

Hotel Clerk: "Inside or outside room, sir?"

Guest (from the prairies): "Inside, I guess. It looks like rain."—C. N. R. Magazine.

**GRAND OPENING**

Special 7-Course Chicken Dinner 75c  
SATURDAY, SEPT. 22nd.

**LEGOTT'S RESTAURANT**

86 Avenue E Phone 6280  
Beer and Ale

# BORROW \$50 to \$300 in 24 to 48 hours

Complete loan service. At "Personal Finance" you can arrange the kind of a loan you want. We have a wide variety of loan plans and repayment plans . . . a service for married and single people.

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Auto • Co-Maker • Furniture • and Combination Loans

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## PERSONAL FINANCE COMPANY

OF NEW YORK

Phone Auburn 251 120 Genesee St., Auburn, N. Y.

*Loans Made in All Nearby Towns*

## WONDER BAR GRILL

74 Seneca St.

**NOTICE**

We are now DANCING on Wednesday, Friday,  
Saturday—9 to Closing

Business Men's Lunch .....35c

ALL LEGAL BEVERAGES

## Wheel Aligning

We Use BEAR Front End Equipment

### EARL G. STRATTON

Rickel's Service Station Phone 2028 Lake St.

## ATLAS

### TIRES and TUBES

Strictly a First-Line Tire

Double Guaranty

Nation-wide Service

### Wilson's Esso Station

Privately Operated

LAKE STREET

Phone 4082

## THE W. F. HUMPHREY PRESS

PRINTERS  
PUBLISHERS BOOKBINDERS

300-312 PULTENEY STREET  
GENEVA, N. Y.

COVERS GENEVA  
LIKE THE MORNING DEW

## GENEVA COMMUNITY NEWS

PHONE 2108

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# **RADALEE COKE & COAL CORP.**

---

**WE ARE PLEASED TO ANNOUNCE TO THE  
PEOPLE OF GENEVA THE OPENING OF OUR  
NEW PLANT AT 30 GATES AVE.**

We have spared no expense in erecting this modern plant which incorporates the latest and most scientific developments in fuel handling, thus enabling us to give to our customers an adequate supply of a clean, uniformly sized coke and coal at all times.

Our 1500 ton capacity insures a plentiful supply of fuel which is protected from the weather in overhead bins.

Uniform sizing and absolute cleanliness of our product are maintained by specially constructed lowering devices.

We cordially invite you to inspect our plant and will be glad to show you through at any time.

**PHONE 2221**

---

# **RADALEE COKE & COAL CORP.**

---



THE

GENEVA



# COMMUNITY NEWS

Oct. 4, 1934

5000 COPIES

The Largest Clothing Store in Ontario Co.

*If "Price" With You Is Important  
This Store Speaks Your Language*

Just Now We Are Offering

## All Wool Jackets

IN BLUE OR MAROON MILTON CLOTH

### \$3.95

Others at \$4.45 and \$4.95

BOYS ALL WOOL JACKETS \$3.85

MEN'S SUEDE LEATHER JACKETS

\$7.50 up

BOYS' SUEDE LEATHER JACKETS \$4.85

**Baker & Stark, Inc.**  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre



1933 CHEVROLET COACH (like new)

1932 CHEVROLET COACH

1931 CHEVROLET COACH

1931 FORD TUDOR

We are enjoying an exceptional  
activity in Used Cars, our stock  
is constantly changing.

## Russell-Hart Chevrolet

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

## The KIRKWOOD GRILL

REMODELED AND REFURNISHED

### After Theatre Parties

Business Men's Luncheon and Regular Dinners

### Also A-La-Carte Service

and

### ALL LEGAL BEVERAGES

OPEN TILL 1 A. M.

(New Entrance on Castle Street)

## Sleep Like A Millionaire For Only 5c A Day

We will deliver a Genuine

### World's Fair Simmons BEAUTY REST MATTRESS

to you for only 5c a day. Investigate this offer at

## Lauer Furniture Co.

Phone 6545

427 Exchange St.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Oct. 4

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

### "Putting Up With It" Days Gone With New Housing Act Advantages

The outworn habit of "putting up with what we have" should disappear under the housing plan. Women are ever so weary of looking at the old front porch, wishing for a new one, sighing and saying, "We'll just have to put up with it." Those dreary "putting up with it days" may be discarded to the everlasting joy of the whole family.

Such a variety of things can be done to the interior and exterior of the house under the flexible provisions of the repairing and reconditioning section of the National Housing Act which is now operating, that every home may add something new now.

Borrowing money for home repairs is a comparatively new idea to American home owners. Loans for all movable things are common, but not so for those things that become a permanent part of the home. Under the new government plan it is practical to do this and economical to borrow enough money to make all the needed repairs and improvements.

### William H. Thompson

Organist and Choirmaster  
Trinity Church

Instruction in Pianoforte and  
Organ

Studio 21 Argyle St. Phone 2729

First things come first with the practical American housewife and those things which are absolutely essential will be given immediate attention—those leaky roofs, torn or dangerous stairway treads, fire hazards, etc. The same budget which provides for these essentials may be enlarged to include some other needed repairs that have been so long neglected—that floor for the attic or partition for the basement. Making all these improvements, purchasing all the needed new equipment with one loan, effects an appreciable saving over the old method of doing each little job or making each little purchase separately.

—o—

### Active Volcanoes in West

Mt. Lassen is sometimes called the only active volcano in the continental United States, but a volcano specialist says that Mt. Shasta, Mt. Baker, and several other peaks in the Northwest are active volcanoes which may erupt at any time.

—o—

A whole generation of men grow up and pass away without knowing what their beards look like.

### CUT FLOWERS—POTTED PLANTS

#### FLORAL DESIGNS

### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

### Lake Shore Lots For Sale

"Wyckoff Glen" about 3½ miles north of Willard on Lake Shore Road from Willard to Geneva, finest lots in Finger Lakes Region. Property recently improved.

### COLE & WYCKOFF

94 Seneca Street GENEVA, N. Y.

### WOOD FOR SALE

FURNACE CHUNKS, one cord  
\$3.00; two cords.....\$5.50  
SPLIT STOVE WOOD, one cord  
\$3.25; two cords.....\$6.00  
ROUND STOVE WOOD, \$2.50 a  
cord; two cords.....\$4.75  
Phone Geneva 18-F-4

## You'll Save Money Here!



We specialize in doing a chassis lubrication job that lasts at least TWICE as long. That's because we use MARFAK—the world's finest grease lubricant. And our thoroughly trained men KNOW how to lubricate cars, too. It will pay YOU to come in today.

## RICKELS

Service Station  
LAKE STREET Phone 2920

## G. H. PRINCE

20 Linden Street  
Watch, Clock and Jewelry Repairing  
and Picture Framing

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Read other pages for interesting news items and be sure to read all the ads.

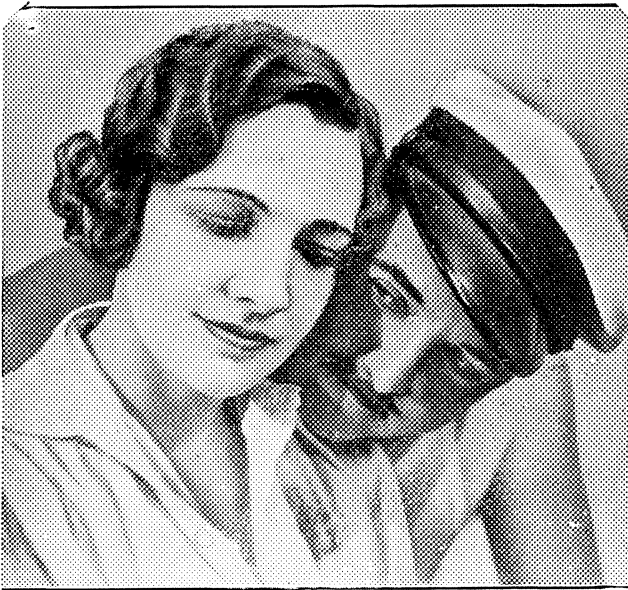
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Watch for next week's issue.



**RADIO FLASHES**

By Ralph Le Brun



Elsie Hitz and Nick Dawson, Romantic Stars of the Radio serial "Dangerous Paradise" which is again heard every Monday, Wednesday and Friday at 7:45 P. M. over NBC-WHAM.

Joe Penner, the world's best known duck salesman, will be back on a coast to coast network including WHAM, Sunday at 7:30 P. M. Joe has just returned from Hollywood where he was featured in a new picture "College Rhythm". He will be heard from the Radio City studios accompanied once more by Ozzie Nelson's orchestra and Harriet Hilliard's songs.

Friday brings several fall premieres to the air waves. At 11 A. M. over WHAM the NBC "Music Appreciation Hour" returns under the baton of Dr. Walter Damrosch. Also over WHAM at 9:30 P. M., Phil Baker, Harry McNaughton ("Bottle") and Leon Belasco's orchestra comes back for Armour.

Over the Columbia system stations at 9 P. M. the "March of Time" dramatization of current events will be broadcast by "Time" Magazine. At 9:30 P. M. will be heard the first of a new series of programs "Hollywood Hotel" featuring Dick Powell, El Brendel, Ted Fiorito's orchestra and guest stars. This last program is a presentation of the Campbell Soup Co.

Football—WABC lists the Notre Dame vs. Texas University game at 3 P. M. However, broadcasting of the football games will probably not start until after the World Series game.

**Sable Fur is "Elastic"**

Sable fur may be pressed or smoothed in any direction. This is due to the manner in which the individual hairs are attached to the skin of the animal from which it was taken.

**All Woods Warp**

The Forest Products laboratory says that there is no wood that will not warp somewhat if conditions are favorable to warping. With some woods the warp under the most extreme conditions will be so slight as to be scarcely noticeable; other woods under similar conditions will warp very badly.

**250 Different Cherries**

There are more than 250 varieties of cherries generally classified as sweet and sour. As with apples, the composition varies with the variety, and the flavor is influenced by the climate and soil in which they are grown.

There never will be devised any law which will enable a man to succeed save by the exercise of those qualities which have always been the pre-requisites of success: the qualities of hard work, of keen intelligence, and of unflinching will.—Theodore Roosevelt.

Have your car inspected by our new

**MOTOR-TUNER EQUIPMENT**

Every point gone over carefully and written report furnished.

**FINK'S SUPER-SERVICE STATION**

114 Lake St.

Phone 2448

**YOUTH**

*.. is always in fashion ..*

The Harper Method Facial treatments create a healthy skin. Pores are cleansed, tissues nourished, circulation aroused, so that the skin is naturally fine and lovely. Try a clean up facial or any of our famous skin correction facials.

**Harper Method Beauty Salon**

10 Seneca St.

Phone 6783

**Advertising Space**

in the

**Geneva Community News**

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Corn Pudding

Scrape corn from 6 ears of green corn. Add  
2 cups milk  
1/2 cup butter  
3 eggs

Beat egg yolks and whites separately. Combine beaten yolks, milk, corn, butter, a little salt and white pepper. Fold in egg whites and bake 1 1/2 hrs. in oven (375°).

D. M., Beacon St.

## Shrimp Club Sandwich

2 cups canned or cooked shrimps  
1 3/4 cups white sauce  
12 slices toast  
12 tablespoons cheese, grated  
6 slices tomato

Add shrimps to hot white sauce. Pour 1/6 of mixture over slice of toast, cover with second slice of toast, sprinkle with 2 tablespoons grated cheese and top with slice of tomato. Place under flames to melt cheese and broil tomato and serve immediately.

M. C., Main St.

## Sweet Potato Balls

4 medium sized sweet potatoes  
Marshmallows  
Shredded wheat crumbs

Cook potatoes until tender, remove skins, season to taste and mash until fluffy. Form into balls with one marshmallow pressed into center of each. Roll in shredded wheat crumbs and fry until brown in deep fat. Serves 6.

E. G., S. Main St.

## Date Bread

1 egg yolk  
1/2 cup sugar  
1 teaspoon vanilla  
Beat all three together  
1 pkg. dates, stoned and cut fine  
1/2 teaspoon soda in 3/4 cup boiling water. Put dates into soda water and add to above  
1 cup nut meats, broken fine  
1 1/2 cups flour  
1/2 teaspoon baking powder, salt  
Fold in beaten egg white last.  
Bake 45 to 50 minutes in oven (350°). Served with cream cheese makes excellent lunch.

D. L., Maxwell Ave.

## Some Energy Left

"Dancing," said Hi Ho, the sage of Chinatown, "is the comforting assurance that however wearisome the day's work has been, there is still energy left beyond the needs of tomorrow."

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St. Phone 2740

A NEW MARKET  
NOW OPEN AT  
60 EXCHANGE ST.

Selling a Complete Line of  
QUALITY MEATS

## O'Hara's Sanitary Market

Call Us We Deliver



We aim to make HOME HEATING HEADQUARTERS represent a definite idea to Geneva people—a place where they can take their heating problems and be assured that they will be satisfactorily solved.

PHONE

**2221**

for our free inspection service.

**RAPALEE**  
COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

## Weekly Ash Removal Service

Begins Week of Oct. 15th  
CODE PRICES for the coming SEASON are as follows:

### WEEKLY CUSTOMERS

Minimum stop .....	\$ .25
1 to 4 bushels.....	.25
5 to 7 bushels.....	.35
8 to 10 bushels.....	.50

Cans furnished to weekly customers will be 5c extra per can per week.  
BOOKING ORDERS DAILY for

### SEASON SERVICE

Place your order NOW for the coming winter.

Phone 6102 or drop a card to Box 43, Geneva, N. Y.

SPECIAL ORDERS till Oct. 15th are given prompt attention by calling above phone no.

For your protection all men and trucks are insured.

**L. E. HILTON**

For "Guaranteed Freshness" Specify

**SPAULDING'S** *dated* **CAKES**

**Cider Natural Beverage****for Pioneer Americans**

Cider has been called the American national beverage. It is not peculiar to the United States. England, France and many another temperate zone nation makes cider, but it is true that the juice of the apple has special connotations with American life. In no other country do apples grow in richer abundance or over so broad an expanse. There was a time when not a farm lacked its apple orchard. It was but little more than a century ago that Applesseed

John, that curious hermetic prophet of the northwest territory, spent a lifetime in wandering over parts of three or four states, punctuating his pilgrimages with plantings of apple seeds. So, in addition to the thousands of tilled and pruned apple orchards, the country knew literally thousands of apple trees planted by the side of the road, in open pastures, on the edge of woodlands, beside streams, the myriad-branched monument of Applesseed John. A few gnarled and haggard trees of his planting still stand.

Cider was a natural beverage for the pioneer American. Its making was easy. No elaborate machinery was required. Its raw material was a fruit, of which there was so great a surplus that the product could not be humanly consumed. It was a beverage which, in one stage, was suited to the delicate palates and light heads of women and children, while in another it became a sort of Viking's beserk nectar.

So characteristic of America was this drink that it became the symbol of a Presidential campaign, William Henry Harrison, who, incidentally, came from the very heart of Applesseed John's domain, was swept to victory on a hard-cider platform.—Washington Star.

**Corn in China**

Corn, native to American continents in the western hemisphere, was grown in China long before it was grown by the English settlers at Jamestown. A photostat copy of a Chinese book published in 1573 reports that maize or Indian corn, there called "imperial grain," had been grown in China for years, and that it had been introduced from the west by way of Thibet or Turkestan. The indications are that the Spaniards discovering maize in the New world took home the grain from South and Central America, that the Arabs carried it from Spain to Mecca, and that it then spread eastward through Central Asia to China.

**Cultivated; Cultured**

A cultured person is the correct phrase, for the adjective indicates that the person possesses education and refinement. Cultivated may be used to describe the mind of a person, but is not used of the person.

"A cultured person possesses a cultivated mind."—Literary Digest.

**Special For October**

4 Beautiful Portraits for only \$6.00  
including one large one

**The STEWART STUDIO**

35 Seneca St.

Phone 2183

## A SPECIAL ACCOUNT OPENER

Beautifully Patterned

**BEACON  
BLANKETS \$3.79**

Large Size 60x80. Plaid and Indian Design. Wool Fringed or Sateen Bound.

**79c Down  
50c A Week**

None Sold for Cash

**Mutual Clothing Co.**

509 Exchange St.

Don't Forget the  
**Brownbilt Premium  
Plan**



Double Credit During October if  
you present this ad

**LATTIMER'S**

BROWNBILT SHOE STORE

492 Exchange St. Geneva, N. Y.

—NOTICE—

**Chester Phillips**

Watch, Clock and Jewelry Repairing

—MOVED—

from 10 Castle St. (next to Clark's  
Drug Store)

To 23 CASTLE ST. (South Side)  
(Kirkwood Hotel Block)

Opposite Dillingham's Hardware

**JANE E. SPENGLER**

TEACHER OF PIANO

Elementary and Advanced Pupils

67 William St. Phone 5443

**NOW SHOWING**

A Complete Line of Distinctive  
FALL HATS BY GAGE

**HARRINGTON'S**

106 Lafayette

Phone 5694

**Castle Street Market**

Phone 2151 Near Main

BEST QUALITY MEATS

Home Made Pure Pork

Sausage

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.****MRS. RUTH TYSON**

CORSETIERE

Specially Trained Representative of  
**THE NU BONE COMPANIES**

Professional Home Fittings

63 West Ave.

Phone 2402

## \* DOROTHY GOES SHOPPING \*

Without question **Baker & Stark, Inc.**, carry the largest assortment of Men's Dress Shirts offered in Geneva. Over 125 dozen to select from in all sizes and sleeve lengths. This assures a splendid selection to choose from and as low as \$1.35.

Drapery and upholstery fabrics play an important rôle in furnishings. By their colors they add warmth, livableness, individuality and charm. By their texture and design they establish formality or informality, quaintness or sophistication. Therefore, let your rooms belong to your fabrics and your fabrics belong to your rooms.

We cannot stress too strongly the great values that are being offered in **Wool Blankets** at **Lynch's** right now . . . Single Blankets—all fine wool—Satin bound in all the wanted colors at \$3.75 and \$4.90. Pure wool double plaids \$6.90.

The clever use of accessories is the chic woman's secret today. Gloves, hat, bag and shoes with a definitely sports feeling should go together. Likewise the dressier, smoother accessories. Think of your accessories as a family. You will save money and always have an air of well-groomed charm.

Cut your **Battery** bills in half . . . use a Free testing and filling service. When you need a new battery, get a super-power **General Jumbo**. End worry and expense! Drive in **Fred C. Garver's**, 280 Main St. (next to Armory). Call 6203.

**William H. Miller . . . General Auto Repairing . . .** who was formerly located at Seneca Alley has moved to new and larger quarters—196 Main St. (opposite Colt St.)

For information regarding the "Dorothy Goes Shopping" pages, address **Miss Dorothy Frautz**, c/o Geneva Community News, or Telephone 2108.

Men of affairs wear International Custom-made clothes. There is nothing "Just as Good." Call at **A. P. Petersen's**, 476 Exchange St., Geneva, N. Y. (over Fox Cigar Store).

New books are arriving daily at **The Hill Book Shop**. Call 6996 for reservations. A small deposit will reserve any article in the gift shop until needed. Christmas cards may be ordered now.

**Women drivers** appreciate the care taken in the handling of their cars at **Wilson's Esso Station, Lake St.** Take your car there for a grease job or oil change and you'll find no smudgy spots on fenders, upholstery or steering wheel when the job is finished.

If your watch needs repairing, take it to **Prince's Jewelry Store**, 20 Linden St. There you will also find a complete line of watch bracelets.

You will find a large assortment of **Greeting Cards**, beautifully displayed at **McCarthy's Pharmacy**. There are cards for all occasions . . . birthday, anniversary, convalescent and shower cards.

Did you know **E. M. Bodkin**, 114 Seneca St. does fur work? Repairing, relining and remodeling, cleaning and glazing. Have your old fur coat made into a new style jacket. She worked with Mr. Kaufman for 12 years. **Phone 6397.**

**Casey & Son** have just received one of the most outstanding assortments of Suits in Geneva. . . . Tweeds, chevots and worsteds at \$29.50 and \$35.00. How about a hat? **Casey & Son** (opp. Schine's Geneva).

Why don't you have the white shoes you wore during the summer dyed a dark color? They'll look as good as new. All work done at **Carl's Shoe Repair Shop** is guaranteed satisfactory.

At **Le Brun's Fur Shoppe**, 38 Linden St., you can have your fur garments repaired, remodeled, cleaned and glazed.

Satin comes to the top of many of the Autumn dresses. Satin with wool, satin with crepe, satin with velvet.

Broken articles of any kind can be repaired—optical goods, jewelry, chinaware, umbrellas, lamps, dolls, furniture—have your scissors sharpened, razors honed and rehandled, beads restrung, etc.—**The Fix-It-Shop and Doll Hospital** (next to Empire Gas Office) **Ed. McWilliams**.

**Sweaters** in slipon styles and twin sets are now being shown by **The Seneca Shop** in a profusion of Fall color combinations. \$2 and \$5.

Would you like to sell any old glassware, china, vases, dolls, mirrors, mirror frames and other old pieces? Also small articles of furniture. Drop a card or call at **Charles Campbell's**, 26 Elm St.

Men! Did you ever have your Hat cleaned, by ordinary methods, and find after wearing it that your fore-head was burned by the sweat-band? **McGuire's Dry Cleaners** eliminate this condition. Your hat is entirely deodorized inside and out.

Be sure of the best. Bake goods from **Ringer's Bakery** tastes as good as it looks. All kinds of delicious cakes and cookies, muffins, breads and pies. Only one quality—the finest.

**Dresses** most popular because they're most useful . . . wearable right now and straight through the winter! In all the shades so fashionably and beautifully contrasting this Fall. **The Budget Shop**, (over Neisner's). Prices range from \$3.90.

### Rifle and Pistol Shoot

The annual rifle and pistol shoot under the auspices of the Geneva Rifle and Pistol Club will be held at Kashong Glen on Sunday, October 7. The public is invited.

### Lots Will Soon Be Gone

Inspect the finest lots in the Finger Lakes Region at Wyckoff Glen without delay, as the opportunity to purchase will soon be gone.

### Wonderful Retriever

No breed of dog has yet been developed that can excel the Chesapeake Bay retriever's work in retrieving. Pointers, setters, spaniels were tried with some success, but were found to lose their steadiness in the field when returned to it. The poodle was sufficiently hardy but mauled his bird. The old English sheep dog and others, including various crosses of all of them, were attempted in an endeavor to produce the desired qualities of a good nose, soft mouth, an understanding brain and the waterproof coat, but in no instance did any approach the Chesapeake standard.

Many of the young smart set are going in for fur jackets in a big way this fall. Certainly it is a logical season for it, a season when skirts and blouses are getting the biggest play that they have enjoyed in years. The nicest thing about jackets, beside the fact that they're mostly very good-looking, is that you can begin to wear them almost immediately, follow through until the very cold days arrive and then don them again for Spring wearing. Some girls even wear them all through the Winter with heavy woolen skirts. Prices are within reason on them, too, and the new designs that have been worked out for you are enough to gladden any feminine heart.

Cloth coats are important this Autumn, too, especially those that are generously fur-trimmed, with ripply or Russian type collars. Top a cosack number with one of the high Russian hats and you will find yourself in the front ranks of fashion.

## SCHINE'S GENEVA THEATRE

SUN. - MON. - TUES.

On the Stage  
Thurs, Fri., Sat., 3-days—October 4, 5, 6  
Big Unit Show

### "TUNES and STEPS"

30 People with Stage Band

On the Screen

Jean Muir and Geo. Brent in "Desirable"

BING CROSBY — MIRIAM HOPKINS

—in—

## "SHE LOVES ME NOT"

With Kitty Carlisle, Judith Allen

Hear!—BING Sing—"Love in Bloom", "Straight from the Shoulder, Right from the Heart", and "I'm Hummin', I'm Whistlin', I'm Singin' "

WEDNESDAY, OCTOBER 10TH—ONE DAY ONLY

Grand  
Opera

## "AIDA"

ALL SEATS RESERVED  
\$1.00 — \$1.50 — \$2.00

Kindly Mention

## Geneva Community News

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this prog being broadcast by

## FOOTES CLEANERS

You don't have to hunt further for economical cleaning and pressing of quality . . . just remember—FOOTE'S CLEANERS! Our reputation for reliability speaks for itself.

**HARRY D. TARBELL**

78 Castle St. Phone 2910





## THE FUNNYBONE



### The Absentee Donor

He leaned over the garden fence and beckoned to his neighbor.

"I say, old man," he said, "I understand that you have Brown's rake."

The neighbor nodded.

"Good," said the first, "if you'll let me borrow it occasionally, I'll let you use his roller."

### To Prevent Dropsy

"Even the best of friends fall out," said the aviator as he strapped his passengers in.

### Cupid Is Ambushed

An actor was telling the story of his blasted romance.

"And so," he said to a sympathetic friend, "I never married."

"Do you mean that her father came between you and the girl?" asked the friend, interestedly.

"Well," answered the actor, "not so much between as behind."

### Cooler Tomorrow

Judge (in traffic court)—"I'll let you off with a fine this time, but another day I'll send you to jail."

Driver—"Sort of a weather forecast, eh, judge?"

Judge—"What do you mean?"

Driver—"Fine today—cooler tomorrow."—Ex.

We can all remember when baking powder had a bigger sale than face powder.

An explorer reports finding a tribe called the Kukukukus in New Guinea. We have a suspicion a good many members of that clan are living in this country, too.—Memphis Commercial Appeal.

### Demand for Information

"What is your opinion of press censorship?"

"There can't be any such thing," said Senator Sorghum. "The surest way to make anything interesting to the public is to indicate that you are trying to conceal it."—Washington Star.

Things are improving—people are taking their bills out of the envelopes.

### No Tycoon

"You see that old boy over there? He thinks in terms of millions."

"He doesn't look like a financier."

"He isn't. He's a bacteriologist."

### System

"Sakes alive! How in the world does the colonel ever sleep in that screenless room?" asked a guest at a Kentucky manor whose body had been punctured by mosquito bites the night before.

"Very simple, sah," explained the colored servant, "Yuh see, de massa's so full de fust half of de night he nevah notices de skeetoos, and de skeetoos so full de las' half of de night dey nevah notices de massa."

### RADIO SERVICE

Tubes, Replacement Parts in stock for any make radio. Tubes tested in your home on new accurate Supreme Tester.

RALPH LEBRUN  
Phone 3921

A writer the other day made the statement, or repeated it, that woman is the backbone of the nation. And he might have added that on warm summer days she's showing the world.—Wilmar (Minn.) Gazette.

### CHRISTMAS GREETING CARD

Samples on Display  
- with -

**M. F. DEVANEY**

435 Exchange St.

Short Wave

**Atwater-Kent  
Console**

**\$49.50**

**Bolin Music House**

**Before Buying Elsewhere  
or Out of Town**

Compare Copper-bound Shingles  
and get our installed cost

**A Copper-Bound  
Asphalt Shingle Roof**

is worth two ordinary Asphalt  
Shingle Roofs, and costs less.

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St. Phone 4575  
GENEVA, N. Y.

### WE SERVICE ALL BRAKES

There's a  
**RAYBESTOS BRAKE LINING**

For each type of brake—also  
**RAYBESTOS CLUTCH FACINGS**

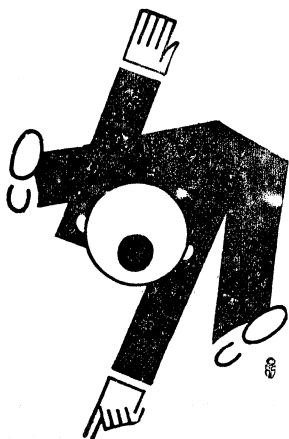
**EARL G. STRATTON**

Rickel's Service Station Phone 2028 Lake St.

COVERS GENEVA  
LIKE THE MORNING DEW

**GENEVA COMMUNITY NEWS**

PHONE 2108



## HERE IS YOUR NUMBER

**Nº 987**

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

EACH WINNING COPY  
GOOD FOR \$1.00 IN  
MERCHANDISE OR SERVICE  
FROM THIS WEEK'S  
ADVERTISERS

THE  
GENEVA COMMUNITY NEWS

"An Advertising Medium  
of Distinction"

Phone 2108

### No Solution

Doctor (who bought a new car)—  
"Look here, that car you just sold  
me acts like a mule."

Indignant Dealer—"Say, listen,  
doctor, there's not a better car on  
the market. The trouble is you can't  
drive a car. I can sell you a car, but  
it's a cinch that I can't sell you  
brains!"

Doctor—"Quite so, quite so! You  
can't sell what you haven't got, can  
you?"—Ex.

### On a Diet

First Moth: "What's the matter,  
Harlow? You look starved."

Second Moth: "No wonder! I  
just spent the week end at a nudist  
camp."

### Aid to Anglers

"Can I sell you some of our new  
patent bait?" asked the salesman.

"Is it effective?" the fisherman  
wanted to know.

"Effective!" echoed the salesman,  
"Why, I sold a man some of it last  
week, and he got turned out of  
church for telling the truth about a  
fish he caught."

Germany will not be able to pay  
for any of its debts for years to  
come, Dr. Hjalmar Schacht declares  
giving the holders of German bonds  
what is known as the Bum's Reich.  
—Hartford (Conn.) Daily Courant.

FOR—

**BETTER MEATS  
CLEANER MEATS**

and

**QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

**HARRY M. MOYER**  
PRINTER

69 Oak Street

Phone 4189

CONDITIONED AIR HEATING

By

**JANITROL**

CONVERSION GAS BURNER

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

**COLONEL CHEERIO**



**"OH, HOW FINE IT MAKES YOU FEEL!—  
SAUTERNES WITH EVERY EVENING MEAL!"**

**SAUTERNES!** Sweet-  
est of French white wines,  
son of that noble zest-build-  
er...the Grape! A stomach  
warmer rather than a head  
warmer -You'll enjoy these  
home dinners more than

ever if sparkling sauternes  
regularly accompanies the  
dessert!

**STOCK UP with our  
health-building sau-  
ternes! The prices are  
right.**

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

**Shepherd's Court Speedy**

Shepherds for many miles around gathered recently in Dylife, Wales, and held their shepherd's court to settle the ownership of all stray sheep. In the miles of enclosed hills of Wales are no fences, and the flocks had mixed. Each sheep is earmarked, and when the marks were shown in the court the owners quickly got back their animals. In a very short time all sheep were allotted to their proper flocks.

—o—

Patience is of no use if we cannot find it when needed.

**APPLE and GRAPE JUICES**

Saturday Afternoon and Sunday  
Cider 15c per gal. (lower in quantities)  
Grape Juice 40c gal. (lower in quantities)

Custom Pressing, Apples, all week days

**SNOOK'S MILL**

West Lake Rd. Billsboro Station

**CARS REPAINTED**

**\$15.00 AND UP**

**MERRILL'S**

Body, Fender and Wheel Service  
Cor. Main and Seneca Sts.

Geneva, N. Y.

Phone 6556

**\$50 to  
\$300  
LOANS**

**AUTOMOBILE FURNITURE  
AND CO-MAKER**

**PERSONAL FINANCE COMPANY**

OF NEW YORK

Phone Auburn 251

120 Genesee St., Auburn, N. Y.

**LOANS MADE IN ALL NEARBY TOWNS**

## **A LOAN SERVICE PLANNED TO SUIT YOU**

When you borrow, you are entitled to a complete Loan Service such as we render. Don't be satisfied with anything less. "Personal Finance" arranges the kind of a loan you want for the period of time most convenient to you.

We have a plan to fit every personal need and every circumstance. All we require is that you be employed and of good character. Our Service is strictly confidential . . . friendly . . . sincerely helpful. Come in . . . write . . . or 'phone

# **ADVERTISE**

**in**

## **The Geneva Community News**

"An Advertising Medium of Distinction"

**PUBLISHED EVERY WEEK**

**5,000 COPIES**

**DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD**

**CALL 2108 FOR RATES**

## **Colonial Verified Esso Lubrication**

**EFFICIENTLY RENDERED**

—in correct amounts

—checked by chart

—pressure guns

—all points

## **Wilson's Esso Station**

Privately Operated

**LAKE STREET**

**Phone 4082**

## **THE W. F. HUMPHREY PRESS**

**PRINTERS**

**PUBLISHERS BOOKBINDERS**

**300-312 PULTENEY STREET**

**GENEVA, N. Y.**

# We now have a complete line

WE INVITE YOUR INSPECTION BOTH FOR QUALITY AND PRICE

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635 — We Deliver

**\$5.00—IN MERCHANDISE—  
FOR OUR READERS—\$5.00**



What number was under the heading "Here's is Your Number" in the Sept. 27 (last week's) copy of the Geneva Community News you received?

Was it one of the following:

943; 1098; 2335;  
3421; 4665?

If so, mail the copy to us, complete, AT ONCE, and tell us from which one of the advertisers IN TODAY'S ISSUE you would like to receive \$1.00 worth of goods of service.

We will then mail you an order to present to the advertiser you select and it will be honored to the amount of \$1.00.

Remember—the above winning numbers are taken from our issue of September 27 and the advertiser you select must have an ad in today's issue.

**Gleaned from Here and There**

(The 14th of a series of quotations from the collection of M. F. Devaney.)

"Enjoy the present, you do not appreciate today until tomorrow."

"Never invest under pressure."

"You may have the right of way but don't insist upon it. It is better to stop than to crash."

"It's doggest that does it."

"Idealists and dreamers are always in hot water."

Four words which should be eliminated from every vocabulary are: "If, But, Can't and Impossible."

"Two expressions that cause the most trouble in this world are: They say and I heard."

"Every cloud has a silver lining."

"Four things a man must learn to do if he would keep his record true: to think without confusion clear-

ly, to love his fellow-man sincerely, to act from honest motives purely and trust in God and Heaven securely."

"It's all right to make mistakes but not to make the same one twice."

(To be continued)

If you can't get along with people, it is their selfishness or vanity that is the cause—or yours.

Selfishness between nations is as artless and common as it is among little boys and girls.

### WINTER NEEDS

Fireplace Screens  
Wood Holders  
Coal Grates  
Ash Cans  
Ash Sieves

Andirons  
Fireplace Sets  
Perfection Oil Heaters  
Coal Hods  
Electric Heaters

## Cooney, Watt's & Cooney

—: HARDWARE :—

513 Exchange St.

Phone 2170

### \$ -- MONEY -- \$

deposited ON OR BEFORE

Thursday, October 11

Will Earn Dividends from October 1

Deposits Insured

## Geneva Savings Bank

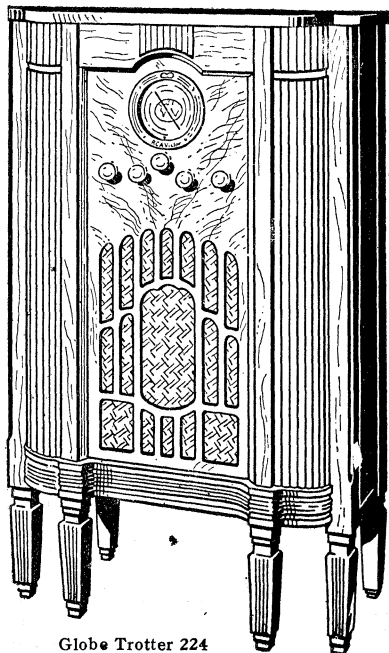
24 LINDEN STREET



*The* census-taker calls me **HOUSEWIFE**  
*but* I'm an  
**ECONOMIST/**  
*when I buy!*

*So I bought a . . .*

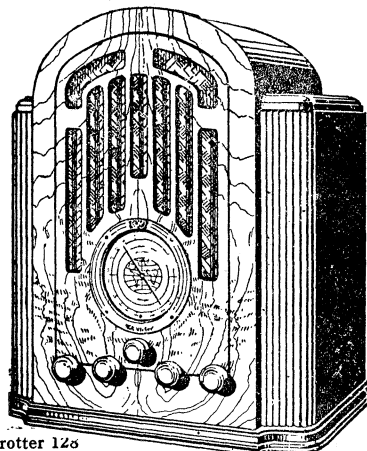
# NEW RCA VICTOR



Globe Trotter 224

CONSOLE GLOBE TROTTER 224 . . .	TABLE MODEL 128	\$89.95	\$69.95
------------------------------------	--------------------	---------	---------

*Complete with the new RCA Micro-Sensitive Tubes*



Globe Trotter 128

Many a housewife who makes little money go a long way will appreciate the true economy of buying a durable radio . . . and of paying a little more to get much more of radio's three great essentials:

1. **Perfected Foreign Reception**—The thrill for all the family, of getting programs from every place on earth, and getting them *best*, as an RCA Victor presents them.
2. **Lifelike Tone**—Reproduction of domestic and foreign radio exceptionally free from distortion and unnaturalness.
3. **Cabinet Beauty**—of both design and construction—and mirror-like finish, too!

LET US DEMONSTRATE THESE AND OTHER GREAT RCA VICTOR INSTRUMENTS

# RCA VICTOR

## GEO. F. BRUZEE

"THE BATTERY MAN"



23 EAST CASTLE ST.  
 EXPERT SERVICE

PARTS

Phone 6522

TUBES

GENEVA, N. Y.  
 RCA WORLD-WIDE ANTENNAS!



THE

GENEVA



# COMMUNITY NEWS

Oct. 11, 1934

5000 COPIES

## SCRANTON LACE CURTAINS

ADJUSTABLE LENGTH—2¼ YDS. LONG  
READY-TO-HANG TOPS

New Fall Patterns - Smart - Practical

**\$1.29**  
pair

## HOWARD DRY GOODS CO.

WE GIVE XMAS CLUB THRIFTIES

1933 Chevrolet Sedan  
1932 Chevrolet Coach  
1931 Chevrolet Spt. Coupe  
1931 Ford Tudor  
1930 Chevrolet Coupe



## Russell-Hart Chevrolet

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

## THE KIRKWOOD GRILL

REMODELED AND REFURNISHED  
After Theatre Parties

Business Men's Luncheon and Regular Dinners

Also A-La-Carte Service  
and

ALL LEGAL BEVERAGES

OPEN TILL 1 A. M.

(New Entrance on Castle Street)

## NEW FALL HATS

**\$2.00 - \$2.95**

MALLORY'S CRAVENETTE

**\$4.00 - \$5.00**

Also MALLORY'S FEATHERWEIGHT

**WELCH'S**

New Location: 494 EXCHANGE STREET

## MARION'S RESTAURANT

Special Old Fashioned Clam Bake

Served at Any Time

Sea Foods

— Beer and Ale

479 Exchange (opposite Kirkwood Hotel)

LISTEN IN

## AIR ADVENTURES of JIMMIE ALLEN

WHAM—8:15 to 8:30, Tuesday thru Saturday

WBEN—7:00 to 7:15, Monday thru Friday

WGY —6:15 to 6:30, Mon., Tues., Wed., Fri.

WGY —6:00 to 6:15, Thursday

Sponsored by the

Richfield Oil Corp. of N. Y.

For further information regarding The JIMMIE  
ALLEN Contest, call at

## FINK'S Super-Service Station

114 Lake St.

Phone 2448



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Oct. 11

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Phone 2108 Geneva, N. Y.

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

### THIS AND THAT

Crooning makes money; that's  
about all that explains it.

A new radio series of interest to  
both grown-ups and youngsters is  
on the air. (See Fink's ad, page 1).

It's strange, but true, that hot  
words often cause a chilly feeling.

No matter what your feelings  
about it—cold weather is “just  
around the corner.” Arrange for  
your winter's fuel supply without  
further delay. Also have your auto  
given an immediate pre-winter  
“going over.”

Public opinion molds a man as  
much as experience—perhaps more.

Of course, most if not all of our  
readers save the complete copies of  
“The News” for weeks and even  
months, but, regardless of that,  
you'll want to save the information  
in Hilton's ad on page 5 of today's  
issue.

No doubt college cannot make a  
small man great, but it can make  
him like the things that are great.

If you have ever broadcast, or  
been in a broadcasting studio,  
you'll get a kick out of the series

That's My Barber Shop

**HOTEL SENECA**

JOE and TONY

“It Pays to Look Well”

of broadcasting comics now run-  
ning in “The News”. In fact, you'll  
get a kick out of these cartoons,  
anyway. (See Foote's ad on an-  
other page).

If one gets the habit of smiling,  
it can be done without being arti-  
ficial.

Have you tried the new “Krispy  
Krust” Bread? We think you'll  
like it.

Nice people are people who are  
polite and pleasant to you; and it  
is next to impossible to make you  
believe otherwise.

Need shoes? Double credits on  
premiums at Lattimer's this month  
—if you present their ad. There's  
one of them on page 4.

Few people are familiar enough  
with money to call \$1,000 a  
“grand” in that offhand way.

### WINNING NUMBERS

The winning numbers from our  
issue of October 4 are:

363 - 1463 - 2437 - 3363 - 4673

If holders of these copies will  
mail them to us, complete, at once,  
and tell us from which advertiser  
in today's issue they wish to re-  
ceive \$1.00 in merchandise or ser-  
vice, we will send along orders on  
the advertisers selected.

### RADIO SERVICE

Tubes, Replacement Parts in  
stock for any make radio.  
Tubes tested in your home  
on new accurate Supreme  
Tester.

RALPH LEBRUN

Phone 3921

## TUTORING

Latin, French, English

**Sarah M. Rahn**

22 Cherry St.

Phone 5441

**William H. Thompson**

Organist and Choirmaster  
Trinity Church

Instruction in Pianoforte and  
Organ

Studio 21 Argyle St. Phone 2729

**CUT FLOWERS—POTTED  
PLANTS  
FLORAL DESIGNS**

**Hamilton Gardens**

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**DON'T  
WAIT . . .**

Until “Old Man Winter” has your  
transmission and differential firm-  
ly in his grasp.

Give the matter of Lighter Lubri-  
cation your attention—NOW. It  
takes but a few minutes. Drive in  
today.

**RICKELS**

Service Station

LAKE STREET

Phone 2920

## RADIO FLASHES

By Ralph Le Brun



Dr. Walter Damosch who has begun his seventh consecutive season as Conductor of the NBC Music Appreciation Hour. It is broadcast over a coast-to-coast network every Friday morning at 11:00 A. M.

The Carborundum Band, a Columbia network feature for several seasons will begin a new series of concerts on Saturday, October 20 at 10:00 P. M. This band is unique, being composed almost entirely of amateur musicians (only four are professionals) who have played together for almost thirty years. The "Voice of Niagara", a broadcast of the actual roar of the great falls, will be featured again in several of the season's programs.

The message of Pope Pius XI, broadcast from Rome to the thousands of Catholics gathered at the thirty-

second International Eucharistic Congress in Buenos Aires, will be carried over the Columbia network Sunday at 10:30 A. M. The Holy Father's address will be relayed from Rome to Buenos Aires and broadcast through loud speakers to thousands in and around the Cathedral at Palermo. His talk will come direct to the American audiences by short waves from Rome. An English commentator will translate the Pope's remarks.

Miriam Hopkins, star of Broadway and Hollywood, will be starred with John Boles in a microphone version of "Seventh Heaven" to be broadcast over the NBC-WJZ network on Sunday, October 14 at 2:30 P.M. This will inaugurate a new Sunday afternoon series of full hour radio versions of celebrated plays. It is sponsored by the makers of Lux.

Results of the important football games will be broadcast to radio listeners every Saturday at 6:30 over the Columbia network and at 6:45 over the NBC-WEAF network.

## Attractions at Schine's Geneva

Thursday, Friday, Saturday, October 11, 12 and 13—George Arliss in "The Last Gentleman".

Sunday, Monday, Tuesday, October 14, 15 and 16—Joan Crawford, Clark Gable in "Chained".

Wednesday, Thursday, October 17 and 18—Robert Montgomery, Maureen O'Sullivan in "Hideout".

## Fine Values in Used Cars

1933 DODGE COUPE  
1933 PLYMOUTH DeLUXE SEDAN  
1933 CHEVROLET PANEL DELIVERY  
1933 TERRAPLANE DeLUXE COACH  
1931 LaSALLE SEDAN  
1931 FORD SEDAN  
1931 FORD 1½-TON CHASSIS and CAB  
1930 FORD SEDAN  
1929 AUBURN SEDAN  
1928 STUDEBAKER SEDAN

Many Others to Choose From

## GENEVA AUTO CO.

145 Castle St.

Phone 2614

## ATLAS BATTERIES

STRONG - STURDY - FULL POWERED  
Fully Guaranteed - Nation-wide Service

### Wilson's Esso Station

Privately Operated

LAKE STREET

Phone 4082

### PREPARE YOUR CAR NOW FOR COLD WEATHER

Battery Service  
Motor Tuning

Radiator Work  
Brake Service

### EARL G. STRATTON

Rickel's Service Station Phone 2028 Lake St.

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Egg Corn Bread

- 2 cups corn meal
- 4 teaspoons baking powder
- 2 teaspoons salt
- 1 egg
- 1 cup evaporated milk
- 1 cup water
- 3 tablespoons fat

Mix corn meal, baking powder and salt. Beat egg, add milk and stir quickly into corn meal. Heat fat in bread-pan or skillet. Pour batter into hot fat and bake immediately in hot oven. Do not make thicker than  $\frac{1}{2}$  inch.

F. F., Middle St.

## Snappy Cheese Teasers

(Makes about 24)

- 1 pkg. of snappy cheese (about  $\frac{1}{4}$  pound)
- $\frac{1}{4}$  pound of butter
- 1 loaf of white bread, unsliced

Cream the cheese and butter together to make a paste. Cut bread into 2-inch cubes and spread the paste on all sides of the bread cubes. Place in a shallow pan and bake in a moderate oven (425°) for 15 minutes (until brown). Serve hot. These are delicious with fruit salads.

H. T., E. William St., Waterloo

## Orange Bread

- 2 large oranges
- 1 cup water

- 1 cup granulated sugar
- 1 cup brown sugar
- 1 egg
- 1 cup milk
- 1 tablespoon melted butter
- 3 cups flour
- 6 teaspoons baking powder
- 1 teaspoon salt

Remove rind from oranges and run through food chopper. Cover with the water and cook slowly until peel is tender, adding more water if necessary. Add the sugar and cool. Sift dry ingredients with orange rind and sugar. Pour into buttered pan and let stand for 35 minutes. Bake in a slow oven for about an hour and a quarter. Cool before cutting.

L. F., Border City, N. Y.

## Candied Pop-Corn

- $1\frac{1}{2}$  cups sugar or maple syrup
- 1 tablespoon butter
- 3 tablespoons water
- 3 quarts pop corn

Boil sugar or syrup with butter and water until it spins a thread. Pour onto corn, mix and shape into balls if desired.

E. V., John St.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## WE THANK YOU

We wish to express our appreciation to the many patrons of our new market, and assure them of a continued high grade service.

## O'Hara's Sanitary Market

60 Exchange St.

Phone 6973

FREE DELIVERY

Complete Line of Quality Meats



## The Rapalee Service Man

will inspect your heater **FREE OF CHARGE** and advise you how **TO GET MORE HEAT WITH LESS FUEL.**

Do not neglect to avail yourself of this **COMFORT GIVING, MONEY SAVING** service.

**Call 2221**

**RAPALEE**  
COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

HOME HEATING HEADQUARTERS

## Special For October

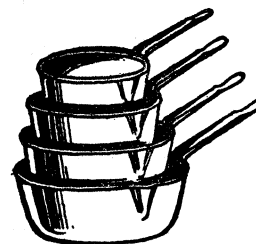
4 Beautiful Portraits for only \$6.00 including one large one

## The STEWART STUDIO

35 Seneca St.

Phone 2183

Below is shown one of the 75 premiums **FREE** with **BROWN-BILT SHOES**



Double Credit During October  
If You Present This Ad

**LATTIMER'S**

BROWNBILT SHOE STORE

492 Exchange St. Geneva, N. Y.

**Spaulding's**



**FRESH  
EVERY DAY**

**mayonnaise**

## HERE IS YOUR NUMBER

N<sup>o</sup> 1502

Save this complete copy  
and watch for next  
week's issue

ANNOUNCING  
Special Ballroom Classes  
For  
High School Boys and Girls  
**Helen Finnerty**  
Cor. Castle St. & West Ave., Phone 6554

—NOTICE—

**Chester Phillips**

Watch, Clock and Jewelry Repairing

—MOVED—

from 10 Castle St. (next to Clark's  
Drug Store)

To 23 CASTLE ST. (South Side)  
(Kirkwood Hotel Block)  
Opposite Dillingham's Hardware

**JANE E. SPENGLER**

TEACHER OF PIANO

Elementary and Advanced Pupils  
67 William St. Phone 5443

## NOW SHOWING

A Complete Line of Distinctive  
FALL HATS BY GAGE

**HARRINGTON'S**

106 Lafayette

Phone 5694

**Castle Street Market**

Phone 2151 Near Main

BEST QUALITY MEATS

Home Made Pure Pork  
Sausage

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.****Terraplane Ruggedness Run**

A ruggedness run by a Hudson Terraplane embracing a tough 1850 mile circuit through New York, New Jersey, and Pennsylvania is under way. This car was selected at random from among owners of 1934 models and will be driven continuously over the route night and day for a period of two weeks. A year's hard driving will be concentrated in the two-week period.

This three state run taking place in this vicinity is part of a national program of ruggedness runs which will blanket every section of the country over all kinds of roads in what is considered to be the most extensive ruggedness demonstration ever undertaken by any automobile manufacturer. A map showing the route of the run is being displayed by the Geneva Automobile Company, local distributors of Hudson and Terraplane.

**APPLE and GRAPE JUICES**

Saturday Afternoon and Sunday  
Cider 15c per gal. (lower in quantities)  
Grape Juice 40c gal. (lower in quantities)

Custom Pressing, Apples, all week days  
**SNOOK'S MILL**

West Lake Rd.

Billsboro Station

\*\*\*\*\*  
**Again  
We Lead**  
\*\*\*\*\*

CRAB ORCHARD,

Full Quart \$1.99

Fri. and Sat. ONLY

\*\*\*\*\*  
**HOWARD'S  
LIQUOR STORE**  
\*\*\*\*\*

Next to Regent Phone 5133

**For the Winter of 1934 and Spring of 1935**

The Schedule of Our DAILY ASH ROUTE is as follows:

**MONDAY**

Hamilton St.  
Pulteney St.  
St. Clair & College Ave.

S. Main St.  
Park Place  
Argyle St.

Cortland St.  
Madison St.  
Worthington Ave.

**TUESDAY**

Washington St.  
S. Morrell St.  
Nagle Place

Copeland Ave.  
Monroe St.  
Delancy Drive

Jefferson St.  
S. West St.

**WEDNESDAY**

William St.  
Pine St.  
Grove St.  
Hoffman Ave.  
West St.  
Nursery Ave.

N. Main St.  
Milton St.  
High St.  
Grant Ave.  
Brook St.

Columbia Ave.  
Lyceum St.  
Elmwood Place & Ave.  
Union St.  
Davis St.

**THURSDAY**

Castle St.  
W. North St.  
Highland Ave.  
Hillcrest Ave.

N. Brook St.  
Maxwell Ave.  
Maple St.

Lafayette from Oak St.  
west  
Pleasant St.

**FRIDAY**

State St.  
N. Exchange St.  
Hallenbeck Ave.  
Middle St.  
Lewis St.

Elm St.  
Merrill Place  
Oak St.  
Cherry St.

Lafayette from Oak St.  
east  
Genesee St.  
N. Genesee St.  
Sherrill

and any other street in that locality

All OLD and NEW CUSTOMERS may stop our drivers anywhere  
or PHONE 6102

**L. E. HILTON**

## Dorothy Goes Shopping

Today as I was passing **Savage's Shoe Store** (next to **Regent Theatre** on Exchange St.) I saw a wonderful demonstration on their **79c Hosiery**. A pair of these stockings stretched out was shedding a stream of water just like a duck's back. These **Neva-Wet** stockings, guaranteed **ringless**, will stay dry, clean, and comfortable even if you're caught in a shower. And equally as important, the sensational **Neva-Wet** process increases the wearing qualities of the stocking 10%. See the **Neva-Wet demonstration** in the window this week and try a pair. I have and like them very much. You will too.

**E. M. Bodkin** announces that she is not connected with **J. Freedman** in the former **Kaufman** store, but is doing **Fur work** in her apartment, **114 Seneca St.** (over the **Kaufman Store**). Phone 6397.

The Famous **Harper Method Permanent** gives a perfect permanent.

It's an outstanding success with every type of hair texture. It is recommended as the ideal permanent—soft and silky waves both lasting and manageable.

A quality wave at an exceptional price. **Harper Method Beauty Salon**, 10 Seneca St. Phone 6783.

My **Harper Method Permanent** keeps my hair always looking neat and well-groomed—a soft, natural, lasting wave. You too will say, "There's nothing like a **Harper Method Permanent**!"

This week **McCarthy's Pharmacy** is featuring **Sheaffer Fountain Pens** at half price. There is a large assortment. It's an excellent opportunity to select Christmas gifts.

The **Fix-it-Shop** speaks for itself. Repair work is a specialty. All work guaranteed. No matter what it is that's broken, it can be

repaired at the **Doll Hospital**. If he can't fix it, throw it away. **Ed. McWilliams** (next to **Empire Gas** office).

Men of affairs wear **International Custom-made** clothes. There is nothing "Just as Good." Call at **A. P. Petersen's**, 476 Exchange St., **Geneva, N. Y.** (over **Fox Cigar Store**).

At **Le Brun's Fur Shoppe**, 38 **Linden St.**, you can have your fur garments repaired, remodeled, cleaned and glazed.

If your watch needs repairing, take it to **Prince's Jewelry Store**, 20 **Linden St.** There you will also find a complete line of watch bracelets.

One advantage of a dress with a versatile neckline is that you can tie it high to suit the collar of your coat and lower it in softer lines when your coat is removed. Or it can be looped like an **Ascot Scarf** to make a street dress. There are many different ways to tie or drape a scarf into becoming effects.

Watch for the announcement of special and interesting news about **Rugs and Carpets** in the next few days at **Lynch's**. In this odd lot mill shipment, the thrifty shopper will find what is called "sweet picking." These can be seen now.

For information regarding the "Dorothy Goes Shopping" page, address **Miss Dorothy Frautz**, c/o **Geneva Community News**, or Telephone 2108.

Face lifting can be applied to chairs as well as to people. Do your upholstered chairs look tired and worn? Try the effect of new slip covers. A few yards of material, pins, shears and a little trimming! With these implements you

can perform the operation yourself—an inexpensive cure—and your chairs will emerge dazzling new.

### We Specialize in Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

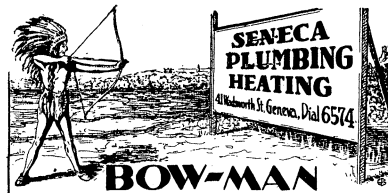
## You Don't Have To

if you don't LIKE to shovel  
Coal and carry Ashes

## DON'T!

USE GAS OR OIL HEAT!

Ask **BOWMAN**



## COPPER - BOUND SHINGLES

are adaptable for a Mansion  
or Bungalow.

The greatest re-roofing value.

May be installed right over  
old wood shingles.

No charge for estimate.

## J. A. PONTIUS

SHEET METAL WORK

90 Elm St.

Phone 4575

GENEVA, N. Y.



## THE FUNNYBONE



### Brave

Judge: "Do you challenge any of the jury?"

Defendant: "Well, I think I can lick that little guy on the end."

### This Year's Model

Visitor—And how old is the baby, dear?

Small Sister—He isn't old at all. He's this year's model.

### "Ye Olde Apple"

A new tailor in town used as a trademark the picture of a large red apple.

Curiosity got the better of the village grocer and he asked the tailor why.

"Well," said the tailor, "I'd like to know where the clothing business would be today if it hadn't been for an apple."—I. G. A. Bulletin.

### Very Complete

The teacher asked the pupils to write compositions on the life of Abraham Lincoln; one of the essays was as follows:

"Abraham Lincoln was a great man. He was born in a log cabin which he helped his father to build."—Two Bells.

### How He's Grown!

"I sent my little boy for two pounds of bananas, and you only sent a pound and a half."

"My scales are all right, madam. Have you weighed your boy?"

5-piece Orchestra every Saturday Night

Broiler and Steak Dinners  
Oysters and Clams

**VOIGT'S**

BEER and ALE

167 Phelps St. Phone 274 Lyons, N. Y.

Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

**Ernest Baumgartner**

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

(Christmas Club Thrifties here)

### Defined

Wee Betty—Mother, I feel so 'cited!

Mother—Excited, dear? I don't think you know what excited means.

Wee Betty—Why, it's being in a hurry all over.

### Sad Parting

Wife (after tiff)—You brute! I'm going to get the baby and go to mother's.

Husband—Yes, and I'm going to get the jewelry and go to uncle's.

### NOTICE

The Howard Gillette-type Blue Blade can now be offered to you at 1/2 price, 5 Blades 15¢ or 10 for 25¢. This blade is made from high grade charcoal steel and is sold on a money-back guarantee.

#### DEALERS IN GENEVA:

Red & White Stores; Fred Monaco, Grocer; Jesse Dildine, Drugs; Rickerson Service Station; George Zakour, Barber, Stanley; Washburn Hardware, Gorham; Barber Shop.

STANDARD BLADE CO.,  
of NEW YORK

Ha, Ha!

Food Crank—Did you ever try sleeping on a heavy meal?

Optimist—No. I always use a bed.

### Reconsiders

Angry Parent: Why were you kissing my daughter in that dark corner last night?

Suitor: Now that I've seen her in the daylight, I sort of wonder myself.

### CHRISTMAS GREETING CARD

Samples on Display

- with -

**M. F. DEVANEY**

435 Exchange St.

### HARRY M. MOYER PRINTER

69 Oak Street

Phone 4189

### CONDITIONED AIR HEATING

By

**JANITROL**

CONVERSION GAS BURNER

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

### R. S. GUILLE

General Auto Repairing—Battery  
Service—Towing Service

10 SEYMOUR ST.

Phone 2065

**COLONEL CHEERIO**

**Says**

WE HAVE A COMPLETE LINE OF

**LIQUORS and WINES**

AND THE PRICES ARE THE LOWEST EVER

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054



Advertising in the Geneva Community News is not a gamble. If you offer good values and word your ad carefully, you are sure to find buyers.

**THE  
W. F. HUMPHREY  
PRESS**



**PRINTERS  
PUBLISHERS  
BOOKBINDERS**



300-312 PULTENEY STREET  
GENEVA, N. Y.

FOR—

**BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

We have greatly reduced  
prices on our 1934  
Model Radios

Get one of these  
**CROSLEYS**

Now

They are real bargains

**Chas. Wheeler**

Opp. Post Office

72 Castle St.

## Unusual Used Car Values

1933 Ford Victoria.....	\$465.00
1933 Ford Coupe, rumble seat .....	\$455.00
1933 Chevrolet Coupe, rumble seat .....	\$425.00
1933 Terraplane Cabriolet, sport job with heater .....	\$495.00
1932 Ford Victoria .....	\$345.00
1931 Chevrolet Sedan, excellent condition .....	\$295.00

Many other good bargains  
\$15.00 to \$250.00

Now is the time to trade your  
1929 or 1930 car in on one of the  
above listed cars.

## Phillips Motor Company

Authorized Ford Agency  
351 Exchange St. Geneva, N. Y.

# LOANS

## made <sup>up to</sup> \$300

We specialize in making Co-maker, Furniture and Auto loans of \$50 to \$300 without red tape. Our service puts the money in your hands in 24 to 48 hours. Easy repayments ... one small amount monthly covers all ... and payments may be extended over 3, 6, 8, 10 or even up to 20 months. Why worry about money? See us today.

**Personal Finance Company**

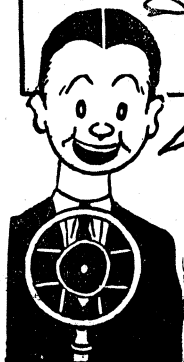
OF NEW YORK

Phone Auburn 251

120 Genesee St., Auburn, N. Y.



© BAKER & BAKER INC., N.Y.



This program is being broadcast by  
**FOOTES CLEANERS**

Our fine service stands alone. It is in a class by itself. Follow the advice of the smart, thrifty moderns of Geneva who **KNOW** how fine our work is. There must be—there **IS**—a reason for our steadily growing popularity. Discover what it is!

**HARRY D. TARBELL**

78 Castle St.

Phone 2910



THE

GENEVA



# COMMUNITY NEWS

Oct. 18, 1934

5000 COPIES



## YOUR PROPERTY and the NATIONAL HOUSING ACT

In cooperation with the Federal Housing Administration, The National Bank of Geneva announces that it is making loans from \$100 to \$2000 to be used for alterations, repairs and improvements on real property.

This step is in conformity with this Bank's established policy for many years in making loans for this and many other constructive purposes.

*The only security required is, that you have an adequate regular income and a good credit record in your community.*

See Us for Details

## THE NATIONAL BANK OF GENEVA

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Oct. 18

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

### THIS AND THAT

Above all, stop grumbling. If you cannot see any good in the world, keep the bad to yourself. Constant grumbling just gets to be amusing, so have a good laugh on yourself and start over again.

Is there such a thing as luck? You should ask the reader on Elm Street who received a winning number two weeks in succession. Lynch Bros. and the Castle Street Market were the advertisers from whom this reader wished to receive \$1.00 in merchandise.

Samson certainly knew how to advertise. He took two columns and brought down the house.

We get as much fun each week watching for the return of the winning numbers as our readers do in watching to see if they have a winner.

With the new stream-lined automobiles looking so much alike at both ends, it's getting mighty hard for pedestrians to tell whether to jump or not.

Take advantage of the "Special for October" portrait offer at The Stewart Studio before it is too late.

Obtuse Oscar wants to know why, if a boy is a lad and he has a stepfather, the boy isn't a step-ladder?

Don't "pass up" Lattimer's offer of "double credit during October."

"Remember that there is nothing stable in human affairs; therefore avoid undue elation in prosperity or undue depression in adversity."  
—Socrates.

Hosiery Sale at Howard's (see ad).

"Dar is a heap of debunkin' goin' on," said Uncle Eben, "but 'tain' no use foh any smart aleck gangster to come along tryin' to debunk de Ten Commandments."

Remember how you used to sit up until all hours of the night (or morning) to "get California" on your radio. Well, that thrill can't be compared with the thrill of getting England, France, Italy, Germany, etc., etc., on the modern "all-wave" sets.

Patience is mostly hoping for the best; and it doesn't take much strength of mind to do that.

Did you know that "You can't buy a stale Spaulding Cake?" Spaulding's Mayonnaise, too, is "Fresh Every Day".

Malice may be something cherished by the just toward those who practice evil and deserve malice.

We've had some pretty "snappy" weather, but it's going to be much colder before very long. Have you given your car proper "pre-winter" attention. Better do so without further delay.

### Village Isolated Since 1913

A village discovered in the north-eastern part of Siberia has had no contact with the rest of the world since 1913.

### CUT FLOWERS—POTTED PLANTS FLORAL DESIGNS

### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

## DON'T TAKE CHANCES !

Your car needs a lighter transmission and differential lubricant  
—NOW.

Drive in today. It takes only a few minutes to do the job. Play safe.

## RICKELS

Service Station

LAKE STREET Phone 2920

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### IN THIS ISSUE

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"Dorothy Goes Shopping" .....Page 6

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Funny Bone .....Page 8

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Winning Numbers .....Page ?

††

Read other pages for interesting news items and be sure to read all the ads.

††

Watch for next week's issue.

**RADIO FLASHES**

By RALPH LE BRUN



Eddie Cantor, celebrated comedian of stage, screen and air, star of the Chase and Sanborn Coffee Hour, heard weekly over NBC-WEAF network at 8:00 P. M., Sundays.

The colorful and unique ceremonies celebrating the hundredth birthday of John Peel, traditional hero of English hunting in his tiny native village of Caldbeck, Cumberland, England, will be rebroadcast over the Columbia network on Saturday at noon. John Peel's name is known throughout the English speaking world by reason of the popular folk song, "D'ye Ken John Peel?"

The 300th performance of the Sinclair Greater Minstrels will be celebrated during the next broadcast on Monday at 9:00 P. M. Gene Arnold, writer and interlocuter of the program, has been with the show since its first performance in March, 1928. He says he will use only old jokes during this broadcast but he hastens to add that the listeners will like them. Arnold "the man of a million gag writers" had a real job of selecting thirty or forty jokes from the fifteen hundred to two thousand jokes sent him every week by the listeners.

Surely the Ford Motor Co. and its dealers deserve to be complimented on the fine handling of its broadcast of the World Series Games. For once the listeners did not have to sit by while the sponsor poured forth yards and yards of advertising on unwilling ears. The adver-

tising on Ford's regular programs is of the same type—never too much.

Lucrezia Bori, prima donna soprano of the Metropolitan Opera Co., will come to the microphone Sunday at 10:00 P. M. over NBC-WEAF as guest star on the "Hall of Fame" program.

**The Wandering Jew**

The Wandering Jew was a legendary character who was supposed to have been doomed to wander until the second coming of Christ because he taunted Jesus as he bore the cross. This legend first appeared in a pamphlet supposed to have been printed in Leyden about 1602, and it relates how one Paulus von Eizers had met a Jew, Ahasuerus, who had declared himself "eternal" and the original Jew punished by Christ. The pamphlet gained wide circulation and led to reports of the Wandering Jew being seen in many places.—Pathfinder Magazine.

**QUICK STARTING****RICHFIELD-HI-OCTANE GAS****QUICK STOPPING****MULTI-BESTOS BRAKE LINING****FINK'S SUPER-SERVICE STATION**

114 Lake St.

Phone 2448

**FALL HOSIERY SALE****NOW IS THE TIME**

To stock up on your Fall Hosiery  
At these Unusual Savings

All \$1.00, \$1.19, \$1.29 Hosiery.....**89c** Pair

All 89c Hosiery.....**73c** Pair

New Fall Colors in  
Ringless Stockings

**HOWARD  
DRY GOODS CO.**

**Wherever You Find Good Dressers  
Together You'll Find Our Clothing**

For Stout Men      For Short Men  
For Regular Men

**SUITS - OVERCOATS - TOP COATS**

\$19.50 up      \$18.50 up      \$16.50 up

**WELCH'S**

494 Exchange St.

Geneva

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Lemon Pudding

1 cup sifted sugar  
2 egg yolks combined with sugar  
1 cup milk  
1/3 cup flour  
2 tablespoons melted butter  
Juice and rind of 1 lemon  
2 egg whites beaten stiff and added last

Put in baking dish and bake for 45 minutes in pan of hot water.

M. H., Washington St.

## Stuffed Beet Salad

6 medium sized beets  
2 cups corn (or chopped carrots)  
1 green pepper (chopped fine)  
1 teaspoon prepared mustard  
Lettuce

French Dressing

Boil beets until tender and remove skins. Scoop out centers, leaving a thick cup and place these in weak vinegar for 1 hour. Drain and fill with corn or carrots, pepper and mustard. Serve on lettuce with French dressing.

H. B., Madison St.

## Mock Chicken with Raisin Dressing

1 lb. pork tenderloin  
Lemon juice  
Cream, salt and pepper

Wipe pieces of pork tenderloin and pound until 1/4 inch thick. Cut pieces 2 1/2 inches long and 1 1/2 inches wide. Season with salt, pepper and lemon juice. Spread each piece with raisin dressing, roll, fasten, season well, dredge in flour and fry in hot fat until brown. Place in sauce pan, add cream to cover and cook 20 minutes.

## Raisin Dressing

1 1/2 cups raisins  
1/4 cup melted butter  
4 tablespoons cream  
1/2 cup cracker crumbs

E. S., Swift St., Waterloo

## Sweet Potatoes and Marshmallows

Boil 8 medium sized sweet potatoes  
Peel and mash

When potatoes are free from lumps, beat in 2 tablespoons butter, 1/2 cup hot milk, 1/2 teaspoon salt, 1 teaspoon cinnamon and 1/4 teaspoon paprika. Fold in 1 cup chopped walnut meats. Turn mixture into buttered baking dish, cover with 1/2 lb. marshmallows and bake in moderate oven until marshmallows are puffy and golden brown.

A. A., Pine St.

## A New Leningrad

Plans for a new Leningrad, which will have a population of 5,000,000,

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

are being made. The architectural planning section of the Leningrad Soviet is drawing up a scheme for replanning the city. The new Leningrad will stretch on both sides of the Neva, from Lake Ladoga to the Gulf of Finland over a distance of 40 miles. It will include the present city and outlying suburbs.



## ULTRA-MODERN HEATING SERVICE

The service we extend to Geneva people comprises Prompt and Clean deliveries of selected fuels and also the assumption of responsibility for your obtaining a warm, comfortable home.

Our trained Service Man will inspect your heater free of charge and give you valuable advice on your heating problems.

**RAPALEE**  
COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

Phone 2221

HOME HEATING HEADQUARTERS

Spaulding's

fresh  
Cakes

be just as particular  
about the bake goods  
you offer your guests  
as you are particular  
about the guests you  
invite

YOU CAN'T BUY  
A STALE CAKE  
SPAULDING CAKE

It pays to ADVERTISE in the Geneva Community News. It pays to READ The Geneva Community News.

## AMERICA'S FINEST WINES

*from the Heart  
of the  
Wine Country*

The sun, the soil and the hills of New York State's Finger Lakes Region produce the finest wine grapes in America. Widmer's vineyards are in the very heart of this region... Widmer's Wines are America's finest.

*Always In Good Taste Since 1888*

# Widmer's

America's  
Finest **WINES**

—NOTICE—

## Chester Phillips

Watch, Clock and Jewelry Repairing

—MOVED—

from 10 Castle St. (next to Clark's  
Drug Store)

To 23 CASTLE ST. (South Side)  
(Kirkwood Hotel Block)

Opposite Dillingham's Hardware

### Geneva's Newest Store

Woodruff's, a store new to Geneva, opens Saturday, Oct. 20, in the Geneva Theatre Building, 82 Seneca St.

The store is modern in every detail, having been installed by the Grand Rapids Store Equipment Co.

Woodruff's will carry a complete line of greeting cards, gift wrappings, bridge supplies, novelties, linens, imported antiques, stationery and novelty gift items.

Mr. H. F. Woodruff, the owner, is a native of Ithaca, N. Y., has been in the retail business for 14 years and recently resigned his position as assistant superintendent at Rothschild Bros., Ithaca, to open this store.

Mrs. Woodruff, who will assist Mr. Woodruff, has also had wide business experience. She is a native of Georgia, a graduate of Ward-Belmont, Nashville, Tenn., and Cumberland University, and has been associated with several of the country's largest department stores.

### Fifty Centuries Old Tomb

What is described as a "beautifully painted tomb nearly fifty centuries old" has been discovered. The tomb belonged to Tissen, presumably a member of the Council of Ten comprising the executive of the then Egyptian government. The paintings, depicting high personages, birds and flowers, are in colors so fresh that they look nearly new.

### Mystery Bird Studied

Hundreds of naturalists in England have started a two-year investigation into the secrets of the woodcock. They will count the nests and try to watch one of the

deepest of the bird's secrets—how it carries its chicks from the wood where they are born to the open field where they feed.

## Castle Street Market

Phone 2151 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork  
Sausage

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.**

## Atwater-Kent

**General Electric  
Stromberg-Carlson**

ALL WAVE RADIOS

**\$39.<sup>90</sup>**  
from up

## Bolin Music House

Phone 2788 551 Exchange St.

## Special For October

4 Beautiful Portraits for only \$6.00  
including one large one

## The STEWART STUDIO

35 Seneca St.

Phone 2183

## Advertising Space

in the

## Geneva Community News

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—

## THE W. F. HUMPHREY PRESS

PRINTERS

PUBLISHERS BOOKBINDERS

300-312 PULTENEY STREET

GENEVA, N. Y.



## —\* DOROTHY GOES SHOPPING \*—

**E. M. Bodkin** announces that she is not connected with **J. Freedman** in the former **Kaufman** store, but is doing **Fur** work in her apartment, **114 Seneca St. (over the Kaufman Store)**. Phone 6397.

—D—

For work that pleases, stop at **Carl's Shoe Repair Shop**. He will make your shoes like new. Experienced labor by a competent person enables you to have the highest grade of shoe repairs.

—D—

The **Kirkwood Candy Store**, **21 Castle St.**, is a pleasant place to pause for a soda or hot fudge. Have you tried their delicious hot chocolate? I also noticed that their candy counter was filled with a large assortment of delicious candy.

—D—

At **Le Brun's Fur Shoppe**, **38 Linden St.**, you can have your fur garments repaired, remodeled, cleaned and glazed.

—D—

When making purchases from any of the advertisers on this page I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the **Geneva Community News**.—**"DOROTHY"**.

—D—

One trial will convince you that the home-made bread from **Ring-er's Bakery** is the finest bread you have ever tasted. Make your own choice from a large variety of all kinds.

—D—

In the Japanese art of flower arrangement there are more tricks than we can shake a twig at. For example, I am told that Japanese women always do their flower fixing on the floor. They kneel on pillows, have their flowers spread out separately on a tray, put the vase in front of them, on a low stand. They look up at the flowers as they work—not down, as we generally do.

The upward vision, I am informed, leads to superior artistry.

To find the service you desire, I advise you to take all watches, clocks and jewelry needing repair work to **Prince's Jewelry Store**, **20 Linden St.** Also any pictures to be framed. Look at the clever vanity cases too!

—D—

Ladies coats and suits made to order. . . . Stop in and look over samples. Also coats and suits re-lined and altered. **A. P. Petersen**, **476 Exchange St, Geneva, N. Y.**

—D—

**A Tip**—Did you know that it is possible to get a wonderful lunch for thirty cents at **Pettit's Restaurant**, **17 Seneca St.?**

After your lunch purchase some of **Mr. Symond's** cookies. We promise you won't be disappointed.

—D—

**The Budget Shop**, over **Neisner's**, is now featuring two-piece knit dresses at **\$2.90** in all the new Fall colors. Stop in the next time you go shopping!

—D—

Your garments do not have that (just back from the cleaners) odor, when cleaned at **McGuire's**. They use the most modern method of dry cleaning. It is absolutely odorless, and your garments are individually cleaned under the most sanitary conditions. **553 Exchange St., Phone 4126.**

—D—

An excellent dress—silver brocade on dark dahlia—lined with velvet in a deeper shade of dahlia that reveals itself dramatically as the tunic swings open when you walk. No other trimming.

—D—

At **The Hill Book Shop** you can rent the best new books; you will be delighted with the up-to-the-minute mysteries, romances, character novels, adventure stories—books for every taste. Stop in and see them.

It never rains but what it pours and when it does, a broken umbrella is of no use to you. So take the broken umbrella to **The Fix-it-Shop** and **Doll Hospital** next to the **Empire Gas Office**. **Ed. McWilliams**.

—D—

If you have been looking for a new or rebuilt cleaner, call at **Z. N. David's**, **23 Castle St.** (Kirkwood Hotel Bldg.) They are reasonably priced and guaranteed for 1 year. Parts for all nationally advertised makes of cleaners can also be had. Expert repair service in your own home.

—D—

For information regarding the "Dorothy Goes Shopping" pages, address **Miss Dorothy Frautz**, c/o **Geneva Community News**, or Telephone 2108.

—D—

The **Geneva Free Library** hours: Monday and Saturday, 9 a. m. to 9 p. m.; Tuesday, Thursday, Friday, 9 a. m. to 6 p. m. Closed Wednesday, Sunday, and holidays.

For those patrons who have not realized the change in library hours, we have stated them above. Many readers are pleased to find the library open during the noon hour, also between 6 and 7 on Monday and Saturday. The new schedule keeps the Library open 51 hours instead of 39 as formerly.

The **Geneva Free Library** anticipates having a brief column in the **Community News** each week. Watch for it! The latest books will be listed and occasionally reviewed.

—D—

Regarding your Winter coat. You and you and you who were just too tired or too financially embarrassed to take advantage of the August Sales needn't feel badly because you didn't. The second crop of coats have raised their fur trimmed collars and they are as lovely and as sleek as any which preceded them.

### \$5.00 IN MERCHANDISE FOR OUR READERS

What number was under the heading "Here is Your Number" in the October 11 issue of the Geneva Community News you received?

Was it one of the following:

349; 1063; 2578; 3941; 4165?

If the holders of these copies will mail them to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service, we will send along orders on the advertisers selected.

Remember—the above winning numbers are taken from our issue of October 11 and the advertiser you select must have an ad in today's issue.

### Barcelona Is Aged

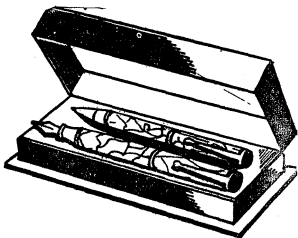
The foundation of Barcelona, Spain, is attributed to Hercules, 400 years "to a day before Rome was born." Its known history dates back several centuries before Christ. It was here that the first steamship was launched in 1543. It was propelled by two steam-driven wheels and attained a speed of three miles an hour.

### MRS. A. A. GOULD

Teacher of  
VOICE and PIANO

40 N. Brook St. Phone 4963

Below is shown one of the 75 premiums FREE with BROWN-BILT SHOES



Double Credit During October  
If You Present This Ad

### LATTIMER'S

BROWNBILT SHOE STORE

492 Exchange St. Geneva, N. Y.

NEW TO GENEVA

## A Modern Up-To-The-Minute GIFT SHOP

GIFTS  
LINENS  
GREETING CARDS

GIFT WRAPPINGS  
STATIONERY  
BRIDGE SUPPLIES

### FORMAL OPENING

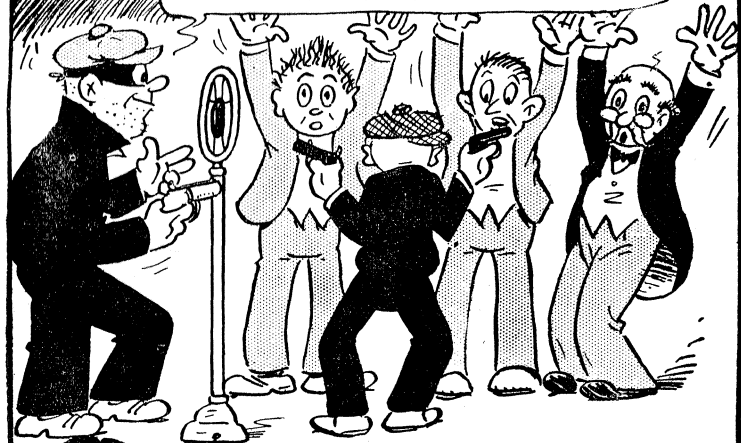
SATURDAY, OCTOBER 20th  
9 A. M. to 9 P. M.

## WOODRUFF'S

82 Seneca Street

Geneva Theatre Bldg.

THERE WILL NOW BE A BRIEF INTERMISSION  
IN THE FINANCIAL HOUR—



© BAKER & BAKER INC., N.Y.

### THIS PROGRAM IS BEING BROADCAST BY FOOTES CLEANERS

Take time out to think about this ad. We want to tell you how really important it is that you have your clothes cleaned by a reputable firm! Our reputation speaks for itself . . . let us serve you to complete satisfaction! Clothes cleaned here are clothes cleaned right!

**HARRY D. TARBELL**

78 Castle St.

Phone 2910



## THE FUNNYBONE



### H<sup>2</sup>O

Teacher: "Tommy, use H<sup>2</sup>O in a sentence."

Tommy: "It's H<sup>2</sup>O money to the bank, Father says, but worse not to be able to!"

### Upper Register

"Mary has a good ear for music."  
"Maybe so, but she doesn't sing with her ear."

A hungry dog went walking,  
Into a grocery store.  
The grocer tossed a frankfurter  
To Fido on the floor,  
And he said, "Now doggie, eat it."  
Said Fido, "I decline,  
For in that little sausage  
Is an old sweetheart of mine."

At a village concert, at which the local blacksmith was chairman, a vocalist was loudly encored after singing "The Village Blacksmith."

As he was about to respond to the encore, the chairman whispered: "When you sing that again, put in a verse about me mending bicycles."—Montreal Star.

### Folk Tale

The tired-looking man sat facing the solicitor. "So you want a divorce from your wife," said the latter. "Aren't your relations pleasant?"

"Mine are," came the answer, "but her's are simply terrible."—Answers.

**HARRY M. MOYER**  
PRINTER

69 Oak Street

Phone 4189

### Deafness an Asset

The Shopwalker—"P o o r old Perkins has completely lost his hearing. I'm afraid he'll lose his job."

Second Shopwalker—"Nonsense. He's to be transferred to the complaint department."—Guelph Mercury.

### Saving Time

Poet—I wish to submit a poem of mine.

Editor—All right, but I'm very busy now. Won't you please throw it into the waste basket yourself.—Pathfinder Magazine.

### Concise

Doctor—Madam, what is your ailment?

Old Lady—Pains in my arms so that I can hardly lift them over my head, and it's the same with my legs.

### Quite Rare

Snoop—Truth is stranger than fiction.

Slink—Maybe it only seems

## RADIO SERVICE

Tubes, Replacement Parts in stock for any make radio. Tubes tested in your home on new accurate Supreme Tester.

R A L P H L E B R U N

Phone 3921

stranger because it's so much scarcer.—Pathfinder Magazine.

### What a Head

He—I want a couple of pillow cases.

Clerk—What size?

He—I'm not sure, but I wear a size seven hat.

### FOR—

**BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

### CHRISTMAS GREETING CARD

Samples on Display  
- with -

**M. F. DEVANEY**

435 Exchange St.

Advantages not found in ordinary Asphalt Shingle Roofs are provided by

**COPPER - BOUND  
SHINGLES**

Greater Security—Richer—  
Massive Appearance

At the Lowest Cost for a Good  
Dependable Roof

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

GENEVA, N. Y.

## PREPARE YOUR CAR NOW FOR COLD WEATHER

Battery Service  
Motor Tuning

Radiator Work  
Brake Service

**EARL G. STRATTON**

Rickel's Service Station Phone 2028 Lake St.

COVERS GENEVA  
LIKE THE MORNING DEW

**GENEVA COMMUNITY NEWS**

PHONE 2108

### Rural Deliveries

If you live outside the limits of our regular delivery routes and would like to have our paper mailed to you send us a card making such request and giving us your name and address.

### City and Village Deliveries

If you live on one of our regular routes and do not receive your copy of our paper regularly will you kindly let us know?

Also if your copy is not placed behind storm or screen door, or fastened in door knob, please tell us.

Our instructions to all of those making deliveries for us are—not to throw on porch, nor place in porch rail, but to deliver only as above noted.

### Operated by Mouse Power

In the Nineteenth century, a man in Scotland perfected a machine that was operated by mouse power. Running in revolving cages the mice manufactured sewing thread, twisting and reeling 20 feet

a day, writes W. T. Hogue, Denton, Texas, in Collier's Weekly. The inventor was building a mill to use 10,000 mice when he died. Apparently he never realized the work involved in putting them in and taking them out of 10,000 cages each day.

### A Real Job

"There's no difficulty in the world that cannot be overcome," says the philosopher.

"Huh," comments Service Sam. "Has he ever tried putting tooth paste back into the tube?"

### APPLE and GRAPE JUICES

Saturday Afternoon and Sunday  
Cider 15c per gal. (lower in quantities)  
Grape Juice 40c gal. (lower in quantities)

Custom Pressing, Apples, all week days  
**SNOOK'S MILL**

West Lake Rd. Billsboro Station

### CONDITIONED AIR HEATING

By

**JANITROL**

CONVERSION GAS BURNER

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

### NOTICE

The Howard Gillette-type Blue Blade can now be offered to you at 1/2 price, 5 Blades **15c** or 10 for **25c**. This blade is made from high grade charcoal steel and is sold on a money-back guarantee.

#### DEALERS IN GENEVA:

Red & White Stores; Fred Monaco, Grocer; Jesse Dildine, Drugs; Rickerson Service Station; George Zakour, Barber, Stanley.

STANDARD BLADE CO.,  
of NEW YORK

We Specialize in

## Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

## Extra!! Extra!! Trade-In Sale!!

Now on for Short Time

Get full allowance for those  
old, smooth tires towards  
new, deep tread

**DUNLOPS**

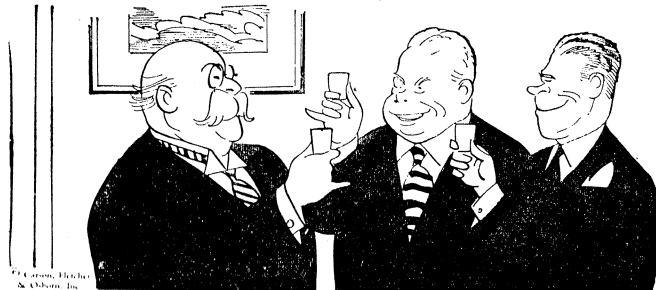
Easy Credit Also

**SMALL PAYMENTS — NO  
DELAY — ASK US BE-  
FORE YOU BUY.**

## Dunlop Tire Store

373 Exchange St., Phone 3163

## COLONEL CHEERIO



**"THIS IRISH WHISKY YOU WILL LIKE—  
WE DRINK IT TO YOU, PAT AND MIKE!"**

**BEGORRY**, an' if yez are  
invitin' in the boys on March  
17--well, there's no jollier  
beverage built for anyone  
than grand old Irish Whisky!  
A li'l highball, with 3 or 4  
dashes of grenadine, would

make a Peeping Tom grow  
**GREEN** with envy!

**YOU don't need much  
"long GREEN" to buy  
good Irish HERE!**

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

**HERE IS YOUR NUMBER****Nº 899**

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

EACH WINNING COPY  
GOOD FOR \$1.00 IN  
MERCHANDISE OR SERVICE  
FROM THIS WEEK'S  
ADVERTISERS

It not only pays to advertise in  
the Geneva Community News, but  
it also pays to read it. Are you  
watching the numbers each week?

\*\*\*\*\*  
★ **Mutual Clothing Co.** ★  
\*\*\*\*\*

(Men's and Women's Apparel)

INVITES YOUR  
CHARGE ACCOUNT  
EASY WEEKLY TERMS

509 Exchange St.

\*\*\*\*\*

# QUICK-ACTION

AUTOMOBILE  
FURNITURE  
& CO-MAKER

Money in 48 hours or less . . . no red  
tape . . . and an easy repayment plan  
—over a period of 3, 6, 8, 10 or even  
20 months, if you want it. Consult us.  
Our service is friendly and sympa-  
thetic. Come in . . . Write . . . or 'Phone.

**Personal Finance Company**

OF NEW YORK

Phone Auburn 251

120 Genesee St., Auburn, N. Y.

# LOANS

\$50 to \$300

## Schine's GENEVA

FRIDAY  
and  
SATURDAY

### 5 ACTS VAUDEVILLE

On The Screen

### 365 NIGHTS IN HOLLYWOOD

Coming SUNDAY, MONDAY, TUESDAY

GARY COOPER  
SHIRLEY TEMPLE  
CAROLE LOMBARD



"Now  
AND  
Forever"

Kindly Mention

## Geneva Community News

When Purchasing from Our Advertisers

## MARION'S RESTAURANT

SPECIAL CHICKEN CHOW MEIN  
with Chinese Egg Noodles

SEA FOODS —:— BEER and ALE

471 Exchange (opposite Kirkwood Hotel)

1933 Chevrolet Sedan (like  
new)

1932 Chevrolet Coach

1931 Chevrolet Sedan

1931 Ford Tudor

1930 Ford Tudor

1929 Buick Coupe



## Russell-Hart Chevrolet

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

# T. J. COMISKY

WINE AND LIQUOR STORE

## GINS 5ths

Crystal Palace .....	\$1.25
Bushwill's Bond Street .....	\$1.35
Royal Box .....	\$1.45

## RUM

Carioca, Pts.....	\$1.25; Qts.....	\$1.89
97 Seneca St. (opp. Schine's Geneva Theatre)		

## WHISKIES

Spring Brook, Penn. Straight Rye,		
Pts. ....	\$1.25; Qts. ....	\$2.25
Overbrook Straight, Pts.....	\$1.25; Qts.....	\$2.25
Penn Valley, oldest Whiskey used in this blend,		
16 years old, Pts.....	\$1.50; Qts.....	\$2.85

Phone 2635

## They're going fast!

These 1934

## CROSLEY RADIOS

at our reduced prices are real bargains

Get one NOW—while they last

Does your present Radio sound rheumatic at times?  
Bring your tubes here and have them tested FREE by  
the latest testing device in Geneva.

You can get Sylvania replacement tubes here, too!

## WHEELER'S

Opposite Post Office

## :- WINTER NEEDS :-

Fireplace Screens

Wood Holders

Coal Grates

Ash Cans

Ash Sieves

Andirons

Fireplace Sets

Perfection Oil Heaters

Coal Hods

Electric Heaters

## Cooney, Watt's & Cooney

—: HARDWARE :—

513 Exchange St.

Phone 2170

## Gleaned from Here and There

(The 15th of a series of quotations from the collection  
of M. F. Devaney.)

"It's not so much a question as what you owe as  
who you owe it to."

"It's not so much a question of doing a thing best  
as to be at your best when you do it."

"The way to make a friend is to be one."

"Notice that the largest part of impossible is pos-  
sible."

"Happiness is like being under gas, we don't know  
anything about it until it's all over."

"Light heads and head lights always meet at the  
same crossing."

"Always leave them laughing when you say good-  
bye."

"You cannot love or hate a person or thing until  
you understand that person or thing."

"It's there if you go after it."

"Once bitten eight times shy."

(To be continued)

—o—

## Ice Used for Windows

The Eskimos use ice for glass windows.

## RIGHT NOW...

THESE TWO POINTS ON YOUR CAR  
NEED ATTENTION

You've probably never seen your TRANSMISSION and  
DIFFERENTIAL. But if you don't keep them well  
supplied with the proper grade of grease you may be  
hearing them—and seeing your nearest repair man.  
Better let us give them attention RIGHT NOW!

## Wilson's Esso Station

Privately Operated

LAKE STREET

Phone 4082

THE WINTER SEASON WILL BEGIN  
at the

## "WEB TAP ROOM"

TUESDAY, OCT. 23

DANCING 9:15—?

—: ALL LEGAL BEVERAGES :—

## WEBSTER HOTEL

Canandaigua, N. Y.



## GOOD USED CARS

LARGE ASSORTMENT  
TO  
CHOOSE FROM

CARS  
from \$15.00 to \$695.00

**Geneva Auto  
Co.**

145 Castle St. Phone 2614

Now is the time to

## Guard Against Winter Sickness

Consult your local Chiropractor,  
now located at

74 SENECA ST., GENEVA

N.C.M. and H.I.O. Service

Latest Methods Used

Tues. - Thur. - Sat.

10 A.M.-1 P.M. 3 P.M.-6 P.M.

**Earl V. Hall**

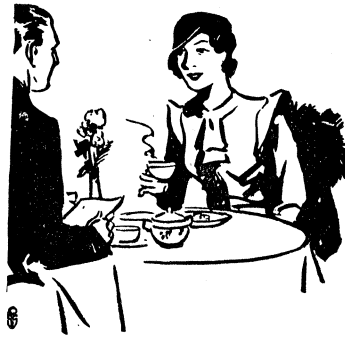
Chiropractor

PALMER GRADUATE

THE  
GENEVA COMMUNITY NEWS

"An Advertising Medium  
of Distinction"

Phone 2108



## KIRKWOOD HOTEL GRILL

A large number of people have learned of the  
New Kirkwood Grill

Recently Remodeled and Newly-furnished

NEW ENTRANCE ON CASTLE ST.

Under Supervision of a Well-known Chef

Open from 7:00 A.M. until 1:00 A.M.

THE FOOD AND SERVICE ARE UNEXCELLED AND  
PRICES REASONABLE

Daily Luncheon served 11:30 A. M. until 2 P. M.....	50c
Dinner served 5:30 P. M. until 9 P. M.....	75c
Sunday Dinner served 11:30 A. M. until 9 P. M.....	\$1.00

*"A Good Place to go in the Afternoon"*

Special Attention Given to After-theatre Parties

OUR WELCH RAREBITS (35c) ARE COMPARABLE  
TO THOSE SERVED IN THE "GOOD OLD DAYS"

Imported and Domestic  
LIQUORS AND WINES

All Kinds of  
ALES AND BEERS





THE

GENEVA



# COMMUNITY NEWS

Oct. 25, 1934

5000 COPIES



## THE KEY TO FREEDOM

A distinguished banker was addressing a group of young men. "Listen carefully," he said, "for I am about to give you the golden key to freedom and happiness.

"Have the courage, once each year, to strike a true balance sheet of your life. In opposite columns, set down what you had hoped to be and to achieve against your actual accomplishments. Write down fairly the sum of your possessions, your income and the income which your family would continue to enjoy were your support withdrawn. Total your debts and obligations and then subtract what you actually have from the amount of estate which you had hoped to accumulate. Look deficits fairly in the face. Not by dodging responsibilities, but by facing them, is freedom of mind gained."

Wise and sane advice, which, if followed, leads to a more serious consideration of life insurance than ordinarily it receives. With facts plainly assessed, insurance becomes a matter for definite planning, rather than to be left to haphazard decision, based on importunity.

This is the attitude toward life insurance which the Phoenix Mutual Life Insurance Company of Hartford, Conn. seeks to advance. On its part, the com-

pany has recognized the need for intelligent co-operation, by training its limited force of representatives in the principles of life insurance service. The true function of a life insurance representative is not that of a salesman, but of a trusted counsellor. Specialized knowledge of insurance is required and the ability to study problems from the view-point of the insured.

The responsibility is the greater because the business of living is never wholly an individual matter. On each life some other lives must lean; and the assurance of their continued welfare is charged as a duty not only to the one they trust, but to the life insurance representative who advises him, and the company in which he places his confidence.

Today, the provision for financial freedom in later years is more important than ever before. And that is the reason for the popularity of the Phoenix Mutual Retirement Income Plan. For through this Plan, you can guarantee yourself an income that cannot be outlived—security, happiness, peace of mind. The Plan is simple and flexible. It can be adapted to fit your individual needs. Just how it works is told in an interesting illustrated 24-page book which is yours for the asking. There is no cost, no obligation. Just mail the coupon below.

SEND THIS COUPON TO

### LAVERNE F. DARLING

Telephone 2184

GENEVA TRUST COMPANY BUILDING

Geneva, N. Y.

Local Representative

PHOENIX MUTUAL LIFE INSURANCE CO.

of

HARTFORD, CONNECTICUT

Please send me by mail, without obligation, your new booklet describing the Phoenix Mutual Retirement Income Plan.

Name .....

Date of birth .....

Address .....

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Oct. 25

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

### THIS AND THAT

Drivers—be careful. Remember  
—it's Fall and the pavements, cov-  
ered with leaves, are very slippery.

One can be angry at humanity,  
but humanity doesn't seem to care.

Woodruff's—the new shop at 82  
Seneca St.—for Gifts and Gift  
Wrappings.

Every circumstance you meet  
contains something for you.

We hear about more and more  
people who are saying: "I saw your  
ad in the Geneva Community  
News" when making purchases.  
That's fine—we appreciate it and  
so do our advertisers.

Whatever you do let it represent  
your best.

If you live on an R.F.D. route  
and would like to receive our paper  
each week just drop us a card mak-  
ing such request and giving us  
your name and address.

Change your opinions once in a  
while if you would improve them.

The accident on upper Castle St.  
a few nights ago, in which three  
cars were damaged and occupants  
injured, was due, it is said, to those  
slippery car tracks. Just one more  
strong argument in favor of cover-  
ing those useless and extremely  
dangerous tracks.

Lots of things he doesn't want  
come to the man who is impatient.

Are you watching the numbers

in "The News". Each week at pres-  
ent we are offering \$5.00 in mer-  
chandise to our readers. It pays to  
read the Geneva Community News.

It also pays progressive mer-  
chants to advertise in "The News".

The easiest way out is hardly  
ever the best way.

If it's Lamps, look over the com-  
plete stock at Wheeler's.

We have our beliefs, and our un-  
beliefs are as powerful as our be-  
liefs.

The office of S. & T. Beard, Coal  
and Coke dealers, 93 Castle St., is  
now open Saturday afternoons un-  
til four o'clock.

The other person's misfortunes  
never seem as great as ours.

Are you familiar with Lattimer's  
premium plan? If not, stop in at  
the Brownbilt store and let them  
explain it to you. Just a few days  
more now for "double credits" un-  
der this plan.

Men with sound judgments gen-  
erate a lot of silence.

"Pete", the "Our Gang" Comedy  
dog (in person) at Schine's Geneva  
Theatre, Friday and Saturday.

### "S O S" Bans Tune From Air

Because it contains the S O S sig-  
nal a phonograph record of "Rocked  
in the Cradle of the Deep," has been  
banned from all Australian broad-  
casting stations. When it was broad-  
cast recently the signal was picked  
up by a ship and mistaken for a dis-  
tress call, resulting in a general  
alarm among nautical men on the  
Tasmanian sea.

### CUT FLOWERS—POTTED PLANTS FLORAL DESIGNS

### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

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"Dorothy Goes  
Shopping" .....Page 6

Funny Bone .....Page 8

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Radio Flashes.....Page 10

Read other pages for inter-  
esting news items and be sure  
to read all the ads.

Watch for next week's issue.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## TREAT IT RIGHT!

Your car needs a lighter trans-  
mission and differential lubricant  
—NOW.

Drive in today. It takes only a  
few minutes to do the job. Play  
safe.

## RICKELS

Service Station

LAKE STREET Phone 2920

**Value of Time**

Success depends chiefly on these two virtues, Industry and Frugality. Waste neither time nor money, but make the best of both.—*Franklin.*

## GOOD USED CARS

LARGE ASSORTMENT  
TO  
CHOOSE FROM

CARS  
from \$15.00 to \$695.00

**Geneva Auto  
Co.**

145 Castle St. Phone 2614

# JOE BRILL'S PREMIER NIGHT CLUB

## Dancing and Floor Show

EVERY NIGHT, 9 TO 3

8-Piece Orchestra under direction of DICK DARLINGTON,  
direct from N. Y. City

DINNERS AND A-LA-CARTE SERVICE AT ANY HOUR

ALL LEGAL BEVERAGES

Western New York's Most Beautiful Night Club

214 No. Main St.

NEWARK, N. Y.

Phone 111

**Gleaned from Here and There**

(The 16th of a series of quotations from the collection of M. F. Devaney.)

"If there's room in the heart there's room in the house."

"The poorest excuse is 'I didn't have time'."

"Intention is potential action, action is intention realized.—Loan Advertisement.

"A chain is only as strong as its weakest link."

"The world loves a booster and hates a knocker."

"One man's food is often another man's poison."

"If we must belittle someone or tell a story on someone let's make ourselves the victim."

"We don't know how much we have to know in order to know how little we know."

"The best safety device is a careful man."

"Popularity is a perishable commodity."

(To be continued)

**Rats Multiply Rapidly**

Rats multiply so rapidly when unchecked that it is estimated a single pair would have about 15,000,000 progeny in six years.

**Bird Instinct Tested**

To test the homing instinct of birds, the Ornithological Institute of Essen, Prussia, released 350 birds in distant towns and most of the flyers returned to Essen.

## BRAKES AND BATTERIES

We are in a position to service both.  
Do it before real cold weather.

Listen to Jimmie Allen's Adventures, WHAM, 8:15 p. m.

## FINK'S SUPER-SERVICE STATION

114 Lake St.

Phone 2448

## Wherever You Find Good Dressers Together You'll Find Our Clothing

For Stout Men      For Short Men  
For Regular Men

SUITS - OVERCOATS - TOP COATS

\$19.50 up

\$18.50 up

\$16.50 up

## WELCH'S

494 Exchange St.

Geneva

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Date Jumbles

- ½ cup shortening
- 1½ cups sugar
- 3 eggs
- 1 cup chopped dates
- 1 cup chopped nuts
- 1 teaspoon vanilla
- 7 tablespoons water
- 3½ cups sifted flour
- 1 level teaspoon baking powder
- ¾ teaspoon soda

Sift soda, baking powder and flour together 3 times. Cream together shortening, sugar, beaten eggs, dates, nuts and vanilla. Add dry ingredients alternately with water and mix thoroughly. Drop by spoonfuls on greased pan and bake in moderate oven.

D. M., Beacon St.

## Apple Sauce Cake

- 2 cups pastry flour
- 1 teaspoon baking powder
- 1/3 cup butter
- 1 cup brown sugar
- 1 egg, a little salt
- 1 cup raisins
- 1 cup thick applesauce
- ¼ teaspoon cloves
- ½ teaspoon nutmeg
- 1 teaspoon cinnamon

Sift dry ingredients together 3 times. Cream sugar, butter and egg together, add applesauce and raisins and combine with dry ingredients. Bake in moderate oven for about 1 hour and 15 minutes.

Mrs. W. J. H., Sherrill St.

## Green Pepper Soup

- 2 slices stale bread, minus crust
- 1 quart milk
- 1 large green pepper, chopped fine
- 1 small onion, chopped fine
- 1 tablespoon butter
- Salt and pepper to taste
- 1/3 cup small pieces crisp bacon

Put milk, onion and bread in double boiler to heat for 15 minutes. Stir well, add green pepper and tiny pinch of soda and cook for half hour or until vegetables are done. Add butter. Just before serving, add the bacon and a dash of paprika on each serving.

H. T., E. William St.,  
Waterloo, N. Y.

## Pineapple Cake

- ½ cup butter
  - 1½ cups sugar
  - 1 teaspoon vanilla
  - 1 cup crushed pineapple
  - 2½ cups flour
  - 2 teaspoons baking powder
  - Salt and ¼ cup water
  - 3 egg whites, beaten stiff
- Cream butter and sugar, add vanilla and cup of pineapple as it comes from can. Add flour, baking powder and salt sifted together, alternately with water and fold in egg whites last. Bake in loaf or layers.

Mrs. H. M., Jefferson Ave.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## At Schine's Geneva Theatre

Friday and Saturday, Oct. 26 and 27—on the stage five big-time vaudeville acts. On the screen, Randolph Scott and Gail Patrick in "Wagon Wheels", Zane Grey's vivid story of the West.

Sunday, Monday, Tuesday, Oct. 28, 29, 30—Norma Shearer's newest picture "The Barretts of Wimpole Street". Assisting Miss Shearer are Frederic March and Charles Laughton.

**Enna Jettick**  
**\$5 Shoes for Women \$6**  
**J. W. SMITH**  
**DRY GOODS CO.**  
*Main Floor*

## MRS. J. N. LERCH

FURRIER

Repairing Remodeling  
Relining Cleaning and Glazing  
**FURS MADE TO ORDER**  
Ithaca Road, 3 Miles East of Geneva  
Geneva R.F.D. No 3



## A WARM HOME

at a reasonable cost can be secured by availing yourself of our free heater inspection.

The Rapalee Service Man is a trained combustion expert, whose advice will save you fuel and assure you warmth.

**Call 2221**

**RAPALEE**  
**COKE & COAL CORP.**  
30 Gates Ave. Geneva, N. Y.  
**HOME HEATING HEADQUARTERS**



**SPAULDING'S**  
**sunshine**  
**vitamin-D**  
**BREAD**

*Builds Strong Bodies*

**Use the Muffler**

"How will you have your hair cut, sir?"

"Without any mention of the depression, please."

**You Can't Keep a Good Meal Down**

Captain: "So you're going to spend the rest of the afternoon in a steamer chair?"

Passenger: "Why, yes, if nothing else comes up."

**Frozen Asset**

Student—"Where are we going to get that check of yours cashed, pal?"

Roommate—"I couldn't say. I can't think of a single place where I'm unknown."—College Humor.

**Serve WIDMER'S**

You will never make excuses if you serve Widmer's Quality Wines . . . because they are America's finest, equal if not superior to rare old imports.

European tradition and American vision are now perfectly blended in Widmer Quality Wines. Don't guess—serve Widmer's.

Port, Claret, St. Julien, Dry Sauterne, Sweet Sauterne, Sherry, Muscatel, Angelica, Tokay, Madeira, Sweet Catawba, Widmerheimer White and Red Rhine Wines . . . and Sparkling Moselle and Sparkling Burgundy.

**Widmer's**

AMERICA'S FINEST WINES.

Always in Good Taste  
... Since 1888

**Ancient Medal Portrays Christ**

A medal struck from what is believed to be the oldest representation of Christ has been discovered in Trieste, according to a message from that town. Up to the present only five of these medals, which were struck during the reign of the Emperor Tiberius (42 B. C. to A. D. 37) were known and bear on the one side the head of the Messiah and on the other the words "The Messiah has come in peace; the Light has shone upon men."

**Climbing Pikes Peak**

At the time of the discovery, Zebulon Pike expressed the positive opinion that the Colorado peak named in his honor was so high that it never would be climbed. Automobiles now race to its summit over a perfect speedway.

**Welcome Assistance**

Voice over the 'phone: "Hello. Is this the Better Business Bureau?"

Ditto: "Yes."

V. O. P.: "Fine! How'd ya like to drop around and make ours a little better?"

**Not So Easy**

"Haven't I taught you to put things in their right places?"

"Yes, mamma; but you never taught me how I could find them afterward."

The best government fosters the business of the business man. Thus he can pay more taxes.

Love of money "is the root of all prosperity."

We can make good all losses except the loss of turning back.—Kipling.

**Chester Phillips**

Watch, Clock and Jewelry Repairing

Now Located

23 CASTLE ST. (South Side)

(Kirkwood Hotel Block)

Opposite Dillingham's Hardware

**Castle Street Market**

Phone 2151 Near Main

BEST QUALITY MEATS

Home Made Pure Pork  
Sausage

Best of Service--Free Delivery

FRED BAUMGARTNER, JR.

**Special For October**

4 Beautiful Portraits for only \$6.00  
including one large one

**The STEWART STUDIO**

35 Seneca St.

Phone 2183

**WINTER TOGS for BABY**

BUNTINGS

SNOW SUITS

WOOLY BATHROBES

BLANKETS

WARM DR. DENTON'S

FLANNEL PAJAMAS

KNIT NIGHTIES

SLEEPING BAGS

SACQUES

SWEATERS

HELMETS

BONNETS

BOOTIES

MITTENS

—: Everything to Keep Baby Snug in the Cold Weather :—

**Howard Dry Goods Co.**



## \* DOROTHY GOES SHOPPING \*

Today's new **RCA Victor Globe Trotter Radio** makes all the world "your" stage. Music, entertainment, news from the political fronts . . . how "the other half" lives. The walnut cabinets are beautiful. Call on **Geo. F. Bruzzee**, "The Battery Man", 23 E. Castle St.

—D—

Ladies' and Gentlemen's coats and suits are made to measure at **A. S. Bauer's**, 43 Seneca St. Satisfaction guaranteed. Suits and coats altered and relined. Dry cleaning and pressing, too.

He also covers buttons with your choice of material. **Call 2483.**

—D—

"Where can I take my Sunday guests for dinner?" asked Dorothy. "Why, **Pettit's Restaurant**, 17 Seneca St., of course".

Don't forget the delicious cookies at **Pettit's Restaurant**. They are made by their baker—Mr. Symonds.

—D—

**BIG SALE** on rugs and carpets starts at **Lynch's** today. If you're interested in floor covering, you shouldn't overlook this opportunity. Special values! In this sale there's a quantity of odd size rugs at about one-half their regular price.

—D—

When downtown during this cool weather, stop at **The Kirkwood Candy Store**, 21 Castle St., for a hot chocolate or a hot fudge sundae. A pleasant little store. Also for candy for Halloween.

—D—

Ladies coats and suits made to order. . . . Stop in and look over samples. Also coats and suits relined and altered. **A. P. Petersen**, 476 Exchange St., Geneva, N. Y.

—D—

Does no one but the telephone company realize that the "voice with a smile wins?" You'd think to watch feminine efforts to be beautiful that men were all eyes. But

maybe it would be wiser yet to recall that man has other senses too. Why not appeal to the sense of hearing? A lovely speaking voice is a tremendous asset to a woman.

One of the most important things to do to improve your speaking voice is to learn to breathe deeply. Not so much to learn to inhale but to exhale.

Think and practice speaking against the frontal bones, the mask of your face. Talk there to give your voice resonance and musical quality. A voice that inflects is happy and cheerful. A happy voice is as important to your charm as sparkling eyes and a glowing skin.

—D—

### GENEVA FREE LIBRARY

When we read lists of the most popular books it is interesting to know what is most popular in our own library. Without a doubt "Anthony Adverse" by Allen and "100,000,000 Guinea Pigs" have been called for more than any others during the last 6 months. Others in constant demand are:

"Lamb in his Bosom", Miller  
 "Magnificent Obsession", Douglas  
 "As the Earth Turns", Carroll  
 "So Red the Rose", Young  
 "Captain Nicholas", Walpole  
 "Crowded Hours", Longworth  
 "While Rome Burns", Woolcott  
 "Forty-two Years in the White House", I. Hoover  
 "You Must Relax", Jacobson  
 "Go-Giver", Vash Young

—D—

To find the service you desire, I advise you to take all watches, clocks and jewelry needing repair work to **Prince's Jewelry Store**, 20 Linden St. Also any pictures to be framed. Look at the clever vanity cases too!

—D—

**Casey & Son** are showing the largest stock of O'Coats in Geneva from \$22.50 up. Also suits, hats, sweaters, gloves, shirts, etc. **Casey & Son**, 71 Seneca St.

Have you seen the stationery at **The Hill Book Shop**? New gifts and books for the Rental Library are arriving daily. Remember, 50 Xmas cards with your name on for \$1.00.

—D—

**The Budget Shop** for smart, 1934 dresses! Lovely silks, travel prints and plain colors at only \$2.90. Sizes 14 to 44. **The Budget Shop** (over Neisner's).

—D—

**This Season's Coats** are slim from hips to hem, with enough wrap-over to allow an easy, free swing.

**Armholes** are wider, just enough to make them fit freely and easily over your dresses.

**Sleeves** are smoother on the shoulder and quite often almost straight to the wrists with just a hint of fullness in the elbows.

**Cuffs** have made way for muffs; it is smart to have one to match the material and fur of your coat.

**Fabrics** are fascinating. Smooth-soft-surfaced fabrics, with either a broadcloth or a suède-cloth finish, sometimes plain, but much newer when they have a pattern interest.

—D—

**Greeting Cards** are always welcome. They may be cards of congratulation, thanks, an anniversary, birthday, or convalescent card. Whatever the occasion, there is a **Greeting Card** at **McCarthy's Pharmacy**.

—D—

Music multiplies charm, quickens the mental powers and broadens character. Not to study music properly is to miss one of the greatest of human blessings. Phone 4963, **Mrs. A. A. Gould**, Teacher of Voice. 40 N. Brook St.

—D—

For information regarding the "Dorothy Goes Shopping" page, address **Miss Dorothy Frautz**, c/o Geneva Community News, or Telephone 2108.

# \$5.00

## IN MERCHANDISE FOR OUR READERS

What number was under the heading "Here is Your Number" in the October 18 issue of the Geneva Community News you received?

Was it one of the following:  
777; 1111; 2737; 3747; 4757?

If the holders of these copies will mail them to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service, we will send along orders on the advertisers selected.

Remember—the above winning numbers are taken from our issue of October 18 and the advertiser you select must have an ad in today's issue.

It pays to ADVERTISE in the Geneva Community News.

It pays to READ the Geneva Community News.

### Juvenile and Adult Leaf

It is well known that sometimes the leaves first put out by a seed-

ling differ more or less from those which appear later. The first are known as juvenile, and the latter as adult, leaves, says the American Nature association. Perhaps the case most often noted is that of the arbor vitae in which the first leaves are awl-shaped and the latter scalelike.

### Fifty-Fifty

Dealer: "Say! There's two dollars missing from my desk drawer and nobody has been here but you and me."

Serviceman: "Well, let's each put back a dollar and forget about it."

### Yellowstone Lake

Yellowstone lake, 7,700 feet above sea level, is the largest fresh-water lake at this elevation on the North American continent. Its shore line is 100 miles long. Speed boating and fishing are two of the main diversions at this spot.

### In Truth

Son—"Pop, what is a pedestrian?"

Pop—"A pedestrian, my son, is the raw material for a motor accident."

### Mussels Furnish Buttons

The shell of the fresh water mussel is used largely in the manufacture of "pearl" buttons.

### CONDITIONED AIR HEATING

By  
**JANITROL**

CONVERSION GAS BURNER

**J. A. PONTIUS**

Sheet Metal Work

90 Elm St.

Phone 4575

### NOW IN GENEVA

A modern, completely stocked studio for fitting the famous

**TRIXY FASHION FOUNDATIONS**

Ask for free expert figure analysis  
or write for booklet

**TRIXY OF GENEVA**

MRS. A. M. SPILLER, Mgr.

50 Seneca St. (over Grants) Phone 2031

For the High School Girl—

AAA to C

Sizes 4 to 10



\$2.95 and \$3.95

Double credit during October on the premium plan if you present this ad.

**LATTIMER'S**

BROWNBILT SHOE STORE  
492 Exchange St. Geneva, N. Y.



This program is being broadcast by

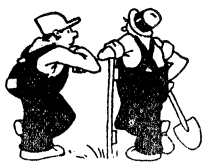
**FOOTES CLEANERS**

You can believe us when we say that we'll clean your blankets correctly and thoroughly! Just ask any one of our many friends and he will tell you how fine this service is. Send them today—let us return them to you fresh, soft...just ready for sleep!

**HARRY D. TARBELL**

78 Castle St.

Phone 2910



## THE FUNNYBONE



### A Burden to the Race

First Flapper: "I see that Mr. So-and-So, the octogenarian, is dead. Now, what on earth is an octogenarian?"

Second Flapper: "I'm sure I haven't the faintest idea. But they're a sickly lot—you never hear of one but that he's dying."

### Business Aid

"I'm sorry, doctor, that you weren't able to attend my dinner last night; it would have done you good to be there."

"It has already done me good, madam; I have just prescribed for three of the guests."

### Variety

"Does Bill ever come back to the old farm since he got into the movies at Hollywood?"

"Every summer," said Grandma, proudly. "Every summer of the three years he's been away."

"And did he bring his wife with him?"

"Each time," replied Grandpa. "And they was three as purty girls as you ever seen."

### We Need Rain!

Traveler: "This rain should do a lot of good."

Porter: "Yes, sir. An hour of it would do more good in five minutes than a month of it would do in a week at any other time."

**HARRY M. MOYER**  
PRINTER

69 Oak Street

Phone 4189

### Biblical Admonition

The orator, mounted upon the usual little platform, was trying to convince a small and unenthusiastic audience.

"What would you say," he demanded, "if I told you that all of the rivers of the world were drying up?"

From the back of the crowd came a voice:

"Go thou and do likewise."

### Self-Sufficient

"Did they put stitches in?"

"No, I just pulled myself together."

### Reward

Mother believed in appealing to her children rather than punishing them. One day when Tommy had been particularly fractious she said:

"If you are going to be naughty, Tommy, you'll make mother poorly, and she'll die and be taken to the cemetery."

Tommy hugged her. "May I sit beside the coachman?" he asked,

### RADIO SERVICE

Tubes tested in your home on new Supreme Tester. Reads "Good-Bad". Also tests tubes for noise and leakage by Neon method. This is the most modern, accurate method of tube testing.

**R A L P H L E B R U N**  
Phone 3921

### Playing Safe

Dealer: "Did you pack that set we're sending back to the factory carefully?"

Colored Porter: "Ah suah did."

Dealer: "Did you letter it 'Handle With Care—This Side Up'?"

Porter: "You bet. And to make suah they'd see it Ah wrote that on the bottom, too."

### FOR—

**BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

### CHRISTMAS GREETING CARD

Samples on Display

- with -

**M. F. DEVANEY**

435 Exchange St.

### A Copper-Bound Asphalt Shingle Roof

is worth two ordinary Asphalt Shingle Roofs and costs less. May be installed right over old wood shingles.

No charge for estimates

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

GENEVA, N. Y.

### PREPARE YOUR CAR NOW FOR COLD WEATHER

Battery Service  
Motor Tuning

Radiator Work  
Brake Service

**EARL G. STRATTON**

Rickel's Service Station Phone 2028 Lake St.

### RESULT GETTING ADVERTISING

**GENEVA COMMUNITY NEWS**

PHONE 2108

**Dealer Sets Example**

A clever lumber dealer of Tonganoxie, Kan., was among the first in that thriving community to take advantage of the loan provisions of the FHA to improve his property. The banker there reported that his action served two useful purposes: setting an example for the community and stimulating the local lumber industry.

**That's My Barber Shop****HOTEL SENECA****JOE and TONY****"It Pays to Look Well"****(CHILDREN'S HAIRCUTS, 25c)****R. S. GUILÉ**

General Auto Repairing—Battery Service—Towing Service

10 SEYMOUR ST.

Phone 2065

Now is the time to

**Guard Against Winter Sickness**

Consult your local Chiropractor, now located at

**74 SENECA ST., GENEVA**

N.C.M. and H.I.O. Service

Latest Methods Used

Tues. - Thur. - Sat.

10 A.M.-1 P.M. 3 P.M.-6 P.M.

**Earl V. Hall**

Chiropractor

PALMER GRADUATE

**NOTICE**

The Howard Gillette-type Blue Blade can now be offered to you at ½ price, 3 Blades for 10c, or 5 for 15c. This blade is made from high grade charcoal steel and is sold on a money-back guarantee.

Dealers In Geneva:

Red & White Stores; Fred Monaco, Grocer; Jesse Dildine, Drugs; Rickerson Service Station; George Zakour, Barber.

**STANDARD BLADE CO.,**  
of NEW YORK

**Use of Linoleum Not Limited to Flooring**

Linoleum, now procurable in many different colors, patterns and effects, is no longer limited to floors. The ingenious housewife will discover that odd pieces of plain or patterned linoleum make attractive and practical covers for cabinet, closet and other shelves; kitchen, breakfast room or game tables; children's tables, trays, etc.

Scraps left over from a flooring job may be cemented onto the desired surface. Small pieces may be obtained from a local dealer for the purpose.

**Three-way Control**

A three-way switch-control for lighting system should be provided in every home to allow the owner to make a complete circuit of the house by turning lights on ahead of him and turning them out behind him without retracing his steps or stumbling through the dark. Safety and convenience are greatly involved in this matter.

Sunoco, Tydol, Socony, Gulf Gas, Oil, Tires, Accessories

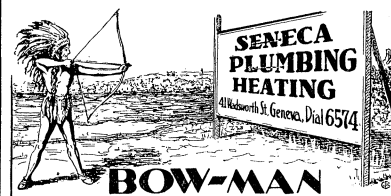
**Ernest Baumgartner**

Canandaigua Highway, Next to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

**(Christmas Club Thrifties here)****IT'S TRUE! --**

There is no place like home.

**"RIGHTO!" sez BOWMAN,****"IF its comfortably and conveniently heated".****COLONEL CHEERIO**

**"YOU SAVE ON PRICES HERE, YOU SEE—  
AND GET THE FINEST QUALITY!"**

OUR special sales offer you an opportunity to keep yourself "long-changed" ... but our regular prices are very low. One thing you're SURE of HERE ... every bottle contains the highest-

grade wine or liquor made ... which means more than mere price!

**IF it's a well known brand it's always obtainable here!**

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

## RADIO FLASHES

By RALPH LE BRUN

The authentic "K-7" spy dramas that have thrilled NBC-WEAF listeners on Sundays (now at 11 P. M.) for the past two years will be perpetuated in print. "K-7" is in reality George F. Zimmer, a former operative in an intelligence branch of the U. S. government. Burke Boyce, NBC continuity editor, has converted sixteen of the dramas into narratives. Daring activities of secret agents on land, sea, and in the air in almost every country in Europe are described in this volume entitled, "K-7—Spies at War".

Friday at 9:00 P. M. over NBC-WHAM Phil Harris and his musicians with Leah Ray will salute Princeton and Cornell in fancy from the Princeton campus. On subsequent broadcasts they will continue their mythical tour of America's best known campuses.

To promote the understanding of classical music and to intensify its enjoyment by the radio audience and concert-goers the Columbia Broadcasting System will begin presentation on October 23 of a weekly Tuesday evening program called "Understanding Music". With Howard Barlow conducting the Columbia Symphony Orchestra and giving a brief commentary on each selection played, the program will be heard each week at 6:30 P. M.



Tony Wons, the genial host of "The House by the Side of the Road" program and scrapbook philosopher of NBC network.

Captain Bob Bartlett used some choice sea-faring language in the Columbia studio the other night during the Byrd broadcast (heard Wednesdays at 10 P. M.) when he dropped his script while talking across 10,000 miles to the Admiral. Fortunately, Captain Bartlett was out of range of the "mike" when he stooped to recover the script.

Edmund Lowe and Victor McLaglen, hard-boiled stars of "What Price Glory", "The Cockeyed World" and other well-remembered films, will be heard over WEAF-NBC, Sunday at 10:00 P. M. on "The Hall of Fame" program.

### True Eloquence

True eloquence consists in saying all that is proper and nothing more.

## GIFT WRAPPINGS

A Large Assortment for Your Selection

A WELL WRAPPED GIFT, LIKE A WELL DRESSED PERSON, IS ALWAYS ADMIRER.

Buy Your Materials and We Will Gladly Wrap Your Gift

GREETING CARDS and GIFTS for All Occasions

## WOODRUFF'S

82 SENECA ST.

## S. & T. D. BEARD

EXCLUSIVE DEALERS

Jeddo-Highland Coal

Semet-Solvay Coke



93 Castle St. Phone 2651  
(Office open Saturday afternoons until 4 o'clock)

## THE W. F. HUMPHREY PRESS

PRINTERS

PUBLISHERS BOOKBINDERS

300-312 PULTENEY STREET  
GENEVA, N. Y.

## HERE IS YOUR NUMBER

No 690

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

EACH WINNING COPY  
GOOD FOR \$1.00 IN  
MERCHANDISE OR SERVICE  
FROM THIS WEEK'S  
ADVERTISERS

We Specialize in

## Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

## AUTO • CO-MAKER • FURNITURE

We can put ready cash in your hands in 24 to 48 hours . . . which is a handy thing for emergencies. Even if your need is not so pressing, our service is a convenient one. If you can use any amount between \$50 and \$300 for house improvements, doctor's bills, taxes, etc., come in and see us. You repay according to your income—in 3, 6, 8, 10 or 20 monthly payments. *Come in—write, or 'phone today.*

## PERSONAL FINANCE COMPANY

OF NEW YORK

Phone Auburn 251

120 Genesee St., Auburn, N. Y.

# LOANS

## Schine's GENEVA

FRIDAY  
and  
SATURDAY

# 5 HEADLINE ACTS 5 VAUDEVILLE

Extra Added In Person

PETE "The Our Gang Comedy" Dog

On the  
Screen

## "WAGON WHEELS"

SUNDAY

MONDAY

TUESDAY



NORMA SHEARER  
FREDRIC MARCH  
CHARLES LAUGHTON

*The* BARRETTS of  
WIMPOLE STREET



Kindly Mention

## Geneva Community News

When Purchasing from Our Advertisers

## Advertising Space

in the

## Geneva Community News

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—

At the

## NEW MAYTAG STORE

324 EXCHANGE ST.

GENEVA, N. Y.

New Electric and Gasoline Model Washers

At the

LOWEST PRICES EVER OFFERED

Complete Line of Service

## MAYTAG SALE & SERVICE

Phone 2005



1933 Chevrolet 1½ Ton  
Truck

1931 Chevrolet Sedan De-  
livery

1931 Ford Tudor

1928 Dodge Coupe

1930 Pontiac Spt. Rdstr.



## Russell-Hart Chevrolet

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

## MARION'S RESTAURANT

Specializing in

### SEA FOODS

and other

DELICIOUSLY DIFFERENT DELICACIES  
(Beer and Ale)

471 Exchange (opposite Kirkwood Hotel)

## ADVERTISE

in

## The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,000 COPIES

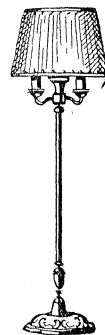
DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

CALL 2108 FOR RATES

## NEW LAMPS

for the

## NEW AGE



### Flexible Focus Lamps

SAFEGUARD EYESIGHT  
PREVENT FATIGUE  
OFFER SENSIBLE ECONOMY

What a lot of difference the RIGHT LIGHT makes—and a visit to Wheeler's, where only these beautiful home lamps (Floor—Bridge—Table) can be found.

A demonstration will convince you  
Flexible Focus Lamps are right.

## WHEELER'S

OPPOSITE POST OFFICE

## RIGHT NOW...

THESE TWO POINTS ON YOUR CAR  
NEED ATTENTION

You've probably never seen your TRANSMISSION and DIFFERENTIAL. But if you don't keep them well supplied with the proper grade of grease you may be hearing them—and seeing your nearest repair man.

Better let us give them attention RIGHT NOW!

## Wilson's Esso Station

Privately Operated

LAKE STREET

Phone 4082

## "WEB TAP ROOM"

### Halloween Eve Party

TUESDAY, OCTOBER 30th

DANCING — FAVORS

Phone Reservations Now

## WEBSTER HOTEL

Canandaigua, N. Y.

Phone 6



THE

GENEVA



# COMMUNITY NEWS

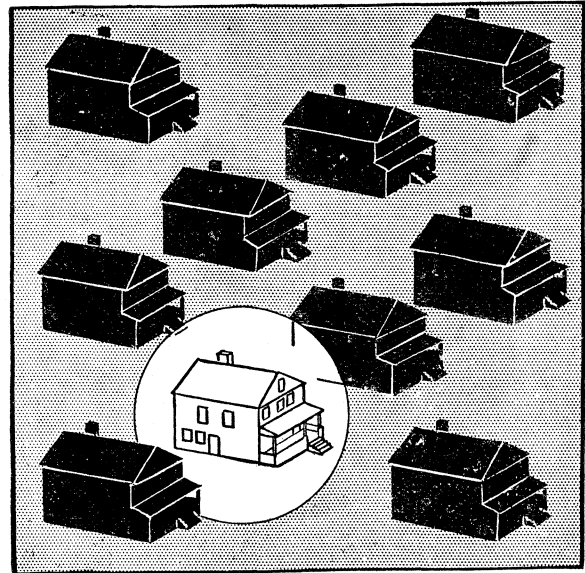
Nov. 1, 1934

SPECIAL, This Issue 6000 COPIES

Has  
your home  
enough light  
to protect  
EYES?



*This is the Sight Meter, the clever new instrument that measures light, and tells you how much you need for any task. Let us protect your family's eyes by checking the lights in your home.*



*Surveys show not one home in ten is adequately lighted*

## *Let Us Measure Your Lights with a Sight Meter*

Science now tells us that constant reading or working in inadequate light is one of the surest ways to damage eyes. The reason many children become near-sighted is that they study in poor light. And not one modern home in ten provides enough light for effortless seeing without eye-strain!

Wouldn't you like to know how your lights "measure up"? Just call us, and we'll send out a lighting expert to make a free check-up. With a new instrument known as a Sight Meter, she can measure your light as accurately as a thermometer measures heat. The Sight Meter also tells how much light you should have for comfortable reading, sewing, or other close work.

Give your family's eyes the benefit of this protection by phoning for a free Sight Meter check-up today.

See the new Study Lamp and Floor Lamp today—the contribution of Science, Optometry and the Lighting Industry to the cause of Better Light—Better Sight.

*See Your Dealer or*

## EMPIRE GAS & ELECTRIC COMPANY

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Nov. 1

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - *Manager*  
M. E. RAYMOND, *Advertising Mgr.*

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

### THIS AND THAT

Do you realize that Christmas is  
fast approaching?

Difficulties are nature's punching  
bags for the exercise of one's ef-  
ficiency muscles.

One of the most constructive  
improvements made recently in  
Geneva is the new street signs and  
the ones who instigated the idea  
and carried it out are to be con-  
gratulated.

If a man thinks he is going to  
be sick, he frequently is, and if a  
town thinks it is falling behind, it  
frequently is.

Listen to the Spaulding Baker  
Boys — every Sunday — WESG,  
Elmira, 5:30 p. m.

On his descent into the sea, Wil-  
liam Beebe saw fish with head-  
lights. And at least every third  
one, no doubt, was driving too fast.  
—Boston Evening Transcript.

Plan to visit the exhibit of live  
Mink, Fox and other fur bearing  
animals—State Armory, Geneva—  
Tuesday and Wednesday, Novem-  
ber 13 and 14.

Groundless fears of 20 years ago  
are all dead, but there is a fresh  
crop.

Special Fall Sale—

Read the W. C. Demming Corp.  
ad on another page of this paper.

It is related that on the occasion  
of the visit of Governor Lehman  
to Geneva last Thursday a little  
girl spoke to him as he was enter-  
ing the Theater and he replied to

her. She remarked, "Oh, heck, I  
wanted to shake hands with him,"  
and the Governor overhearing her  
remark turned and did that very  
thing.

Every election campaign is edu-  
cational as it informs many citi-  
zens in what ward they happen to  
live.—Indianapolis Star.

Earl Carpenter and His Orches-  
tra direct from New York—An-  
nual Armistice Ball—State Ar-  
mory, Geneva, Friday night, No-  
vember 9.

To enjoy all of one's rights may  
involve more responsibility than  
one desires.

Lazy people think Opportunity  
goes away too quickly after it  
knocks.

It's called "Uniflow" because it  
flows freely at any temperature.  
(See Wilson's Esso Station ad, on  
another page.)

Civil service: A merit system  
that gives the job to the best man  
who belongs to the right party.—  
Minneapolis Star.

We have been asked if the copies  
bearing winning numbers entitle  
holders to \$1.00 worth of merchan-  
dise from the merchants mentioned  
on the "Dorothy Goes Shopping"  
page. The answer is "Yes."

If you live in the residential sec-  
tion your copies of "The News"  
should be delivered behind storm  
or screen doors, or fastened in door  
knob or handle. In the business  
section deliveries are always to be  
IN the stores or offices—never at  
the foot of any stairways. Anyone  
knowing of deliveries being made  
in any other way will confer a  
great favor by kindly letting us  
know.

CUT FLOWERS—POTTED  
PLANTS  
FLORAL DESIGNS

**Hamilton Gardens**

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

### IN THIS ISSUE

Community Kitchen....Page 4

"Dorothy Goes  
Shopping" .....Page 6

Funny Bone .....Page 8

Winning Numbers.....Page ?

Radio Flashes.....Page 10

Read other pages for inter-  
esting news items and be sure  
to read all the ads.

Watch for next week's issue.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### A TIMELY

## WARNING

TO CAR OWNERS!

Don't wait for the first frosty day,  
or until you have difficulty start-  
ing your cold motor, to drain used  
summer oil. **DO IT NOW**—and  
be ready for any sudden tempera-  
ture change. Let us drain the  
crankcase of your car and change  
to winter grade Texaco or Havo-  
line. It won't take much of your  
time but it will **PAY YOU** to be  
ready! Come in today.

**RICKELS**

Service Station

LAKE STREET Phone 2920

**Armistice Ball**

Winnek Post No 396, American Legion, has been particularly fortunate this year in being able to secure thru the Columbia Artists Bureau, Inc., of New York City, the services of Earl Carpenter and His Orchestra of 12 pieces to furnish music for the Annual Armistice Ball to be held in the State Armory, Geneva, on the night of Friday, November 9.

The Carpenter Orchestra comes exceptionally well recommended and with a background of many successful engagements, just a few of which are: Hotel New Yorker (alternating with George Olsen); George White's "Scandals"; Lido Club Hotel, Long Beach, L. I. (three seasons); Miami Biltmore Hotel, Coral Gables, Fla.; Gran Casino Nacional, Havana, Cuba (three seasons) and Fox, Keith and Loew's Vaudeville Theatres, as well as having been featured over many of the country's largest broadcasting stations.

The orchestra also features Ann Gaynor, Radio Star, recently with "Music in the Air".

(See ad, page 16)

**Punishment**

It was little George's first time at the opera. The conductor took his place in the orchestra pit and began to wave his baton, and the famous soprano started to sing.

"What's the man shaking the stick at the woman for?" the boy asked his mother.

"Keep quiet," whispered his mother. "He isn't shaking the stick at the woman."

Little George was not convinced. "Well, then, what's she hollering for?"

**SHOP EARLY**

*Only 46 Shopping Days Before Christmas*

We are now offering for your approval hundreds of attractive and useful Gifts for Ladies or Gentlemen.

**We Mention Just a Few**

Diamond Rings  
Bracelet Watches  
Pocket Watches  
Stone Rings

Vanities  
Perfume Bottles  
Bead Bags  
Bracelets

Necklaces  
Leather Bill Fold Sets  
Electric Clocks  
Glassware

A Small Deposit Will Hold Any Article Until Christmas

**S. A. GILBERT**

JEWELER

510 Exchange St.

Geneva, N. Y.



Coming

SUN.

MON.

TUES.

Nov.

4-5-6

FRIDAY and SATURDAY — NOV. 2-3

**5 GREAT ACTS VAUDEVILLE 5**

on the Screen

Joan Blondell Robert Armstrong  
in "KANSAS CITY PRINCESS"

Matinee 10-25c

Evening 10-30-40c

The World's Greatest Spectacle of Music, Love and Laughter!

MAURICE **CHEVALIER**

JEANETTE **MacDONALD**

**"THE MERRY WIDOW"**

Wed. and Thurs.  
Nov. 6-7

JOE E. BROWN in  
"SEVEN DAY BIKE RIDER"

**B. F. GOODRICH CO.**

announces new dealer for

GOODRICH GOLDEN PLY SILVERTOWNS

**SYDNEY T. STYLES**

Special Introductory Sale—plus liberal allowances on old tires. Better investigate now, as prices are advancing soon.

**Styles Socony Service Station**

BEAN'S HILL GENEVA PHONE 2530

**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Saturday, November 3

Will Earn Dividends from November 1

Deposits Insured

**Geneva Savings Bank**  
24 LINDEN STREET

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Date Bread

- 1 cup sugar
- 1 tablespoon butter
- 1 egg
- ½ cup walnuts
- 1¼ cups flour
- ½ teaspoon salt
- 1 level teaspoon soda
- 1 cup dates (chopped)

Dissolve level teaspoon soda in cup of boiling water and pour over dates. Add creamed butter and sugar, beaten egg, flour, salt and walnuts. Bake in moderate oven (350°) for 45 minutes.

A. B., North St.

## Soft Molasses Cookies

- 1 cup sugar
- 1 cup molasses
- 1 cup hot water
- ½ cup shortening
- 1 egg, well beaten
- 5 cups flour, sifted with one large teaspoon soda and one level teaspoon each of salt, allspice, ginger, cloves, cinnamon and grated nutmeg. Lastly add one teaspoon of lemon extract. Drop by spoonfuls on greased tin.

B. B., Exchange St.

## Ham Creole

- 1½ lbs. ham (½ to ¾ inches thick)
- 1 can tomatoes
- 1 green sweet pepper

- 1 small onion
- ½ teaspoon prepared mustard
- 1 teaspoon sugar
- Few drops Worcestershire Sauce
- Brown ham quickly in deep frying pan. Add chopped pepper and onion to tomatoes and seasonings and pour over ham. Cover and simmer until ham is tender. Serve on platter with border of steamed rice. 6 servings.

F. T., E. William St.,  
Waterloo, N. Y.

## Lettuce Soup

- 1 head lettuce, chopped fine
- 1 small onion, chopped fine
- 2 quarts milk
- 1 large slice stale bread (put thru' food chopper)

Place ingredients in double boiler with part of milk and cook until done. Add remainder of milk shortly before serving. Season with butter, salt and pepper.

Mrs. L. S., Oak St.

## Bread Is Best

Statistics are said to prove that bread is the most nourishing food in proportion to its price, followed by peas, potatoes, butter, cheese, milk, apples, eggs, cod and beefsteak, in that order.—Answers Magazine.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Derelicts

Derelicts are as dangerous to navigation as submerged icebergs. As many as a thousand have been reported in the North Atlantic in a single year. Many drift great distances before they are found and sunk, the record being held, it is believed, by the Fannie E. Wols-ton, which—when last seen in 1893 off Savannah—had floated 7,000 miles for two and a half years.—Collier's Weekly.

## Lake Erie Shallowest

Lake Erie is the shallowest of the Great Lakes, and in but few places exceeds 150 feet in depth.



## HAVE YOU HEARD

About our Heater Service?

We send a trained Heater Expert to inspect your furnace **WITHOUT CHARGE OR OBLIGATION.**

This service will enable you to save fuel and also aid you to keep your home cozy and warm during the coming winter.

Call 2221

**RAPALEE**  
COKE & COAL CORP.  
30 Gates Ave. Geneva, N. Y.  
HOME HEATING HEADQUARTERS

**SPAULDING'S**  
**sunshine**  
**vitamin-D**  
**BREAD**

BRINGS YOU EXTRA SUNSHINE VITAMIN-D

WILL YOU KINDLY MENTION  
GENEVA COMMUNITY NEWS  
WHEN PURCHASING  
FROM OUR ADVERTISERS?

**Gleaned from Here and There**

(The 16th of a series of quotations from the collection of M. F. Devaney.)

"The greatest power in the world to-day is public opinion."

"In pre-historic days animals kept growing larger and larger until finally we have the dinosaurs and mastodons. Now however all we have is their skeletons, meanwhile insects kept multiplying showing that it is not always the largest things that survive."

"A laugh a day or the day is lost."

"If they don't do it your way maybe your way is wrong."

"The greatest thing is the one that does the greatest good to the greatest number."

"Save your strength until the last innings."

"No play is good locked up in a bureau drawer, it must be brought out in the open and make people either laugh or cry. So it is with a plan or idea it must be tried out to see whether or not it is practical."

**MRS. A. A. GOULD**

Teacher of  
**VOICE and PIANO**

40 N Brook St Phone 4963

## Chester Phillips

Watch, Clock and Jewelry Repairing  
Now Located  
23 CASTLE ST. (South Side)  
(Kirkwood Hotel Block)  
Opposite Dillingham's Hardware

## TRY AS YOU MAY

—you can't find a gift that will mean quite so much to your friends as your portrait—it is you.

It's none too early now to arrange for Christmas portraits.

**The STEWART STUDIO**

35 Seneca St.

Phone 2183

"If you want a job done get a busy man to do it."

"The time to do a job is when it should be done."

"Water taken inside and out is one of the greatest medical remedies."

(To be continued)

### Fully Descriptive

"Bennie, can you tell me what an island is?"

"Yes, ma'am. It is a place you can't leave without a boat."—Cleveland News.

New Location

## EASY WASHER SHOP

Moved to

B. L. ADAMS SHOW ROOM

Cor. Main and Seneca Sts.

Phone 6323

## Castle Street Market

Phone 2151 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork

Sausage

Best of Service—Free Delivery

**FRED BAUMGARTNER, JR.**

## CONNOISSEUR'S CHOICE . . .

People who know wine and demand the highest in quality invariably choose Widmer's Wine. . . . They know Widmer Wines are America's finest . . . that they are unexcelled in bouquet and taste.

*Always In Good Taste Since 1888*

# Widmer's

America's **WINEs**  
Finest

**MRS. J. N. LERCH**  
FURRIER

Repairing Relining Remodeling  
Cleaning and Glazing

**FURS MADE TO ORDER**

Ithaca Road, 3 Miles East of Geneva  
Geneva R.F.D. No 3

It pays to *Advertise* in the Geneva Community News.

## SPECIAL SILK & WOOL PLAIDS

54 INCHES WIDE

**\$1.29** YARD

36 INCHES WIDE

**89c** YARD

New — Smart — Warm

# Howard Dry Goods Co.



## \* DOROTHY GOES SHOPPING \*

Smart shoppers are buying bridge prizes, wedding gifts and Christmas presents at **The Hill Book Shop**. Visit its up-to-the-minute lending library, fiction and non-fiction.

—D—

**20,000 satisfied customers**, in central and western New York, with **guaranteed** rebuilt and new Vacuum cleaners. Parts and service for all makes. **Z N. David, 23 Castle St.** Home demonstrations will be gladly given anywhere. Stop in . . . and save money!

—D—

Ladies and gentlemen's coats and suits are made to measure (from \$25.00 up) at **A. S. Bauer's, 43 Seneca St.** Satisfaction guaranteed. Suits and coats altered and relined. Dry cleaning and pressing too.

He also covers buttons with your choice of material. **Call 2483.**

—D—

Lace and velvet make a natural alliance in an informal afternoon dress with diagonal seaming on the skirt.

—D—

To find the service you desire, I advise you to take all watches, clocks and jewelry needing repair work to **Prince's Jewelry Store, 20 Linden St.**

Also any pictures to be framed. Look at the clever vanity cases too!

—D—

Chocolates of supreme quality, **Kirkwood Candy Store Chocolates**, equal in quality and flavor to any chocolates ever sold at \$1.50 per lb. Your first box will convince you. Only 50c per lb. **The Kirkwood Candy Store, — Castle St.**

—D—

Let me ask you men, don't you need a new Over-coat and Suit? Well, **Casey & Son** is the store. You will find values and selections galore. And gloves, hats and shirts are there at **71 Seneca St.**

A SPECIAL SALE of children's shoes is now going on at **Savage's Shoe Store, 501 Exchange St.** (next to Regent Theatre). Every pair of these good all leather shoes have been reduced, from the baby sizes up. Prices range from 99c to \$2.49.

—D—

Are International Clothes made to individual measure? Is the quality good? Are prices keen? Styles correct? Work distinctive? "Yes, Sir, with the International." Call on **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

—D—

A set of star-shaped candleholders and fruit bowl in soft bright blue makes a charming table decoration. A lovely Christmas gift.

—D—

Such fine quality bake goods can be had at **Ringer's Bakery** because butter and fresh eggs are used! Delicious cookies, cakes, jelly-roll, macaroons, patty shells, Danish pastry, small rolls on order, et cetera.

—D—

For work that pleases, stop at **Carl's Shoe Repair Shop**. Repaired shoes look good as new. Experienced labor makes it possible for you to have the highest grade of shoe repairs. Reasonable rates.

—D—

Try red if you want a color that is excitingly new for evening parties this winter. And carry it out in the wrap if you want to be different. A stiff velvet coat, all lipstick red from throat to toe. No fur. Under it wear a black chiffon velvet dress with a flounced skirt and covered shoulders.

—D—

Lovely curtains add a touch of beauty, charm and warmth to any home. **Lynch's**, I found, have a large variety of select curtains, lace and cottage, and draperies, all of fine quality. Ask to see them!

### Geneva Free Library

Have you seen the 1934 edition of Fannie Farmer's "Boston Cooking-school Cook Book"? This book first appeared in 1896. Since then, 1,586,000 copies have been sold. It is without a doubt the best known and most widely used book of its kind in the world.

If you do not happen to have a copy perhaps you would like to make use of the new volume just purchased by the library. A few new ideas might add zest to the planning and cooking of the meals during holiday seasons. Wine recipes have been reinstated in the new edition.

As a follow up after the Marionette show, several marionettes were loaned to the library by Mrs. Cecil McKay and Miss Marie De Dreu. Both children and grown-ups have been very enthusiastic. If you are interested come and see our collection of books on this subject.

—O—

Some new books added during the week are—

"America's Tragedy," James T. Adams.

"Homemade Games," Arthur H. Lawson.

"Retreat from Glory," Bruce Lockhart.

—D—

An autumn leaf luncheon cloth may be used for breakfast, lunch, bridge or tea. Red, brown, green and yellow, a leaf of a different color on each napkin; leaves of the four colors on the creamy cloth; all give a real autumnal feeling to the set. Finish the edges with brown binding matching the brown stems and twigs. A fine buttonhole stitch in white floss outlines the leaves effectively.

—D—

Fall in step with winter fashions by wearing shoes that harmonize or contrast with your coat, and in one leather trimmed with another.

—D—

For information regarding the "Dorothy Goes Shopping" page, address **Miss Dorothy Frautz, c/o Geneva Community News, or Telephone 2108.**

# \$5.00

## IN MERCHANDISE FOR OUR READERS

What number was under the heading "Here is Your Number" in the October 25 issue of the Geneva Community News you received?

Was it one of the following:  
321; 1321; 2321; 3321; 4321?

If the holders of these copies will mail them to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service, we will send along orders on the advertisers selected.

Remember—the above winning numbers are taken from our issue of October 25 and the advertiser you select must have an ad in today's issue.

It pays to ADVERTISE in the Geneva Community News.

It pays to READ the Geneva Community News.

In addition to the \$1.00 in merchandise the holders of winning numbers will this week also be presented with a ticket for the Mink

Show to be held in the State Armory, Geneva, on November 13-14.

### Oldest Firm Still Busy

Stora Kopparbergs Bergslags Aktiebolga of Stockholm, Sweden, which has been found to be the oldest trading concern in the world, is still actively in business and keeping up with the changing world. It has been operating since the Twelfth century and has documents over 700 years old.

### Alexandria Oldest Port

Alexandria, Egypt, is the oldest port in the world. On an island in its bay stood the famous Pharos lighthouse, built in the Third century B. C. Alexandria is 5,000 miles away from New York. It is the main port for Cairo.

### Sales Ladies Wanted

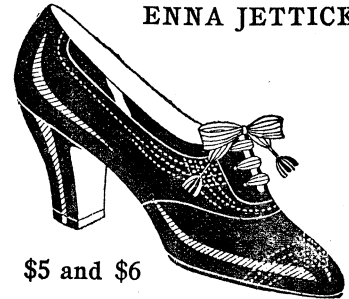
Are you in need of money?

Why not sell our line of the most beautiful popular priced frocks—blouses—lingerie—kimonos—rain coats in America today. Liberal commissions. Interview necessary. Call 3184.

## America's Smartest Walking Shoes

by

ENNA JETTICK



\$5 and \$6

Main Floor

F. A. Chappell, Manager

## J. W. Smith Dry Goods

Listen to Dennis King and the Enna Jettick Orchestra every Wednesday—10:00 P. M., WHAM.

## Used Furnaces

and Repairs

## J. A. PONTIUS

Sheet Metal Work

90 Elm St.

Phone 4575

## Enjoy this Winter with an Oil Burner

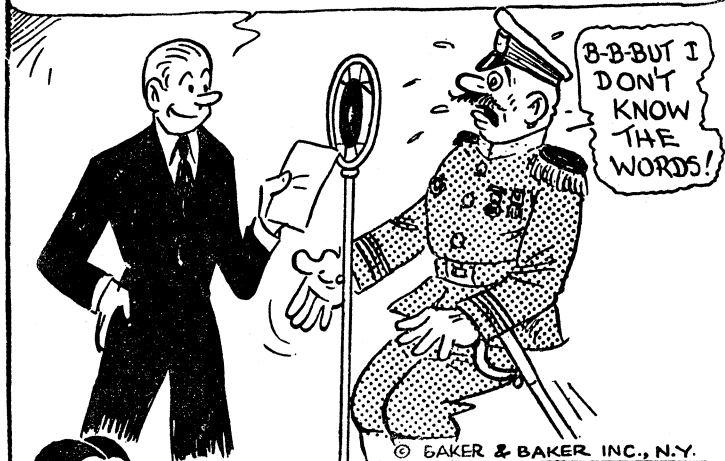
Also

Call on us for  
Stove and Furnace Work  
and Repairs



**Dorchester & Rose**  
Hardware

THE GENERAL WILL NOW LEAD US IN  
SINGING "THE STAR SPANGLED BANNER"



© BAKER & BAKER, INC., N.Y.

## This program is being broadcast by FOOTES CLEANERS

No need to be afraid of sending your finest garments to us for dry cleaning. Before you put away your winter things have us clean them as added protection against moths. We shall do it right.....right away.....at the right price.

**HARRY D. TARBELL**

78 Castle St.

Phone 2910



## THE FUNNYBONE



### Another One of Them

Guest (being shown paintings)  
—Did you say that was a Corregio?

Host—No, a replica.

Guest—Oh, well, he's a pretty good man, too, isn't he?

### Dollar Molars

Dentist—This set will cost you five dollars.

Patient—Haven't you any of those buck teeth?

### Grounds for Suspicion

Doc—When did you first suspect that your husband was not all right mentally?

Mrs. Jones—When he shook the hall tree and began feeling around on the floor for apples.—Ollapod.

### Turnabout

Hotel Proprietor: "Do you want the porter to call you?"

Guest: "No thanks. I awaken every morning at seven."

Proprietor: "Then would you mind calling the porter?"

### Eloquent Counsel

Judge—You cannot withdraw your plea of "guilty" after the hearing of your case.

Accused—But my counsel's final speech has convinced me that I am innocent.—Passing Show Magazine.

Old Noah Webster, the well-known dictionary man, was some-

**HARRY M. MOYER**  
PRINTER

69 Oak Street

Phone 4189

what of a seer too. Long before the radio came to please and pester, the famous wordsmith had defined crooning as a continuous hollow sound, as of cattle in pain.

### Trained in Childhood

He—Can you cook, dear?

She—I don't know, but I used to make wonderful mud pies.

### Results

Mother: "Why were you kept in after school today?"

Junior: "The teacher told us to write an essay on 'The Result of Laziness,' and I turned in a blank sheet of paper."

### Awaiting His Chance

Professor (to class): "There's a young man in this class making a jackass of himself. When he's finished, I'll start."

### Teacher Was an Antique

History was not Billy's strong point and this morning he had

## RADIO SERVICE

Tubes tested in your home on new Supreme Tester. Reads "Good-Bad". Also tests tubes for noise and leakage by Neon method. This is the most modern, accurate method of tube testing.

**RALPH LEBRUN**  
Phone 3921

ignominiously failed to name six Presidents of the United States.

"Why, William," remonstrated his teacher, "when I was your age I could name every one of the Presidents since Washington."

"But please, ma'am, there weren't nearly so many then."—Ex.

### FOR—

**BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

## CHRISTMAS GREETING CARD

Samples on Display

- with -

**M. F. DEVANEY**

435 Exchange St.

Modern — Practical  
Colorful — Inexpensive

## COPPER-BOUND ASPHALT SHINGLES

Let us furnish you with an estimate for a new roof. Can be put on right over the old wood shingles

**J. A. PONTIUS**

SHEET METAL WORK

90 Elm St.

Phone 4575

GENEVA, N. Y.

## PREPARE YOUR CAR NOW FOR COLD WEATHER

Battery Service  
Motor Tuning

Radiator Work  
Brake Service

**EARL G. STRATTON**

Rickel's Service Station Phone 2028 Lake St.

RESULT GETTING  
ADVERTISING

**GENEVA COMMUNITY NEWS**

PHONE 2108

## GENEVA'S GREATEST AUTOMOBILE SALE

STARTS TOMORROW

Each Day

### A BARGAIN CAR

Each morning there will be one car specially priced. This price will be reduced \$1.00 each hour until sold.

Thursday, Nov. 1

FIRST DAY'S BARGAIN CAR  
1930 Studebaker \$175.00  
COUPE, only

30 USED CARS and TRUCKS  
to choose from. Priced Low.

See us before you buy or trade.

### PHILLIPS MOTOR CO.

351 Exchange St., Geneva, N. Y.



AGENCY

Small down payment and easy terms through Universal Credit Company.

## Are You Tired...

run down, does your work seem like a mountain? Is your elimination poor?

Consult your local Chiropractor,  
now located at  
74 SENECA ST., GENEVA

N C M and H I O Service

Latest Methods Used

Tues. - Thur. - Sat.  
10 A.M.-1 P.M. 3 P.M.-6 P.M.

### Earl V. Hall

Chiropractor  
PALMER GRADUATE

## We Specialize in Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

### Geo. F. Bruzee

"The Battery Man"  
23 E. Castle St.

Phone 6522

Geneva, N. Y.

### The Rows of Chester

The Rows of Chester, England, are passageways along the fronts of lines of houses over the ground floor and under the front part of the upper floors so that the upper story is available for shops. The Rows are reached from the street by stairs.

### Sad, Sad Enough

"Cheers given under compulsion," said Hi Ho, the sage of Chinatown, "may become almost as sad as weeping aloud."

### Inconsistent

Jones—Is Brown a vegetarian?  
Smith—Brown? Well, hardly—why Brown's an Elk!

## LIFE INSURANCE and ANNUITIES

### LAVERNE F. DARLING

Geneva Trust Co. Bldg.  
Phone 2184

### Right Place

Crooner—I want something for my voice.

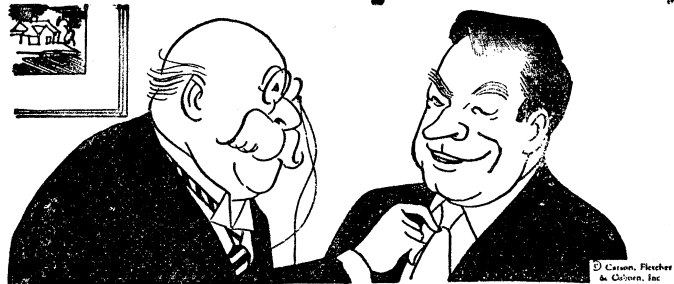
Clerk—But this is a hardware store, not a drug store.

Crooner—I know it. I want a megaphone.

**MENTOR  
CLOTHING  
ON  
CREDIT**

29 Seneca St.  
GENEVA, N. Y.

## COLONEL CHEERIO



**"IF YOU WANT TO PLEASE YOUR GUESTS,  
SERVE THEM DRINKS—BUT SERVE THE BEST!"**

YOU win the lasting appreciation of your guests only if you ALWAYS serve drinks that sing with smoothness, that are bounteous in bouquet, that palpitate with palatable purity! ... Tired? Or no dictionary

handy? Well QUALITY is the word!

**YOU get it HERE...  
ALWAYS! Our low  
prices, too, will bring  
you back!**

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

—: WE GIVE XMAS CLUB THRIFTIES :—



Behind their inky makeups Molasses and January are really happy and proud. The famous NBC Maxwell House Showboat Comedians are celebrating their sixth year together as a team. In private life the comics are Pat Padgett and Pick Malone.

### RADIO FLASHES

By RALPH LE BRUN

The Reverend Frank R. Fisher, former Genevan, now rector of St Marks and St Lukes Church, Rochester, will speak over WHAM on the "Kindly Thoughts Hour", Monday at 8:00 a. m.

Prime Minister Ramsey MacDonald's address at the Lord Mayor's Banquet in London will be short waved to the United States and broadcast over the WABC-Columbia network Friday at 4:10 p. m. The Prime Minister's speech is considered one of the most important political pronouncements each year, as it generally gives an insight into the government's future policies.

"The Gumps", cartoonland's most famous family, will come to life in a new radio series to be heard over the Columbia network five times each week, starting Monday at 12:15. Andy and Min, their son Chester, Uncle Bim, and the maid Tilda, are as well known as any fictional family, and their trials and tribulations, mistakes and adventures supply a wealth of material for a radio series.

Eddie Cantor and his family leave for London early in December.—Willard Robison at 11, was playing piano in a Salina, Kan., movie theatre.—Originally, Jack Benny was a violinist in vaudeville.—Burgess (Red Davis) Meredith drives one of the comparatively few remaining touring cars in New York, a six year old vehicle which he purchased for fifty dollars.

Vic and Sade and young Rush, the small town folks, whose daily doings have amused millions of radio listeners for more than two years will bring their program to the air daily except Saturdays and Sundays beginning Monday over WHAM at 1:30. It will be sponsored by the makers of Crisco.

What to do when the radio stops: Do the tubes light? If none light see if the set is plugged in. If one is out, replace it, if two or more are out, something else is probably wrong as more than one tube seldom burns out at the same time. If all tubes light, see if the aerial and ground are properly connected.

### All The World . . .

becomes your next-door neighbor—with an all-wave 1935 CROSLEY Radio. New thrills—new and varied entertainment are yours with the turn of the dial.

#### CROSLEY

offers you all this at a price you can afford, too! See and hear the lowest priced SIX tube all-wave Radio on the market—the Crosley American-Foreign Six Tube Receiver at \$39.95.

A few Real Bargains left in 1934 Models

### CHAS. WHEELER

Opp. Post Office

### LISTEN

To  
AIR ADVENTURES OF JIMMY ALLEN  
8:15-8:30 WHAM—Tuesday to Saturday  
And Listen for Surprise Announcement November 9

### FINK'S SUPER-SERVICE STATION

114 Lake Phone 2448

RICHFIELD GAS — RICHLUBE OIL

### THE W. F. HUMPHREY PRESS

PRINTERS

PUBLISHERS BOOKBINDERS

300-312 PULTENEY STREET

GENEVA, N. Y.

## GOOD USED CARS

Large Assortment to Choose From

Terraplane	Dodge
Chevrolet	Ford
Auburn	Pontiac
Studebaker	Whippet
Ford Truck	Chevrolet Panel

### CARS

From \$15.00 to \$695.00

## Geneva Auto Co.

145 Castle St.

Phone 2614

## The Fur Breeders Association of the State of New York

Present Their

### Annual Exhibit

of

### LIVE MINK, FOX

AND OTHER FUR BEARING ANIMALS

### STATE ARMORY, Geneva N. Y.

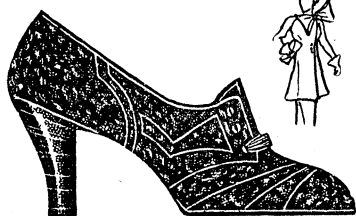
NOVEMBER 13 and 14, 1934

*Interesting - Educational - Profitable*

A beautiful Mink Scarf presented each night at  
8:00 p. m.

ADMISSION 25 CENTS

COMFORT — DURABILITY  
SMART APPEARANCE



Many other Styles to choose from  
\$2.95 to \$4.95  
AAA to C

### LATTIMER'S

Brownbilt Shoe Store  
492 Exchange St. Geneva, N. Y.

#### IT'S PASSE

To burn holes in table cloths, clothing,  
upholstering or furniture.

#### IT'S RITZY

To use always an In-N-Out Cigarette  
Holder and Extinguisher—20 cents.  
Your dealer has them or can secure  
them from

### IN-N-OUT CO.

Geneva, N. Y.

#### FOR RURAL READERS ONLY

Although the Geneva Community News has now been delivered in Geneva, Waterloo, Phelps, Ovid and Willard, for over two years, with this week's issue we make the first complete delivery on all of the R. F. D. routes out of Geneva.

Therefore, many of you are receiving a copy in your homes for the first time.

With our issue of December 6 we will again make a rural distribution. Watch for that issue.

On another page of today's issue you will notice a number, under heading "Here Is Your Number." Each copy of our paper bears a different number.

Keep this copy which you are now reading. When the issue of December 6 reaches you, see if the number you hold (that is, the one in today's paper), is published as a winning number for rural readers.

Five winning numbers will be published and the holders of those numbers will be presented by us with orders on any merchant whose

(Continued on Page 14)

DRINK A GLASS OF MILK  
BEFORE RETIRING

## ROTHENBERG'S RESTAURANT

59 SENECA ST.

Full Course  
TURKEY  
and  
DUCK DINNERS

45c

—Beer and Ale on Draught—



**FACTS ABOUT VISION—SEEING—LIGHTING**

The pupil of the eye becomes smaller with age—consequently, the need for more light as birthdays pile up. If your child has to hold books closer than 14 inches, the chances are his eyes are being strained. The remedy is eye-glasses or better lighting, or both. One-fourth of our young people suffer from defective vision. Three-fourths of all people over 50 suffer defective vision, inadequate light being a prominent cause.

Light as a potent aid to better seeing is not expensive. You can light a bridge party for an entire evening for about half the cost of a package of cigarettes. Poor lighting is one of the causes of near-sightedness. It takes 3 times as much light to read a newspaper with the same ease as it does a well-printed book. Good lighting aids defective eyes even more than it does normal eyes.

**BETTER LIGHT—BETTER SIGHT****RURAL READERS****SAVE THIS PAPER**

It May Be

**WORTH \$2.00  
TO YOU**

Read Particulars on Another Page

Under Heading

—: "FOR RURAL READERS ONLY" :—

**MARION'S RESTAURANT**

Specializing in

**SEA FOODS**

and other

**DELICIOUSLY DIFFERENT DELICACIES**  
(Beer and Ale)

471 Exchange (opposite Kirkwood Hotel)

**DEMMING'S  
Fall Clean Up Sale****WALL PAPER AND PAINTS****Thursday, Friday, Saturday. Another week end  
of Super Values**

10-12-15c Bedroom Papers, roll.....	5-7½c
10-12-15c Kitchen Papers, roll.....	5-7½c
18 in. Blended Papers.....	10-15c
Waxed Washable Papers.....	15-18c
30 in. Plastic Papers.....	15-22½c
30 in. Plastic Washable.....	22½-30c

**WINDOW SHADES**

Water Color Shades, size 36x6; each.....	49c
Oil Opake Shades, size 36x6; each.....	69c
Duplex Shades, size 36x6; each.....	79c
Muresco or Ukalo, 5-lb. pkg.....	49c
Floor and Trim Varnish, gal.....	\$1.49
Pure Shellac, Orange and White; qts.....	69c
Decorators 1 Coat Enamel, covers with 1 coat gal. ....	\$3.59 qts. ....98c

**CONGOLEUM RUGS—Discontinued Patterns**

6x9 size.....	\$3.25	7½x9 size.....	\$4.98	9x12 size.....	\$6.98
Linoleum Quick Dry Varnish, qts.....	79c				
Mattona Flat Wall Paint, qts.....	75c				

**W. C. DEMMING CORP.**

463 Exchange St.

opp. Kirkwood Hotel



1934 CHEVROLET COACH (Demonstrator)

1933 CHEVROLET COACH

1930 CHEVROLET SEDAN

1930 PONTIAC SPORT ROADSTER

Our stock of Used Cars is constantly changing,  
because our prices are right and our cars  
conscientiously reconditioned.

**Russell-Hart Chevrolet**

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

**BRIDGES ELECTRIC SHOP**

Lighting Fixture Display

Electric Appliances

27 SO. MORRELL AVE.

Phone 5344

WIDMER'S WINE, 8 Varieties,  
½ gal. ....\$1.49

ROYAL RIBBON GIN, pts....79c

RITTENHOUSE RYE, 100 proof  
pts. ....\$1.10LONDON TOWER GIN, pts. 95c  
fifths ....\$1.65

MIXED COCKTAILS, pts. \$1.35

**HOWARD'S  
LIQUOR STORE**

Next to Regent Phone 5133

"If it's good we have it"

**"Copper Bound" Costs No More**

You will profit in longer service and lower cost when you buy your new roof from J. A. Pontius. He features "Copperbound" individual asphalt shingles, bound against blowing up, and built for use in re-roofing right over old wood shingles. Estimates, advice and information are freely given and without obligation.

**Dry Ice Actor's Accessory**

Motion pictures of winter scenes may be made realistic by a device that makes the actors' breath visible, just as it would be at low temperatures. The device resembles false teeth. It enables the actors to keep dry ice in their mouths without harmful results. The warm breath causes the dry ice to give off vapor not unlike that produced by persons breathing in cold weather. The device does not interfere with speech.—Popular Mechanics Magazine.

The Gate of Tears is the passage into the Red sea and was so called by the Arabs because of the number of shipwrecks that happened there.

AMERICA'S FAMOUS  
SHOE - VALUEPrices that don't tie up  
too much of your money!**DOUGLAS**  
Men's Shoes

Money savers at

**\$3.50 \$4.50 \$5.50****SAVAGE'S  
SHOE STORE**

501 Exchange St., next to Regent

GENEVA, N. Y.

**Fur Farming—Its Past and Future**

From the dawn of history in this country the fur trade has been an important branch of commerce and has had much to do with the rapid advancement of discovery and exploration. The trapper and trader looking for new fields, steadily pushed our frontiers into the unknown wilderness and were always the first contact with the then civilized part of America when returning from such exploration.

Furs were the medium of exchange and thus the extensive trapping of the wild stock has sadly depleted the ranks of all species of fur bearing animals. The valuable are rapidly nearing extinction, this being especially true of the central and eastern portions of the United States and Canada. The time is not far distant when ever increasing demands for furs must be supplied from other sources than trapping wild animals, and fur farming seems to be the only solution to meet ever increasing demands.

Fur farming is no new industry, altho still in its infancy. More than fifty years ago, in our own State, mink were raised in pens, but failed to produce good offspring or fine pelts. In spite of many trials and failures, however, those who were far sighted studied and worked to build a sound industry.

Those pioneers laid the corner stone of the industry. Those carrying it on today have been greatly assisted by the scientists of many of the leading universities. These men, trained in zoology, chemistry and nutrition have contributed their share to build up

(Continued on page 15)

**If It's New . . . It's At Barth's**

Many New Smart Designs in Watches in natural and white gold. Come in and see them—and the rest of the new things in our Fall displays.

Makes: Longines, Wittnauer, Hamilton, Elgin, etc.

**L. H. Barth, Jeweler**

86 Seneca St. (Schine's Theatre Bldg) Geneva, N. Y.

**General Electric  
Atwater-Kent  
RADIO**

Long Wave — Short Wave  
A RADIO FOR EVERY PURSE  
Real Bargains in Used Sets

**BOLIN MUSIC HOUSE**

551 Exchange St.

Phone 2788

## HERE IS YOUR NUMBER

Nº 391

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

EACH WINNING COPY  
GOOD FOR \$1.00 IN  
MERCHANDISE OR SERVICE  
FROM THIS WEEK'S  
ADVERTISERS

Note: If you live on an R. F. D.  
route and are receiving "The  
News" for the first time, save this  
Copy until Dec. 6 issue reaches  
you.

### Mutual Clothing Co.

(Men's and Women's Apparel)

This Ad good for \$2.00 on  
any purchase of \$20.00  
or more

509 Exchange St.

## CASH LOANS



**UP TO \$300**  
**24 to 48 HOURS**

## 4 LOAN PLANS

### 20 REPAYMENT PLANS

Pay those back taxes and old debts now. We can lend you the money—without red tape. Take up to 20 months to repay. One small monthly installment covers everything. Friendly service, expert advice. Call, write or 'phone our manager today.

Furniture, Auto, Co-maker  
& Combination Loans.

## PERSONAL FINANCE CO.

of New York

Phone Auburn 251

120 Genesee St.  
Auburn, N. Y.

### For Rural Readers Only

(Continued from Page 11)

ad appears in our December 6 issue for \$2.00 worth of merchandise or service.

In other words, the copy you are now reading may be worth \$2.00 to you, so retain it, COMPLETE. Do not tear out the number. Keep the complete copy.

### New Shell Varieties Found

Fantastic new varieties of the "living church steeples" of the ocean depth have been discovered in the masses of shells dredged from the bottom of the Atlantic

by an expedition. These creatures are mollusks with whorled shells of delicate architecture.

### Church From One Tree

The town of Santa Rosa in California has a church built entirely from one tree. The congregation was presented with a giant redwood 18 feet in diameter which yielded 78,000 feet of timber.

A train hit a sedan the other day and six people were killed; none of them were on the train. This ought to give the traveling public an idea.

## Advertising Space

in the

## Geneva Community News

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—

At the

## NEW MAYTAG STORE

324 EXCHANGE ST.

GENEVA, N. Y.

New Electric and Gasoline Model Washers

At the

LOWEST PRICES EVER OFFERED

Complete Line of Service

## MAYTAG SALE & SERVICE

Phone 2005

**Fur Farming—Its Past and Future**

(Continued from page 13)

the fur farming industry. Food has a very important part in the raising of fur bearing animals in pens and the chemist and nutritionist have given us a food that will produce fine fur and healthy animals, when fed by those who study their animals and their habits.

Disease has also been brought under control so that the farmer who understands feeding and sanitation suffers no loss thru disease.

There is no guess work to raising fur bearing animals. Knowledge, judgment and the willingness to learn are the requirements.

This article has, so far, covered the points of learning how to raise fur bearing animals in pens. Now, what of the future?

(To be continued next week)

**Concha**

A concha, meaning shell, was originally a shell-shaped ornament, usually silver, though sometimes of leather. It is a common adornment for saddles, bridles and chaps in the Southwest, and is also the name given to the button-like ornament that conceals the clasps on the lower leg of tight-fitting Mexican trousers.—Literary Digest.

Arica, Chile, has the name of being the world's driest town with an average rainfall of a fraction of an inch in a whole year.

**ADVERTISE****in****The Geneva Community News****"An Advertising Medium of Distinction"****PUBLISHED EVERY WEEK****5,000 COPIES****DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD****CALL 2108 FOR RATES****NEW LAMPS****for the  
NEW AGE****Flexible Focus Lamps**

**SAFEGUARD EYESIGHT  
PREVENT FATIGUE  
OFFER SENSIBLE ECONOMY**

What a lot of difference the **RIGHT LIGHT** makes—and a visit to Wheeler's, where only these beautiful home lamps (Floor—Bridge—Table) can be found.

A demonstration will convince you  
Flexible Focus Lamps are right.

**WHEELER'S****OPPOSITE POST OFFICE****"UNIFLO" Winter Motor Oil**

Replaces all S.A.E. numbers for winter driving, combining the easy starting of an S.A.E. 10 oil at sub-zero temperatures with the protection of an S.A.E. 30. Lessens battery drain and gives instant and adequate lubrication, insuring low consumption at high speeds. Practically carbonless.

**Wilson's Esso Station**

Privately Operated

**LAKE STREET****Phone 4082****GENEVA COMMUNITY NEWS****5000 Copies Weekly****SPECIAL—THIS ISSUE****6000 Copies****ANOTHER SPECIAL ISSUE****Dec. 6****Phone 2108**

## You'll Find Our Clothing

WHEREVER You Find  
Good Dressers Together

For Stout Men    For Short Men  
For Regular Men

SUITS      OVERCOATS  
\$19.50 up    \$18.50 up

TOP COATS  
\$16.50 up

### WELCH'S

494 Exchange St.    Geneva



STATE ARMORY  
GENEVA, N. Y.

## Look Your Loveliest for the ARMISTICE BALL

If you have your beauty  
needs attended to here you'll  
have that satisfying "well  
groomed" look.

THE HARPER METHOD  
BEAUTY SALON  
10 Seneca St.    Phone 6783

FRIDAY NIGHT, NOVEMBER 9

# ANNUAL ARMISTICE BALL

AUSPICES

WINNEK POST No. 396, AMERICAN LEGION

PRESENTING

EARL CARPENTER AND HIS ORCHESTRA

Featuring ANN GAYNOR, Radio Star  
DIRECT FROM NEW YORK

DANCING 9:30 to 3:00 (INFORMAL)

\$3.00 Per Couple

*Have you seen  
Elmer's Cousin?*



The Frock You Need  
for the  
ARMISTICE BALL

Can Be Found Here

Informal

Semi-formal — Formal

At the Right Price

### THE NORMA SHOP

66 Seneca St    Phone 2711

At Intermission

Try Our Special  
Old-Fashioned  
WELCH RAREBIT  
35c

Salads      Sandwiches

Pabst Blue Ribbon Beer  
on Draft

### KIRKWOOD HOTEL GRILL

Entrance on Castle St.



THE

GENEVA



# COMMUNITY NEWS

Nov. 8, 1934

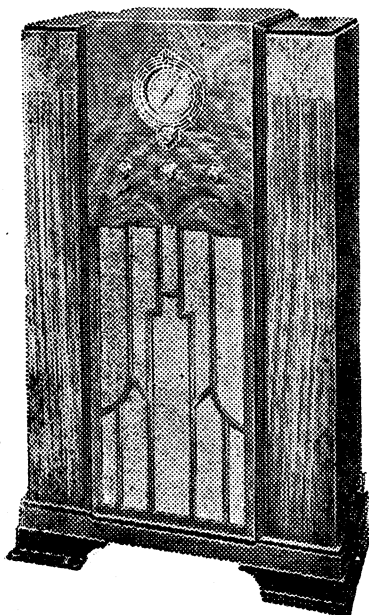
5000 Copies



## TOUR THE WORLD WITH A

## ~~CROSLEY~~

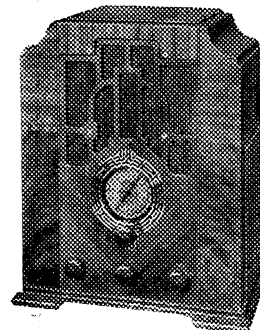
**W**HAT a thrill! What a glorious adventure! To tune in England, France, Germany, Spain, Buenos Aires and other lands far-flung across the globe. Forgetting distances, these amazing Crosley Radios bring enchanting foreign entertainment across miles and miles of land and sea.



### The Crosley SIXTY-ONE A. F. LOWBOY

You'll have to see this cabinet to appreciate its gorgeous beauty. And you'll have to hear the receiver it houses to fully enjoy its outstanding tone and performance. American and Foreign reception. Latest features include: Illuminated Airplane Type Dial, Automatic Volume Control, Three Gang Tuning Condenser, Two Double Purpose Tubes, Full Floating Moving Coil Electro-Dynamic Speaker . . . . . Complete with Tubes

**\$59.95**



### The Crosley SIXTY-ONE A.F.

American and Foreign reception in a beautiful and marvelously performing six-tube radio—and at a price within the range of ordinary five-tube sets. Latest features. Rare choice woods are combined to create this distinctive cabinet. . . . . Complete with Tubes

**\$39.95**

### World's Greatest Radio Values

Always recognized as the finest radios for the least money, the new 1935 Crosley models lead the world in radio value!

# WHEELER'S

(OPPOSITE POST OFFICE)



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Nov. 8

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Phone 2108 Geneva, N. Y.

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

### THIS AND THAT

Only 38 more shopping days be-  
fore Christmas.

In a perfect world, luck would  
never take the place of hard work.

Earl Carpenter and His Orches-  
tra direct from New York—An-  
nual Armistice Ball—State Ar-  
mory, Geneva, Friday night, No-  
vember 9.

Things have quieted down since  
that circus lion escaped at Rich-  
mond, and General Johnson got  
out, all on the same day—Detroit  
News.

New schedule — Geneva-Hornell  
Bus Line. (See page 12 for time-  
table). Busses from Bruzee Termi-  
nal, East Castle St.

A man has a very light head  
who wants to be considered a "reg-  
ular devil".

Visit the Live Animal Fur Show  
at the State Armory, Geneva, N. Y.,  
November 13 and 14. See what  
these animals look like before they  
adorn Milady's Coat. (See ad, page  
11.)

To all the sports except the one  
a man cares for, he says, "ho,  
hum!" when told about them.

Save as you spend. How? With  
Christmas Club Thrifties.

So live that the preacher who  
officiates at your funeral will not  
be unduly embarrassed.—Olin Mil-  
ler in the Thomaston (Ga.) Times.

A boy must have a dog to love;  
and a little girl a doll.

Sea Foods? Marion's Restaurant  
is specializing in them.

When anybody says "there's no  
use talking," they generally keep  
right on.

It is estimated we are using our  
eyes for severe visual tasks about  
30% more than was common a  
generation ago—and many times  
more than a century ago.

A very mild kind of a hypocrite  
is one who pretends to like what  
you like just to please you, bless  
his amiable soul.

The following merchants who  
give Christmas Club Thrifties  
have ads in today's NEWS: L. H.  
Barth, Jeweler, Schine's Theatre  
Bldg.; Ernest Baumgartner, Ser-  
vice Station, Bean's Hill; C. J.  
Brady, Ice, Lake Street; Cooney,  
Watts & Cooney, Hardware, Ex-  
change St.; Foote's Cleaners, Dry  
Cleaning, Y. M. C. A. Bldg.; How-  
ard Dry Goods Co., Exchange St.;  
Castle Street Market, Meats, Cas-  
tle St., near Main.

**GOODRICH SILVERTOWN TIRES**  
TRADE IN YOUR OLD TIRES NOW

Mobilgas — Mobiloil

**STYLES SOCONY SERVICE STA.**  
Bean's Hill Geneva Phone 2530

**CUT FLOWERS—POTTED  
PLANTS  
FLORAL DESIGNS**

**Hamilton Gardens**  
Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

### IN THIS ISSUE

Community Kitchen....Page 4

"Dorothy Goes  
Shopping" .....Page 6

Funny Bone .....Page 8

Winning Numbers.....Page ?

Radio Flashes.....Page 10

Read other pages for inter-  
esting news items and be sure  
to read all the ads.

Watch for next week's issue.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## DFL

has nothing to do with hogs or  
housing. . . It means

### Drain—Fill—Listen

And our Texaco Station is ready  
to put your car in condition for  
the winter driving season.

DRAIN summer oil—FILL with  
Texaco or Havoline of the correct  
grade. And LISTEN to a per-  
fectly lubricated motor.

Drive around. Don't wait for the  
first cold winter blow to slow you  
down.

## RICKELS

Service Station

LAKE STREET Phone 2920

**Gleaned from Here and There**

(The 17th of a series of quotations from the collection of M. F. Devaney.)

"Quality often extends to parts unseen."

"If a person is angry with another write them a letter, say all that can be said, get it all off one's chest, then tear it up."

"Folks don't tell all they know, it is telling what they don't know that causes all the trouble."

"A professional is one who gets paid for doing something while an amateur does it for nothing." "An amateur gets enough to eat while the professional is lucky if he dines regularly."

"Knowledge is concerned with the world as it is, action with making it different."

"Sometimes we get along faster by going slower."

"Don't quit, maybe just the time you are most downhearted fate is cooking up a cozy little supper party for you."

"If you want your ship to come in you must send one out."

"Influence is something we think we have until we go to use it."

"Just watch yourself go by."

(To be continued)

**Playing Safe**

Dealer: "Did you pack that set we're sending back to the factory carefully?"

Colored Porter: "Ah suah did."

Dealer: "Did you letter it 'Handle With Care—This Side Up'?"

Porter: "You bet. And to make suah they'd see it Ah wrote that on the bottom, too."

*Mother, why don't  
you save Thrifties  
so Santa'll be sure  
to visit us next  
Christmas*



## GET A **CASH RETURN** NEXT CHRISTMAS FROM WHAT YOU **SPEND** ALL YEAR

Come In Today and Get a **THRIFTIES** Pass Book

L. H. Barth, jeweler  
Ernest Baumgartner, Service Station  
C. J. Brady Ice Co., Ice  
Charles Brunskill, Harness and Horse  
Furnishings  
Carroll's, Meat Market  
W. & T. Cass, Florist & Nurserymen  
Cooks Feed Store, Feed, Fertilizer,  
Seeds and Baskets  
Cooney, Watts & Cooney, Hardware  
Davidson's, Ice Cream  
Daylight Grocery, Thomas Grocery  
Co., Inc., Groceries  
Frank Dwyer, Coal, Coke and Wood  
Foote's Cleaners, Dry Cleaning  
Howard Dry Goods Co., Department  
Store  
Jeanette Shoppe, Lingerie and Gifts

Walter B. Jewett, Service Station  
The Lynch Furniture Co., Complete  
House Furnishings  
New Castle Market (Fred Baumgartner, Jr., Prop.), Meat Market  
The O. K. News Corp., Sporting Goods,  
News, Magazines and Tobaccos  
Homer R. Ostrander, Sheet Metal,  
Furnace and Roofing  
George M. Peters, Liquor Dealer  
Riggs & Jensen, Plumbing and Heating  
Rogan & Johnson, Men's Clothing  
Mary L. Rogan, Ladies' Millinery  
Seneca Drug Co., Drugs and Drug  
Sundries  
Stubbs Lumber Co., Inc., Lumber  
Toole Bros., Shoes  
M. Toole & Sons, Groceries

## Advertising Space

in the

## Geneva Community News

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—

Agency for the  
**POST-INDEX SYSTEM**

The  
**W. F. HUMPHREY PRESS**

General Printing  
and Office Supplies

300 Pulteney St.

GENEVA, N. Y.

Phone 2662

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Cheese Delights

- 1 cup grated cheese
- 2 egg whites, paprika

Whip egg whites until stiff and dry and blend in the grated cheese in sufficient quantities to make a paste stiff enough to be formed into rough balls. Roll balls in brown bread crumbs and drop into boiling fat. They are at their best as they come from the pan, piping hot.

R. K., Elm St.

## Bananas au Gratin

- ¼ cup grated American cheese
- 1 tablespoon bread or cracker crumbs
- 2 tablespoons lemon juice
- 6 bananas cut in halves
- ¼ teaspoon salt

Roll bananas in lemon juice, then in the mixture of grated cheese, crumbs and salt. Place in well greased baking dish and bake for 15 or 20 minutes in hot oven, or until brown.

Mrs. A. M., Beacon St.

## Orange Nut Bread

- Two cups sifted flour
- Four teaspoons baking powder
- 1 teaspoon salt
- ¼ cup sugar
- 1-3 cup shortening
- 1-2 cup finely chopped nuts
- 1 egg
- Orange juice
- 1 tablespoon orange marmalade

Sift dry ingredients together. Cut in shortening. Add nuts. Beat egg. Pour in measuring cup; add enough orange juice to make two-thirds cup. Combine with dry ingredients and add marmalade. Knead a few

seconds on slightly floured board. Let stand in refrigerator or cool place one-half hour. Bake in loaf pan in moderate oven (350 degrees F.) until done—about 45 minutes. A little more orange juice will be needed with some flour to make the dough soft.

Mrs. G. M. T., Hamilton St.

## Tuna and Apple Salad

- 1 seven ounce can white tuna fish
- 4 small apples
- Juice of one lemon
- 1½ cups diced celery
- 1 cup mayonnaise
- 2 green peppers
- 1 head lettuce
- Paprika

Pare, core and dice apples and sprinkle with lemon juice to prevent discoloration. Add shredded tuna and diced celery. Combine well and chill. When ready to serve add three fourths of mayonnaise. Arrange on individual beds of crisp lettuce, garnish with remaining mayonnaise and rings of green pepper. Serves 6.

Mrs. A. A., Lafayette Ave.

## Effect of Education

Jud Tunkins says education is mighty important. A man may get in bad not so much because of his ideas as because of his vocabulary.

## Byron's Prediction

The Coliseum at Rome was dedicated in the year 80 A. D. Nearly 1,800 years later the poet Byron said, "When it falls the world will fall."

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Church Ground Named for Indian

Lake Junaluska, North Carolina, summer assembly ground of the Methodist Episcopal church, South, was named for an Indian chief, Junaluska, who was ruled that section.

## Correct

Captain: "What'll we do? The enemy are as thick as peas."

Major: "Shell 'em you idiot—shell 'em?"

New Location

## EASY WASHER SHOP

Moved to

B. L. ADAMS SHOW ROOM

Cor. Main and Seneca Sts.

Phone 6323

## MRS. J. N. LERCH

FURRIER

Repairing

Relining

Remodeling

Cleaning and Glazing

FURS MADE TO ORDER

Ithaca Road, 3 Miles East of Geneva  
Geneva R.F.D. No 3



## DO YOU KNOW

—that Empire Coke  
is still available

We have an adequate supply of that heat giving, money saving fuel for Geneva people.

Call 2221

**RAPALEE**  
COKE & COAL CORP.

30 Gates Ave., Geneva, N. Y.

Home Heating Headquarters

**YOU CAN'T BUY A STALE SPAULDING CAKE**

It pays to *Advertise* in the Geneva Community News.

### LINOLEUM WORN?

Replace with "TILETEX"  
The Resilient Floor Tile

Plain or Marbelized Colors

### W. H. FRAUTZ & SON

20 Evan St. Phone 6790

MASON WORK

Estimates Furnished



### Order WIDMER'S

Now, with the confusion of unfamiliar names it's hard to know what wine to order. Remember the fine old name of Widmer's . . . quality since 1888 . . . not only America's finest wines, but equal, if not superior to imported brands.

Port, Claret, St. Julien, Dry Sauterne, Sweet Sauterne, Sherry, Muscatel, Angelica, Tokay, Madeira, Sweet Catawba, Widmer-heimer White and Red Rhine Wines . . . and Sparkling Moselle and Sparkling Burgundy.

# Widmer's

AMERICA'S FINEST WINES!

Always in Good Taste  
... Since 1888

# \$5.00

### IN MERCHANDISE FOR OUR READERS

What number was under the heading "Here is Your Number" in the November 1 issue of the Geneva Community News you received?

Was it one of the following:  
301; 826; 1286; 2510; 5966?

If the holders of these copies will mail them to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service, we will send along orders on the advertisers selected.

Remember—the above winning numbers are taken from our issue of November 1 and the advertiser you select must have an ad in today's issue.

It pays to ADVERTISE in the Geneva Community News.

It pays to READ the Geneva Community News.

In addition to the \$1.00 in merchandise the holders of winning numbers will this week also be presented with a ticket for the Mink Show to be held in the State Armory, Geneva, on November 13-14.

### Castle Street Market

Phone 251 Near Main

BEST QUALITY MEATS

Home Made Pure Pork

Sausage

Best of Service - Free Delivery

FRED BAUMGARTNER, JR.

## THRIFTY SHOPPERS

Make their selections early

This insures your choice of a most

complete stock of

DIAMONDS WATCHES

JEWELRY and GIFTS

for the whole family at

### S. A. GILBERT'S

510 Exchange St. Geneva, N. Y.

A small deposit will hold any  
article until Christmas

## Don't Wait For Your Friends

to present you with silk underwear for Xmas or birthdays.

Buy now—for yourself at new low prices—brand new styles in guaranteed materials.

Lovely Satins and Crepes in new 1934 colors.

See the oversize hip slips and the new four gored models. You'll want a lot of these undies at these prices.

# Howard Dry Goods Co.

## \* DOROTHY GOES SHOPPING \*

Many of the world's foremost men credit music as a life asset of unquestionable importance to their careers. Musical education is an investment that never goes bankrupt. **Mrs. A. A. Gould, Teacher of voice and piano, 40 N. Brook St. Phone 4963.**

Double chic is the double duty dress which combines two day-time styles. For instance, a surplice jacket of black crepe belted with bright blue is suitable to wear all day long over a short sleeved formal dress with a blue top that looks charming at dinner.

**Ralph LeBrun** has for sale a second-hand Majestic Radio in good condition. It can be heard at 123 Pulteney St. or phone 3921 for further details. He also services any make radio.

Contrasting sashes are big news. You wear them knotted in front with long, slender ends that come down to the hemline or in wide crushed-up sash belts with the ends tucked under.

Have you seen **Barth's** new Christmas stock? It is lovely, right up to the minute in smartness. It will be a pleasure to them to have you call and see for yourself. You will be astonished at the reasonable prices. **L. H. Barth, Jeweler, Schine's Geneva Theatre Bldg.**

**Found: A Baby Brownie** made by Eastman Kodak Co. Takes pictures size  $1\frac{1}{8} \times 2\frac{1}{2}$ . Easy to operate, and good pictures are assured. Only \$1.00 at **McCarthy's Pharmacy**. Pocket size. 8 pictures for 25c.

Untarnishable aluminum foil doilies are very effective on a dark polished surface. They may be wiped off with a damp cloth, and used many times. I was told they come in sizes for use under glasses, butter plates, and dinner plates.

Chocolates of supreme quality, **Kirkwood Candy Store Chocolates.** Only 50c per lb. On your next shopping trip, try a hot chocolate or a hot fudge sundae at **The Kirkwood Candy Store, 21 Castle St.** They're delicious. You'll say so too!

A touch of gold is practically obligatory, if you are out for high fashion grades. But keep it small. A tiny square collar of gold metal fabric or lamé, high-necked and buttoned in the back, would be lovely on a dull black or brown afternoon crêpe. Gold metal buttons might be used. And a tailored gold belt would do wonders for last year's pale crêpe evening dress.

To find the service you desire, I advise you to take all watches, clocks and jewelry needing repair work to **Prince's Jewelry Store, 20 Linden St.** Excellent picture framing too.

Bring out all the fine old pieces of dead-white lace your elders have stowed away. White collars in such laces are second to none on simple black velvet dinner and afternoon dresses. Usually they are small and rather tailored.

Are International Clothes made to individual measure? Is the quality good? Are prices keen? Styles correct? Work distinctive? "Yes, Sir, with the International." Call on **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

What Christmas gift could be lovelier than a photograph of yourself? At **The Stewart Studio, 35 Seneca St.,** they have the knack of putting you at ease . . . of getting those natural poses. Call 2183. They also have a complete line of new and different picture frames.

### Geneva Free Library Notes

The sixteenth annual Book Week will be observed throughout the United States during the week of

November 11 to 17. This year the general theme is hobbies. Everyone needs a hobby and it was with this in mind that the slogan—"Ride the Book Trail to Knowledge and Adventure" was suggested for 1934.

The Geneva Library anticipates having on display a collection of hobbies belonging to the boys and girls of Geneva. If you have some special interest, do let us know about it. Besides having a collection on display, we hope to compile a list of hobbies enjoyed by Genevans.

A list of new children's books will be listed next week. These with many others will be on display at the library during the week.

### Snails Delicacy in France

Only Frenchmen consider the snail a delectable dish. Their snail-culturists operate miniature farms where these mollusks are grown and fattened upon choice vegetables. The fastidious Parisian pays many a franc for this alleged delicious tid-bit.

### Spain Gave U. S. Grapefruit

Grapefruits were introduced into Florida by the Spaniards as early as the Sixteenth century.

### How Sea Affects View

A person standing at a height of 40 feet aboard ship can see the horizon at a distance of  $7\frac{1}{4}$  nautical miles, and can see the top of an object 40 feet high at a distance of  $14\frac{1}{2}$  nautical miles.

### When Blackbirds Hatch

The young of tricolored redwing blackbirds all hatch at almost exactly the same time.

For information regarding the "Dorothy Goes Shopping" pages, address **Miss Dorothy Frautz, c/o Geneva Community News, or Telephone 2108.**

## Used Furnaces and Repairs

**J. A. PONTIUS**

Sheet Metal Work  
90 Elm St. Phone 4575

## TRIXY of GENEVA

Extends an invitation to the women of Geneva and community to avail themselves of the free advice of

**MRS. A. M. SPILLER**

EXPERT CORSETIERE

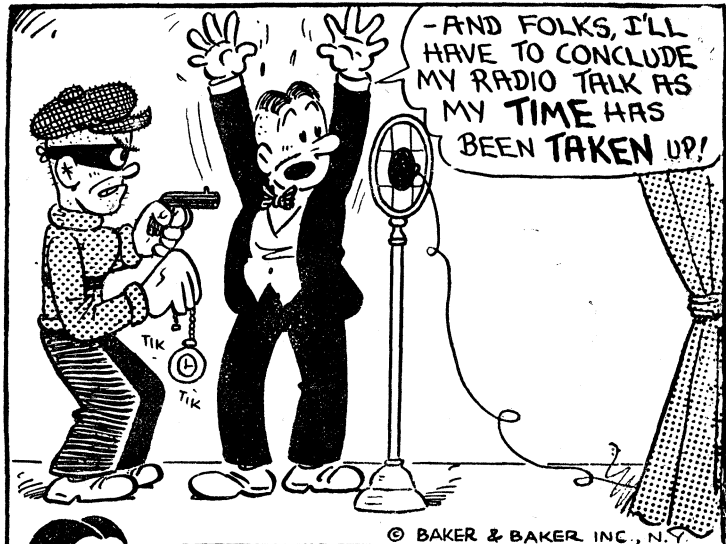
in choosing the proper foundation garment for their personal need.

TRIXY makes all types of foundation garments for health, comfort and style. Over Grant's, 50 Seneca St., Phone 2031

## BRIDGES ELECTRIC SHOP

Home Lighting a Specialty  
Fixture Display

— o —  
27 SO. MORRELL AVE.  
Phone 5344



© BAKER & BAKER INC., N.Y.



## This program is being broadcast by FOOTES CLEANERS

You aren't held up on delivery or price—when you send your garments here to be dry cleaned and pressed. You ladies will be glad to know that the most delicate negligees are perfectly safe in our hands. Send them to us today and let us dry clean them correctly. You'll be surprised.

**HARRY D. TARBELL**

78 Castle St.

Phone 2910

## FUR FARMING—ITS PAST AND FUTURE

(Continued from last week)

During recent years the wild fur producers have been greatly reduced, if not practically exterminated. With the settlement of the land, draining of swamps, and clearing of forests, the fur bearer has been deprived of his natural home. This combined with the professional trappers and thousands of amateurs is hastening the day when only a few wild furs will reach the market.

As the population increases, so does the demand for furs. Where will they come from? The answer is, the fur farm.

Suppose thousands engage in the business, what effect will it have on the market? Thousands have engaged in the raising of cattle and there is still a market for good cattle. The case will be the same with furs. Unless thousands do engage in the industry the demand is going to exceed the supply.

The question is often asked, is it a paying business? Yes, it will pay the right man, namely one who has a natural aptitude for the work and likes to study the requirements and needs of the animals.

Fur farming is still an infant industry. The future looks bright for those who engage in it in a business-like manner. To those who expect to make a fortune in a year or two there is no place in the industry. For those who are willing to work intelligently and build on sound business principles there is a golden opportunity.

The fur industry, it is said, can use \$50,000,000.00 worth of furs each year. What part of it will be yours?

## Size of Yellowstone Park

Yellowstone national park is chiefly in the northwest part of Wyoming with narrow adjacent strips in Montana and Idaho. It covers a surface as the park proper about 62 miles in length, from north to south and about 54 miles in width, with an actual area of 3,350 square miles. To this region, as originally circumscribed, a forest preserve of some 2,000 square miles has been added on the east and south, giving a full area to the park of somewhat over 5,500 square miles.

## Dust Storms

Dust storms are generated by the same air mechanics that build up beautiful fleecy cumulus clouds of the middle strata of the atmosphere.

LET US SERVICE YOUR RADIATOR WITH . . .

**ZERONE**

Two-way Radiator Protection

Anti-Freeze - Anti-Rust

**EARL G. STRATTON**

Rickel's Service Station Phone 2028 Lake St.





## THE FUNNYBONE



### He Knew

Teacher—Now James, if Willie gave you a marble, and Jackie gave you a marble, how many marbles would you have?

James—Five.

Teacher—Now, dear, think hard. Would you have five if Jackie and Willie each gave you one?

James—Yes, I've got three marbles in my pocket.

### It Pays To Advertise

I was taking tea with a great editor last Sunday afternoon when his little daughter came back from Sunday school with an illustrated text card in her hand.

"What's that you have there, little one?" the editor asked.

"Oh," said the little girl, "just an ad about Heaven."

### Man Into Mule

"Did I hear you say Smith was as stubborn as a mule?"

"Stubborn as a mule is right. He was on a jury once that had been out all morning on a case. Eleven of them wanted to set the man free, but Smith kept holding out for a verdict of guilty.

"Finally the sheriff came in at noon and asked them what they wanted to eat. 'Bring us eleven dinners,' said the foreman, 'and a bale of hay'."

### Too Deep for Dad

"Daddy," cried the boy.

"One more question, then," sighed the tired father.

"How far is it," inquired the tot, "between to and fro?"—Ex

### Rare Privilege

"Why does the elevator boy in Mussolini's palace enjoy himself?" "That's easy—he can raise the Duce."

**HARRY M. MOYER**  
PRINTER

69 Oak Street

Phone 4189

### Helping Father

Jack's homework was unusually well done.

"Who helped you with your arithmetic, Jack?" asked his teacher.

"Father did, miss," was the reply.

"Did he do all of it?" was the next query.

"No, miss," said Jack. "I helped him a little."—Ex.

### She'll Never Tell

"That romantic Miss Passeigh says there is a secret connected with her birth."

"That's true—it's the date."

### Going Up

"Gosh! I'll never get any place firing a boiler," said the school janitor. "No chance to rise at all." Just then the boiler exploded and they found him sitting on top of the chimney.

### Maybe He Rides Them!

Teacher—Are there any more questions you would like to ask about whales?

Small Girl—Teacher, what has the prince got to with them?—Ex.

### Affluence Ahead

"Just as soon as the coroner decides Smith died by accident, his wife will get \$10,000 insurance."

"Ah, prosperity is just around the coroner."

## RADIO SERVICE

Tubes tested in your home on new Supreme Tester. Reads "Good-Bad". Also tests tubes for noise and leakage by Neon method. This is the most modern, accurate method of tube testing.

**RALPH LEBRUN**  
Phone 3921

### No Model

"What model is your car?"

"It's not a model; it's a horrible example."—St Louis Globe-Democrat.

### Ne Plus Ultra

Banker—This is the tenth time you have had this note renewed.

Poet—Yes, I fear that note is the only immortal thing I shall ever write!

## MOTORISTS! Save Money This Way

● Ordinary old-type "grease" stiffens in cold weather, makes gears hard to shift; permits destructive friction in today's smaller, closer-fitting gears. Even a few minutes of this is dangerous. Play Safe! Before such friction wears your gears loose and noisy, change to ALEMITE Winter Gear Lubricant—scientifically made for guaranteed protection. Costs little; saves big repairs. Drive in today.

## FINK'S SUPER-SERVICE STATION

"The only independent dealer in Geneva"

114 Lake St.

Phone 2448

## Chester Phillips

Watch Clock and Jewelry Repairing

23 CASTLE ST. (South Side)

(Kirkwood Hotel Block)

Opposite Dillingham's Hardware

FOR—

BETTER MEATS  
CLEANER MEATS  
and

QUICKER SERVICE

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

## CHRISTMAS GREETING CARD

Samples on Display

- with -

**M. F. DEVANEY**

435 Exchange St.

# CALIFORNIA WINES

"DON JULIEN"

Tokay, Port, Muscatel, Sauterne; 5ths.....59c

"OLD MISSI"

Tokay, Port, Muscatel, Sauterne; 5ths.....75c

The finest of liquors, young and old, ranging in price from an Apothecaries pint straight Bourbon Whiskey at 65c and up.

# T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

That's My Barber Shop  
**HOTEL SENECA**  
JOE and TONY

"It Pays to Look Well"  
(CHILDREN'S HAIRCUTS, 25c)

**GENEVA'S** GREATEST  
AUTOMOBILE  
SALE

Each Day  
**A BARGAIN CAR**

Friday, Nov. 9—  
DODGE COUPE, see this car  
Starting at  
8 P. M. **Only \$65**

Saturday, Nov. 10—  
1930 PONTIAC SPORT  
ROADSTER  
Good Condition

Starting at  
8 P. M. **Only \$155**

These prices will be reduced \$1.00  
each hour until sold

**PHILLIPS MOTOR CO.**  
351 Exchange St., Geneva, N. Y.



AGENCY

Small down pay-  
ment and easy  
terms through  
Universal Credit  
Company.

We Specialize in

# Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.  
Phone 6522 Geneva, N. Y.

## DID YOU KNOW

That Geneva had the first official installation of automatic telephones in New York State?

That on old maps of New York State, Canandaigua and Geneva appear while Rochester isn't even a grease spot?

That the short road to the left at Glenwood Cemetery was formerly called "lover's lane"?

That Thomas Chatterton, who has distinguished himself in theatricals on the west coast is a Geneva native whose real name is Thomas Chatterton Schell, and that his first theatrical venture was a melodrama, put on in a barn on North Main Street, entitled "South Before the War"?

That at the rear of the "Building with the Green Window Bars" formerly stood the building with the "iron bars", in other words the village "jug"?

## Facts About Vision—Seeing—Lighting

Sewing is generally much harder on the eyes than reading—therefore, much more light is needed. Reading with the page brightly illuminated and the rest of the room comparatively dark often causes unnecessary eyestrain and fatigue; let some light go to the ceiling.

The level of illumination under the shade of a tree on a summer day is a thousand foot-candles. Levels of illumination far less than 10 foot-candles are prevalent in homes and offices.

BETTER LIGHT—BETTER SIGHT

**R. S. GUILLE**

General Auto Repairing—Battery  
Service—Towing Service  
10 SEYMOUR ST. Phone 2065

Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

**Ernest Baumgartner**

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

(Christmas Club Thrifties here)

## THINK NOW... Of Winter's Warmth!

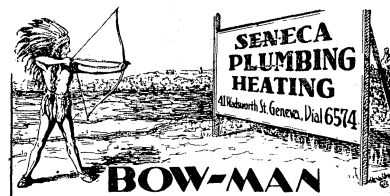
The past winter you learned how expensive it is to put up with an inadequate and out-of-date heating system.

And how uncomfortable!

NOW is the time to call us in for a thorough inspection of your premises. Let us give you terms and estimates on a new radiator-heating plant, or an entire overhauling of your present system—no obligation to you.

Don't put this off.

ASK BOWMAN



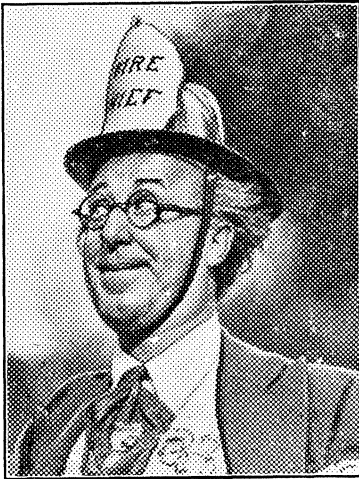
# LIFE INSURANCE and ANNUITIES

**LAVERNE F. DARLING**

Geneva Trust Co. Bldg.  
Phone 2184

## RADIO FLASHES

By RALPH LE BRUN



Ed. Wynn, famous Fire Chief of the air, heard over the NBC-WEAF network Tuesdays at 9:30 P. M. Ed. is now honorary Fire Chief of so many departments that he has to keep his badges and insignias of office in a special trunk. But ever since he can remember he has had a horror of fires and never attends one even in the capacity of spectator.

John Charles Thomas will return to the air on Wednesday November 14 at 9:30 P. M. over NBC-WHAM replacing John McCormack on the Vince program. McCormack will sail for Europe where he will be heard in concert this winter.

Sherlock Holmes is coming back. The famous radio mysteries based on the A. Conan Doyle stories will return to the air over NBC-WJZ Sunday at 4:00 P. M. Leigh Lovell, veteran British stage artist will continue in the role of "Dr. Watson" and Louis Hector, who came to this country in 1920 after successes on the London stage, will this year portray the role of Sherlock Holmes.

When the National Cornhusking Contest gets under way in a high-yielding corn field near Fairmont, Minn., on Thursday November 8, the National Farm and Home Hour will have its microphones on the scene to bring a description of this unusual sporting event to its nation-wide audience over an NBC-WJZ network at 12:30 P. M. Hal Totten, veteran NBC sports announcer via horseback, will follow the huskers in the field, giving an "ear-by-ear" account of the progress. Short wave facilities which will be used to transmit Totten's running account of the contest direct from the field to a booth nearby enable the

**"UNIFLO" Winter Motor Oil**

Replaces all S.A.E. numbers for winter driving, combining the easy starting of an S.A.E. 10 oil at sub-zero temperatures with the protection of an S.A.E. 30. Lessens battery drain and gives instant and adequate lubrication, insuring low consumption at high speeds. Practically carbonless.

**Wilson's Esso Station**

Privately Operated

LAKE STREET

Phone 4082

radio audience to hear the ears of corn hitting the bangboards of the wagons with machine-gun rapidity.

Little Jack Little has tried for years to secure a sponsor for his famous piano playing and singing. Failing to secure even a nibble, he organized a dance band. Now Pinex has decided to sponsor Little Jack Little without the orchestra. He will be heard at 1:30 p. m. over Columbia's network each Sunday, Wednesday and Friday.

Uncle Ezra of the National Barn Dance heard Saturdays at 9:30 p. m. over WHAM has recently opened a mythical 5-watt station E-Z-R-A. This biggest little station is heard Sunday, Wednesday and Friday over the NBC-WEAF network at 7:15 p. m.

**S. & T. D. BEARD**

EXCLUSIVE DEALERS

*Jeddo-Highland Coal**Semet-Solvay Coke*

93 Castle St.

Phone 2651

(Office open Saturday afternoons until 4 o'clock)

**Come To . . . WEBBER CITY**

(or whatever Albany lets us call it)

Electric Lights — Buttercups —  
Babbling Brooks — Sidewalks —  
Good Roads — Tulips (to trip toe thru) or sumpin'  
Big "Empire" to be built on the 500 acres (in up-state New York) left by the late Roland Webber

**WEBBER CITY DEVELOPMENT CO.**

HENRY VAN PORTER, Pres.

GEO. STEVENS, Kingfish MKOTS (silent partner)

"I gets half o' what Henry gets"

**MARION'S RESTAURANT**

Specializing in

**SEA FOODS**

and other

DELICIOUSLY DIFFERENT DELICACIES

(Beer and Ale)

471 Exchange (opposite Kirkwood Hotel)

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# Borrow in 24 to 48 hours

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You can get small loans up to \$300 in a hurry from us, if your need is pressing. We can arrange liberal credit terms to extend over 1, 3, 6, 8, 10, or even 20 months!

And we have 4 Loan Plans... Auto, Furniture, Co-maker or Combination, so we'll surely find a way to help you out.

**Reasonable charges**... You pay only on the unpaid balance and for the actual time you owe that amount.

*Come in, write, or 'phone today*

## PERSONAL FINANCE COMPANY

A Friendly, Expert Loan Service

Phone Auburn 251

120 Genesee St.

AUBURN, N. Y.

## OVERCOATS

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*Style and Utmost Value*

\$18.50 \$22.50 up to \$35

## WELCH'S

494 Exchange St.

Geneva

### Pointing the way to LIFETIME HEATING SATISFACTION ENJOY IT NOW!

On the Government's Easy Payment Plan  
Through the National Housing Act we can finance your  
furnace on the easiest terms in history—12 to 36 easy  
monthly payments.

Replace that old, worn out furnace now with a new  
Lennox Gas-Tight Steel Furnace or Aire-Flo Condi-  
tioning system. Call us for full information.

## Cooney, Watts & Cooney

—: HARDWARE :—

513 Exchange St.

Phone 2170

## The Fur Breeders Association of the State of New York

Present Their

### Annual Exhibit

of

## LIVE MINK, FOX

AND OTHER FUR BEARING ANIMALS

## STATE ARMORY, Geneva N. Y.

NOVEMBER 13 and 14, 1934

*Interesting - Educational - Profitable*

A beautiful Mink Scarf presented each night at  
8:00 p. m.

ADMISSION 25 CENTS

# GENEVA

## Celebrate HAPPINESS WEEK

Chuck full of  
Happiness - Laughs  
and Entertainment

FRIDAY and SATURDAY

**5** GREAT ACTS **5**  
VAUDEVILLE

Lee Tracy, Helen Mack  
"LEMON DROP KID"

SUN - MON - TUE

**"HAPPINESS AHEAD"**

with

DICK POWELL  
JOSEPHINE HUTCHINSON

Wed and Thurs Nov 14-15

Wheeler and Woolsey

**"KENTUCKY KERNELS"**

## Geneva-Hornell Bus Line

BRUZEE TERMINAL, E. Castle St.

### TIME TABLE

Effective, Sunday, November 4, 1934  
Subject to change without notice

	A.M.	P.M.	P.M.	P.M.
Hornell	8:30	3:00	1:10	7:40
North Hornell	8:33	3:03	1:07	7:37
Stephens Mills	8:43	3:10	12:57	7:27
Haskinville	8:53	3:20	12:47	7:17
Loon Lake	9:03	3:25	12:37	7:07
Patchinville	9:11	3:33	12:29	6:59
Wayland	9:15	3:37	12:25	6:55
Atlanta	9:25	3:47	12:12	6:42
North Cohocton	9:27	3:49	12:10	6:40
Naples	9:40	4:02	12:00	6:30
Middlesex	9:55	4:17	11:45	6:15
Rushville	10:05	4:27	11:35	6:05
Gorham	10:15	4:37	11:25	5:55
Stanley	10:20	4:42	11:20	5:50
Flint	10:25	4:47	11:15	5:45
Geneva	10:40	5:00	11:00	5:30
	Read Down	Read Down	Read Up	Read Up

Connections made in Geneva for Syracuse, Rochester, Ithaca, Lyons and Lehigh Valley R. R.

Connections made in Hornell for Alfred, Wellsville, Olean, Canisteo and main lines of the Erie R. R.

## THE KIRKWOOD HOTEL GRILL

*Offers New Prices in  
High Quality Food*



### SPECIAL BREAKFAST

20c to 65c

7:00 A. M. to 10:00 A. M.

—O—

### LUNCHEON

25c to 75c

11:00 A. M. to 2:30 P. M.

—O—

### DINNER

45c to \$1.00

5:30 P. M. to 9:00 P. M.

—O—

### A LA CARTE SERVICE

7:30 A. M. to 1:00 A. M.

—O—

Special Attention to After-Theatre Parties

NEW ENTRANCE ON CASTLE STREET



*We Recommend*

**PABST  
BLUE RIBBON  
BEER**



THE

GENEVA



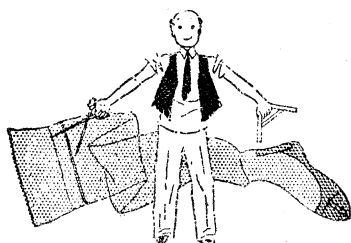
# COMMUNITY NEWS

Nov. 15, 1934

5000 Copies

## STOCKINGS HAVE GONE TAILORMADE

### LA FRANCE RINGLESS SHEERWEAR



IS TAILORED  
TO FIT

- (1) in the leg
- (2) in the length
- (3) in the foot

FOR TALL, SMALL AND AVERAGE

Hosiery that streamlines your leg just like a custom-tailored suit slims your figure. Clear as a bubble. Sheer as can be. And yet superbly strong because of a super-twisted thread. The new shades are lovely in

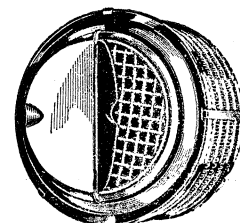
SHEERWEAR \$1 HOSIERY

## Howard Dry Goods Co.

## For Warm and Cozy Driving

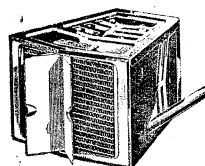
Protect Yourself with a  
Genuine

## CHEVROLET HOT WATER HEATER



ONLY \$15.50

A big heater for high heat  
output in sub-zero climates



Prices include  
thermostatic control

ONLY \$10.95

## Russell-Hart Chevrolet

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

## You Didn't Know . . . Did You . . .

that NOW you can realize your dream of a completely modern up-to-date, clean and cheerful Kitchen?

Thru your Government's NATIONAL HOUSING ACT YOU can AFFORD to carry out your plans—because you have as many as 36 months to pay the cost.

We have everything you could desire to change your Kitchen from a place of drudgery and dreariness to one of beauty and utility.

ARMSTRONG and CONGOLEUM Rugs and Linoleum—modern ANDES and MAGIC CHEF Ranges—CROSLEY and APEX Electric Refrigerators—beautiful Kitchen Furniture and Cabinets.

Visit our store and decide for yourself.

## WHEELER'S

(opposite Postoffice)

## THE KIRKWOOD HOTEL GRILL

Entrance on Castle St.

Special Attention to  
After-Theatre Parties

FRESH SEA FOODS

SALADS

SANDWICHES

OLD FASHIONED WELCH RAREBITS

A-La-Carte Service 7:30 A. M. to 1:00 A. M.

Reasonable Prices

We Recommend PABST

BLUE RIBBON BEER



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Nov. 15

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.



### Rotting Shingles Dangerous

No matter how attractive the home may be the final point of judgment is the roof. Shingles that are rotting and curling not only are unsightly but constitute a grave danger in case of fire.

### Brighten Up Halls

Dark, old halls and vestibules with woodwork finished in dark colors will be remarkably lighter if the woodwork and walls are finished in light colors.

### AUCTION! AUCTION!

Your Dreams Made Real  
Antique and Modern Furniture  
at Auction  
NARES HOMESTEAD  
96 Pulteney Street  
Tuesday, Nov. 20, at 10 A. M.

### Old Age Pension Meeting

A meeting of the Townsend Plan Old Age Revolving Pension will be held in Odd Fellows Hall, Castle St., Geneva, on Sunday afternoon, at 2:30.

Mr. Thurston of Rochester, N. Y. will be the principal speaker.  
The public is invited.

### Modernizing Rents Apartments

Finding that ten out of twelve apartments in his building would not rent, a Philadelphia landlord recently spent \$273 on each of the kitchens in modernizing them and installing bright new sinks. Now all twelve apartments are full at higher rentals.

### Constructive Measure

"Our industry is very enthusiastic over this program, believing it to be one of the most constructive measures undertaken by the Administration."—Edwin W. Smith, Chairman, The Institute of Boiler and Radiator Manufacturers.

### Gateway to Profits

"Industries engaged in the production of building materials should find the Better Housing program a gateway to a vast trade field that never has been cultivated intensively."—R. J. Carroll, President, Appalachian Hardwood Manufacturers, Inc., Cincinnati, O.

### GOODRICH SILVERTOWN TIRES TRADE IN YOUR OLD TIRES NOW

Mobilgas — Mobiloil

### STYLES SOCONY SERVICE STA.

Bean's Hill Geneva Phone 2530

### CUT FLOWERS—POTTED PLANTS FLORAL DESIGNS

### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

### IN THIS ISSUE

Community Kitchen....Page 4

"Dorothy Goes Shopping" .....Page 6

Funny Bone .....Page 8

Winning Numbers.....Page ?

Radio Flashes.....Page 10

Read other pages for interesting news items and be sure to read all the ads.

Watch for next week's issue.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### DON'T LET OLD MAN

## FROST

Spoil Your Winter Driving

He won't if you'll drive around and let us put Crack-proof winter grade Texaco Motor Oil in your crankcase and instant starting Fire-Chief Gasoline in your tank.

Come in today!  
You'll like our service.

## RICKELS

Service Station

LAKE STREET Phone 2920

**THIS AND THAT**

Shopping days before Christmas are getting fewer and fewer. Shop early and be assured of best selections.

Bruce Brummitt and His Rhythm Kings of "Roy's Gang", WSYR, featuring Lucia Ramano, soloist, of WFBL—Thanksgiving Dance to be held by Geneva Lodge F. & A. M., Masonic Temple, Geneva, Wednesday, November 28. Plan now to attend.

What is this Better Housing Program all about? Read page 12 carefully. The chances are you will find the answer there.

Most people shop where they are invited to shop. An ad is an invitation.

The Geneva-Hornell Bus Line is now under the management of J. E. Lawrence, an experienced bus man, and an improved service is being maintained. See time table on page 11.

Poor light taxes eyes and strains nerves.

One of the winning numbers to be published in next week's "News" will entitle the holder of that number—taken from today's issue—to a ticket for the Thanksgiving Dance in Masonic Temple on Wednesday, Nov. 28. The number is to be picked by us from today's delivery in the DOWNTOWN section. In other words, if YOU receive a copy of our paper this week in the downtown section look in next Thursday's issue and see if you have won a ticket for the dance.

Owners of Homes and Business Property can secure the benefit of the National Housing Act. The Better Housing Program—sponsored by the U. S. Government enables property owners to finance repairs and improvements at LOW COST.

Ad space in "The News" must be reserved by Saturday noon preceding each issue and all copy must be in by Monday noon.

**Dentistry in America**

America leads the world in dentistry and dental

training, but it has been estimated that only 25 per cent of the people receive dental service.

**OVERCOATS**

OF

*Style and Utmost Value***\$18.50 \$22.50 up to \$35****WELCH'S**

494 Exchange St.

Geneva

**IN ANTICIPATION OF  
... NEW MODELS ...**

We are disposing of our present stock of  
1934 CARS

**AT ATTRACTIVE PRICES****SOME NEW - SOME DEMONSTRATORS**

Including

**HUDSON -- TERRAPLANE****DODGE -- STUDEBAKER****GENEVA AUTO CO.**

145 Castle St.

Phone 2614

**We Invite You. . .**

to visit our delightful little

**COFFEE SHOPPE**

where we are featuring Dainty Lunches—Delicious Coffee—Varied Pastries—and (of course) those wonderful

**DOWNYFLAKE DOUGHNUTS**

Drop in for a "Bite"—You'll enjoy it because we serve  
ONLY the best.

Breakfast at 7; open week days 'till 7 p. m.  
Saturdays 'till 10 p. m.

**DOWNYFLAKE COFFEE SHOPPE**

39 LINDEN ST.

**WILL YOU KINDLY MENTION  
GENEVA COMMUNITY NEWS  
WHEN PURCHASING  
FROM OUR ADVERTISERS?**

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Delicate Plum Pudding

1 package chocolate pudding  
1 cup evaporated milk  
2 teaspoons gelatine  
¼ cup each of chopped dates, raisins, citron, nuts, rum, brandy or vanilla flavoring, also ¼ cup of cream and 2 tablespoons confectioners sugar.

Dilute evaporated milk with one cup water and add to chocolate pudding, stirring until smooth. Heat slowly and cook until thick, stirring constantly. Soften gelatine in 2 tablespoons cold water and add to hot pudding. Cool pudding, add nuts and the fruits which have been soaking in the flavoring. When mixture begins to stiffen add whipped cream, sweetened with the confectioners sugar. Mold, chill, and serve with whipped cream.

E. R. M., RFD 2

## Carrot Muffins

2¼ cups flour  
4 teaspoons baking powder  
¼ teaspoon salt  
2 tablespoons sugar  
1 cup ground or grated carrot  
1 cup milk  
1 egg  
2 tablespoons melted butter  
Mix and sift dry ingredients and add carrot. Beat egg, add to milk, and stir gradually into dry ingredients, adding melted butter last. Bake in greased muffin tins.

L. F., Border City

## Almond Cream Pie

3 egg yolks  
1 cup sugar  
1/3 cup flour  
2 cups milk  
2 tablespoons butter  
½ cup browned almonds  
1 teaspoon vanilla extract and ½ teaspoon almond

Beat egg yolks, add sugar, flour and salt. Add milk and cook in double boiler until creamy, stirring frequently. Add butter, chopped almonds and extracts, and fold in beaten egg whites last. Pour into baked pie shell and chill. Serve plain or topped with whipped cream.

Mrs. C. A. M., Lewis St.

## Kitchens Get Attention

Now that the Federal Housing Act has started owners looking more critically at their homes the kitchen is coming in for a good deal of attention. A kitchen that is hot and stuffy, hard to clean, is rapidly giving way to the modern cheerful one.

## Pineapple Cookies

1 tablespoon shortening  
1/3 cup sugar  
1 egg  
¼ cup chopped nuts

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

Its none too early now to arrange for

## Christmas Portraits

Evening and Sunday Sitzings by Appointment

## The STEWART STUDIO

35 Seneca St.

Phone 2183

½ cup grated pineapple  
2/3 cup flour  
2 teaspoons baking powder

Cream shortening, sugar and egg. Add nuts and the pineapple which has been thoroughly drained. Add sifted flour and baking powder to mixture. Mix well and drop by spoonfuls on greased cookie sheet. Bake in moderate oven 10 or 12 minutes.

E. H., William St.

New Location

## EASY WASHER SHOP

Moved to

B. L. ADAMS SHOW ROOM

Cor. Main and Seneca Sts.

Phone 6323

## MRS. J. N. LERCH

FURRIER

Repairing

Relining

Remodeling

Cleaning and Glazing

FURS MADE TO ORDER

Ithaca Road, 3 Miles East of Geneva  
Geneva R.F.D. No 3



## DO YOU KNOW

—that Empire Coke is still available

We have an adequate supply of that heat giving, money saving fuel for Geneva people.

Call 2221

## RAPALEE

COKE & COAL C RP.

30 Gates Ave., Geneva, N. Y.

Home Heating Headquarters

**SPAULDING'S**  
*dated* **CAKES**



FRESHNESS GUARANTEED

### Better Housing Program

The Better Housing Program for Geneva is now getting nicely under way, with Former Mayor William C. Demming as General Chairman.

Mr. Demming named the following as his advisory committee: Harry M. Seagers, Miss M. R. Vermilyea, Mrs. D. C. Carpenter, Chas. R. Bradley, Walter Niven, Charles McCarthy, Walter Hoskins, Wm. Sipple, Dr. F. H. Snyder, John Welch, Vernon Alexander, J. R. Houston, Clifton Morris, L. E. Springstead, L. M. Kayes, Mrs. Mary Hall, G. B. Williams, Arthur

Page, John Gleason, Mary Sweeney, John Pryor, Jesse Barker, M. Chacchia, C. O. Warner.

The above represent the various organizations of the city, while the following committee has been appointed from the different lines of business directly interested in the local housing campaign:

A. B. Hilkert, Geo. Coombs, F. E. Fairfax, E. S. Nagel, Arthur Page, Frank Cook, John DeVries, Robert Brockway, H. M. Roenke, D. W. Lynch, F. J. Kelly, William O'Malley, W. F. Warder, Thomas J. Watts.

While the Geneva program was a little late in getting under way, compared with programs in some other cities, there is no question but what with the appointment of the above committees under the able leadership of Mr. Demming activities in Geneva will now go forward in real earnest.

### Trade Boom Expected

"The plumbing and heating industry is looking forward to a decided increase in business as soon as the Better Housing Program is under way. We are all hoping that there will be no great delay in getting this program started."—L. B. Peeples, Vice President, Crane Co., Los Angeles, Cal.

Now you can have

### A Tile Floor in Your Bath Room

without the expense of changing the plumbing—install "Tile-TeX" the life-time mastic tile floor—40 colors and patterns.

Sold and installed by

**W. H. FRAUTZ & SON**  
20 Evans St. Phone 6790

## NONE BETTER

No better wines are made or can be made than Widmer's. Their excellence has been unquestioned since 1888.

Always In Good Taste Since 1888

**Widmer's**

America's Finest **WINES**

## Castle Street Market

Phone 251 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage

Best of Service - Free Delivery

**FRED BAUMGARTNER, JR.**

## CUT GLASS

Hi and Low Sherbets—Goblets—Old Fashioned Cocktails—Cocktail Glasses—Wines—Cordials—Fruit Juices—Fruit Cocktail—Iced Tea and Water Glasses.

(All in pattern to match)

— \$2.50 per half dozen —

Your opportunity now to see the newest in Holiday Gifts.

A small deposit holds any article until Christmas.

## S. A. GILBERT

510 Exchange St. Geneva, N. Y.

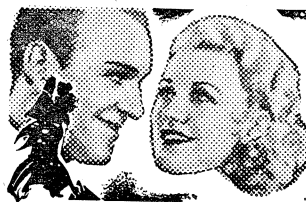


**FRIDAY and SATURDAY**

**5 GREAT ACTS VAUDEVILLE 5**

On the Screen  
Richard Arlen - Ida Lupino  
**"READY FOR LOVE"**

**SUNDAY, MONDAY, TUESDAY - NOV. 18, 19, 20**



*Ginger Rogers • Fred Astaire*  
**"The GAY DIVORCEE"**

with ALICE BRADY • EDWARD EVERETT HORTON

**WED  
THUR**

Claudette Colbert, Warren Williams  
in **"CLEO PATRA"**

## \* DOROTHY GOES SHOPPING \*

Every woman knows the satisfaction that comes from the sense of looking her best. Sparkling skin, beautiful hands, lovely hair. One treatment at the **Harper Method Beauty Salon, 10 Seneca St.** and you will understand why the Harper Method system is so famous. Phone 6783.

—D—

Hankies are good for lots of things besides sniffles. Two in different colors are knotted fore and aft to make a swell collar.

—D—

Outstanding values are now being offered in **Wool Blankets at Lynch's**. Single blankets—all fine wool—satin bound, and in all the wanted colors are selling at **\$3.75** and **\$4.90**. Pure wool double plaids at **\$6.90**.

—D—

Something to wear for Christmas gifts! Buy bracelets, large ones, and cover them with velvet in jewel tones—emerald green, ruby red or topaz yellow. Fit the velvet over the bracelets so that the seam joins on the inside in the center.

—D—

Select your **Christmas Greeting Cards** now at **McCarthy's Pharmacy** for it is a pleasure to select cards from a complete assortment. All new stock, the cards are the loveliest and most appropriate ones you'll find.

—D—

Did you ever make handkerchiefs? Take four pieces measuring about  $5\frac{1}{2}$  inches square, of two different colors. The four squares are joined by rolling the edges in together and then the entire handkerchief is finished with a rolled hem. Select subtle color combinations—gray and turquoise, blue, rose and gray, navy and coral, yellow and brown.

—D—

Those **Kirkwood Candy Store Chocolates** are certainly a buy. You'll always buy them if you once try them.

Their hot fudge is the best you ever tasted. A pleasant little store. **21 Castle St.**

The latest sandals are going beyond the Greeks for inspiration. They are Gaelic or something—for they consist of a shield-shaped center with two bands around the sides, with a strap that extends from the heel seat and has twin bands around the neck.

—D—

"Thank you for a lovely evening." That's what your friends will say if you serve party specials from **Ringer's Bakery**. Party rolls, cakes, macaroons, chocolate eclairs. And don't forget about **Ringer's** home-made bread! One trial and you won't forget.

—D—

Evening bags have developed personality as far as silhouette is concerned. Some have pleats or skirts around the bottom; others have padded rolls outlining the edges.

—D—

To find the service you desire, I advise you to take all watches, clocks and jewelry needing repair work to **Prince's Jewelry Store, 20 Linden St.** Work all guaranteed. Excellent picture framing too.

—D—

This season, initials for handbags must appear as a monogram. Ann Harding has a back suede bag, the silver-plated letters forming a monogram triangular in shape.

—D—

**Z. M. David, 23 Castle St.**, has the best bargains in **vacuum cleaners** that you have ever seen in Geneva. **New and rebuilt** cleaners. Don't be **skeptical**—go in and ask for a home demonstration!

—D—

The silhouette with the slim front and released back is reappearing in high style ranges. This mode, labeled "butcher boy," died a speedy death when first introduced because of over popularity, but it is making a return.

—D—

Repaired shoes look good as new when the work is done at **Carl's Shoe Repair Shop**. The highest grade of shoe repairs at reasonable rates. Work that pleases. Fine workmanship.

England calls them "knoppy," but we call them nubby. Both refer to the new tweeds with knotted surfaces, the knots oftentimes being of a different color or shade.

—D—

**Barth's Watch and Jewelry** Departments are fully equipped to handle all kinds of repairs promptly. Work is in charge of **Harry R. McConnell** and is all guaranteed. It will be a pleasure for them to serve you. **Schine's Geneva Theater Bldg.**

—D—

Manipulated fur turbans are appearing in the less expensively priced lines. Galyak is leader in this field, with mink, Persian lamb and kid still in the higher priced ranges.

—D—

Are **International Clothes** made to individual measure? Is the quality good? Are prices keen? Styles correct? Work distinctive?

"Yes, Sir, with the **International**." Call on **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

—D—

I have just discovered Geneva's most unique service. We women look, sometimes in vain, for a kind hat but no matter how old or new a hat, **Louise Reed, 209 Castle St.**, with deft touches can make it do pleasant things for one's face. Hats, too, cleverly and economically contrived from dress pieces, lace, fur or crocheted shapes—in fact, anything one could possibly need in a hat.

—D—

### Parent Teachers Card Party

The P. T. A. of High St. School will hold a card party at the school on Monday evening, Nov. 19. Auction and contract bridge, 500, refreshments. Admission 35c.

—D—

For information regarding the "Dorothy Goes Shopping" pages, address **Miss Dorothy Frautz, c/o Geneva Community News, or Telephone 2108.**

**BRIDGES ELECTRIC SHOP**

Home Lighting a Specialty

Fixture Display

Electrical Repairs of All Kinds

27 SO. MORRELL AVE.

Phone 5344

**Used Furnaces  
and Repairs****J. A. PONTIUS**

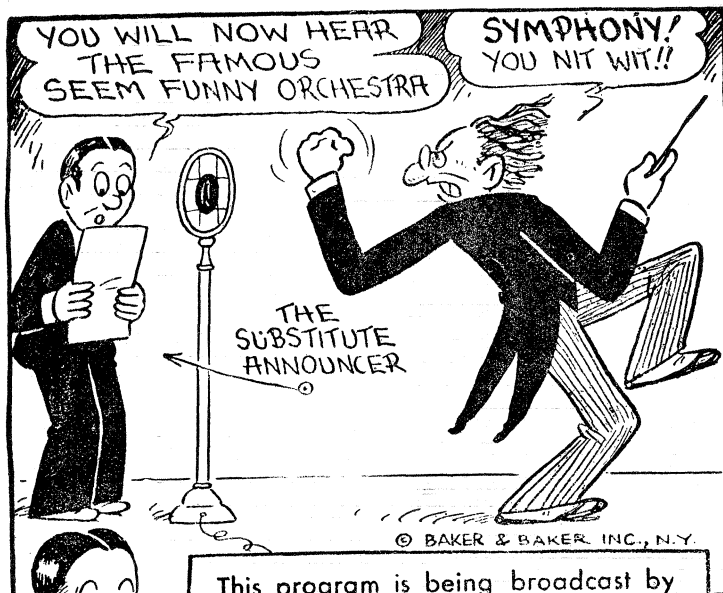
Sheet Metal Work

90 Elm St.

Phone 4575

**Good Home**

and care in pleasant surroundings for retired gentlemen or semi-invalids. Steam heat and hot water. Can furnish doctor's references. Special diets if necessary. M. S. Thomas, 140 Washington Street. Phone 2901.



This program is being broadcast by

**FOOTES CLEANERS**

There's no mistaking this: For cleaning and pressing of the BETTER kind, we can't be beat. Our many old friends are the result of years of practice and study in our field. You, too, will be more than satisfied. . . let us serve you!

78 Castle Street

Phone 2910

EACH WEEK WE ARE OFFERING

**\$5.00**

IN MERCHANDISE TO OUR READERS

What number was under the heading "Here is Your Number" in the November 8 issue of the Geneva Community News YOU received?

Was it one of the following:

181; 1181; 2468; 3593; 4395?

If you hold one of these copies mail it to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE you wish to receive \$1.00 in merchandise or service. We will then mail you an order on the advertiser you select.

Remember—the above winning numbers are taken from our issue of November 8 and the advertiser you select must have an ad in today's issue.

It pays to ADVERTISE in the Geneva Community News.

It pays to READ the Geneva Community News.

**Micawber's Budget**

Annual income twenty pounds, annual expenditure nineteen pounds nineteen shillings and sixpence, result happiness. Annual income twenty pounds, annual expenditure twenty pounds ought and six, result misery.—Dickens.

**Advertising Space**

in the

**Geneva Community News**

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—

Agency for the

**POST-INDEX SYSTEM**

The

**W. F. HUMPHREY PRESS**

General Printing  
and Office Supplies

300 Pulteney St.

GENEVA, N. Y.

Phone 2662





## THE FUNNYBONE



### Vice Versa

Employer: "Personal appearance is a helpful factor in business success."

Employee: "Yes, and business success is a helpful factor in personal appearance."—Montreal Star.

### Seriousness

"Do you enjoy politics?"

"Not as much as I used to," admitted Miss Cayenne. "Women insist on being serious. When men played the game we could laugh at them."

### Particular

They were looking over a house which the agent warmly recommended. It was in urgent need of repair.

"Look, man," cried the prospective tenant, "we couldn't live in a house like that. Why, there's actually moss growing on that damp wall."

The agent flushed. "Well, sir," he replied, "at the small rental I'm asking you could hardly expect orchids, could you?"—Ex.

### Criticism On the Wing

Tommy: "A little bird told me what kind of a lawyer your father is."

Jimmy: "What did the bird say?"

Tommy: "Cheep, cheep."

Jimmy: "Well, a duck told me what kind of a doctor your father is."

### In Rotation

"When is the next train out of this burg?"

"Twelve o'clock, sir."

"What, isn't there one before that?"

"No, sir, we never run one before the next."

**HARRY M. MOYER**  
PRINTER

69 Oak Street

Phone 4189

### The Right Approach

Londoner—I went bald, so I spent a small fortune on hair restorer.

Aberdonian—When I went bald I sold my brush and comb.

### Struck Through

She (admiringly)—Just look at that man's chest development.

He—Chest development! He got that bulge patting himself on the back.

### Light Meat

The children had a chicken for dinner.

"What part did you have?" asked one.

"The wishbone," was the reply.

"I had a leg," put in another child.

Little Jackie held up a skewer and exclaimed: "Look, I've got the perch."

### Good Guesser

Shronk stopped his motorcar at a desolate crossroad and yelled to a farmer who lay on a cart, "Hey, Cornsilk, is this the way to Croydon?"

The farmer raised himself in astonishment. "Say, stranger, how did you know my name is Cornsilk?" he asked.

"I guessed it," said the motorist.

"Then," said the farmer as he drove on, "guess your way to Croydon."

## CUT PRICES?

You can no longer purchase first quality tubes at "cut prices". Our price is the same; our tubes are delivered in sealed cartons. We test your tubes in your home on a new Supreme Neonized Tester. Its more accurate! Phone 3921.

**RALPH LEBRUN**  
Phone 3921

### A Fitting Answer

Abie—Fader, dere is a customer in de shop wants to know if dose all wool unshrinkable shirts vill shrink?

Father—Does it fit him?

Abie—No, it's too large.

Father—Vell, den, dey vill shrink."

*time to change to*

**ALEMITE**  
REG. U. S. PAT. OFF.  
*Winter*  
**GEAR LUBRICANT**

**NOW!**

**FINK'S SUPER-SERVICE  
STATION**

"The only independent  
in Geneva"

114 Lake St.

Phone 2448

## Chester Phillips

Watch Clock and Jewelry Repairing

(South Side) CASTLE ST.

(Kirkwood Hotel Block)

Opposite Dillingham's Hardware

FOR—

**BETTER MEATS  
CLEANER MEATS**

and

**QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

## LADIES

An ideal Bridge prize is an  
IN-N-OUT Cigarette Guard

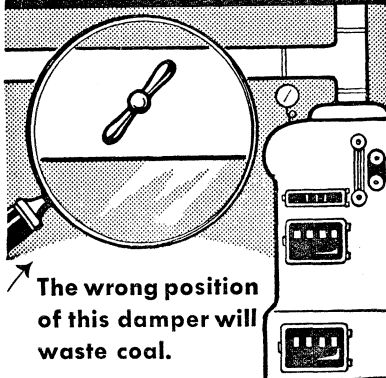
ONLY 20 CENTS EACH

Your dealer has them or can secure  
them from

**IN-N-OUT CO.**

Geneva, N. Y.

## ARE YOUR DAMPERS WASTING FUEL MONEY



### Have Our "John Barclay-Trained" Service Man Check Your Heating Plant FREE!

**D**O YOU *know* how to save time, heat, trouble, money, through proper damper control? This and many other economy features will be explained by our "John Barclay-Trained" Service Man if you arrange now to have him call at your home and carefully check your heating plant. That's a part of our service—and there's no charge for it.

For Better Heat With Less Attention Burn 'blue coal', America's Finest Anthracite.

Phone 6232 or 6186

## P. O'Malley & Son

### COAL & COKE

27 Castle St.

### We Specialize in Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

### Did You Know

THAT old time Genevans could appreciate the realism of saw mill scenes in melodramas for the building at the foot of Washington St., across the track, now used for storage purposes, once contained a then modern saw mill, the logs for which were floated down the lake?

THAT later the same building was called the Couch Factory, folding beds being manufactured therein?

THAT Geneva Mineral Water was the only water dispensed at the Pan-American Exposition in Buffalo?

THAT formerly there was a frame building on Exchange Street where mineral water baths could be taken and that even now people from as far as Buffalo come regularly for this water as the only help for their ailments?

THAT a prominent Genevan who went to Florida for treatment for his particular ailment was visiting with a native of Texas who had similar trouble and, without the Texan knowing where the Genevan was from, the Texan remarked that the only relief he was able to get was from mineral water received from Geneva, N. Y.? Needless to say the Genevan was surprised that relief was so near and

he had gone hundreds of miles to get the information.

### White Means Good Luck

Red and black are the official colors at the University of Georgia. But the football team often plays in white jerseys because of an ancient superstition that they bring good luck.

### Using Chopsticks

When the Chinese use chopsticks they grasp both sticks in one hand. One is held perfectly still and the other moves back and forth. The Chinese will tell you that he uses his chopsticks just as he uses his jaws—one still and one moving!

### Use for Apricot Stones

Apricot stones, imported to Britain, are manufactured into face powder; in Germany they are converted into high explosives.

## LIFE INSURANCE and ANNUITIES

**LAVERNE F. DARLING**

Geneva Trust Co. Bldg.  
Phone 2184

## COLONEL CHEERIO

SAYS

## CALIFORNIA WINES

"HOUSE OF LORDS", 5ths.....59c; ½ gal.....\$1.10

"CHATEAU MADRID", 5ths.....75c; ½ gal.....\$1.25

— A Complete Line of Liquors from 85c a Pint Up —

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

We Give Xmas Club Thrifties

# RADIO FLASHES

by Ralph Le Brun



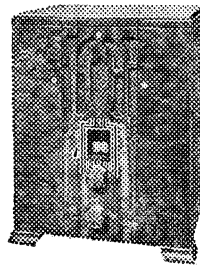
John Charles Thomas, heard over NBC-WHAM Wednesday at 9:30 p. m. Mr. Thomas, an American both by birth and education, sang his way to the Metropolitan Opera House from the Broadway musical comedy stage. The son of a Methodist minister in a little Pennsylvania town, he started out to study medicine but changed to music when he won a scholarship at the Peabody Conservatory of Music in Baltimore. For the past nine years he has divided his time between opera, concert and radio.

A description of the wedding of Prince George of England and Princess Marina of Greece at Westminster Abbey, London, will be shortwaved to the United States and broadcast over WABC at 5:45 a. m. eastern standard time, Thursday, November 29. Howard Marshall, commentator of the British Broadcasting Corporation will stand outside Westminster Abbey and describe the royal wedding procession as it approaches the church. The microphone will "pick up" the ringing of bells and the cheering of the crowd. Marshall will resume his commentary after the couple leave the church and a "mike" stationed inside will carry the actual ceremony.

Three hours of uninterrupted dance music every Saturday night will be inaugurated over the nationwide WEA-F-NBC network under the sponsorship of the National Biscuit Co. on December 1. Actually five hours of dance music will be used; the Eastern time stations will broadcast the program from 10:30 p. m. to 1:30 a. m., Rocky Mountain stations from 11:30 to 2:30 EST, and the Pacific coast network from 12:30 to 3:30 EST. Three orchestras noted for distinctive

types of dance music will be utilized in order to lend variety to the programs. Many dancing parties in homes are already being arranged as the radio audience accepts the sponsor's invitation—"Let's Dance".

More than 100 pairs of twins in the United States, ranging from a few months to six years in age, are eating from silver spoons engraved "Amos" and "Andy", sent to them by the real Amos 'n Andy because the names of the twins are, too, Amos and Andy. Freeman F. Gosden (Amos), and Charles J. Correll (Andy), have no idea how many twins actually have been named for them, but they do know that more than 100 pairs have, for Gosden and Correll have received letters from the parents of that many announcing the fact. The invariable custom of Amos 'n Andy upon receipt of such a letter is to send, with their compliments, a pair of silver spoons engraved "Amos" and "Andy".



## The Crosley FIVER

Here is beauty and performance at a price beyond compare! Distinctive, all-wood cabinet. Five-tube superheterodyne with performance of ordinary six-tube sets. Gets all standard programs and some police calls!.....Complete with Tubes

**\$19.99**

At WHEELER S

Opp. Post Office

## RIGHT NOW...

These two points on your car need attention

- X—TRANSMISSION
- X—DIFFERENTIAL

Changing the lubricant will take only a few minutes and may save you, in prevented repair bills, far more than its minor cost.

## Wilson's Esso Station

Privately Operated

LAKE STREET

Phone 4082

## MARION'S RESTAURANT

The Finest of

SEA FOODS      STEAKS  
CHOPS              SANDWICHES

471 Exchange St. (opposite Kirkwood Hotel)

BEER and ALE on Draft

Two Cold Weather Necessities

EXIDE BATTERIES

PRESTONE ANTI FREEZE

**EARL G. STRATTON**

Rickel's Service Station Phone 2028 Lake St.

SPRING GARDEN—  
pts. \$1.35; qts. \$2.60  
CONQUERER GIN—  
pts. 79c; 5ths \$1.25  
OLD ST. CROIX VIRGIN  
ISLAND RUM—5ths \$2.95  
CLAREMONT, California  
Wines—½ gal. \$1.35

## HOWARD'S LIQUOR STORE

Next to Regent Phone 5133

"If it's good we have it"

IT PAYS to read  
"THE NEWS"

## HERE IS YOUR NUMBER

N<sup>o</sup> 1228

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

EACH WINNING COPY  
GOOD FOR \$1.00 IN  
MERCHANDISE OR SERVICE  
FROM THIS WEEK'S  
ADVERTISERS

### Mutual Clothing Co.

(Men's and Women's Apparel)

This Ad good for \$2.00 on  
any purchase of \$20.00  
or more

(Easy Credit Terms)

509 Exchange St.

# LOANS

**SERVICE . . . quick!**  
**TERMS . . . liberal!**

*A friendly, expert loan service makes it possible for you to borrow.*

**Small loans up to \$300** to meet old bills, to pay taxes or mortgage interest, or to buy clothes, furniture or coal as needed.

**In 24 to 48 hours.** Such a loan can be arranged quickly, to suit your needs, by one of our 4 loan plans, Auto, Furniture, Co-maker, or Combination.

**20 Repayment Plans.** And you can have 1, 3, 6, 8, 10, or even 20 months to repay. Meanwhile, you are charged only for the unpaid balance, and the time you actually have the money.

*Call, write, or 'phone today!*

## PERSONAL FINANCE COMPANY

A Friendly, Expert Loan Service

Phone Auburn 251

120 Genesee St.

AUBURN, N. Y.

### Mushroom as Anesthetic

Dentists among the Zapotec Indians of Mexico used as an anesthetic a mushroom that still grows wild in that region.

—o—

### Smugglers' Cave

Securest of all havens for smugglers is the Ten Thousand Island district south of St. Petersburg on Florida's West coast. The area is virtually unmapped and is so badly cut up that revenue men are unable to follow smugglers who escape to it.

—o—

### Balsam of Peru a Sap

Balsam of Peru, used in medicines, is really the sap of a tree of the republic El Salvador, and some attempts have been made to correct the name.

—o—

### Mayans Were Up to Date

A survey shows that the Mayans were expert in carving stone for their better buildings, used lime cement and also were known for their woodcraft.

## Geneva-Hornell Bus Line

J. E. Lawrence, mgr.

BRUZEE TERMINAL, E. Castle St.

### TIME TABLE

Effective, Sunday, November 4, 1934  
Subject to change without notice

	A.M.	P.M.	P.M.	P.M.
Hornell	8:30	3:00	1:10	7:40
North Hornell	8:33	3:03	1:07	7:37
Stephens Mills	8:43	3:10	12:57	7:27
Haskinville	8:53	3:20	12:47	7:17
Loon Lake	9:03	3:25	12:37	7:07
Patchinville	9:11	3:33	12:29	6:59
Wayland	9:15	3:37	12:25	6:55
Atlanta	9:25	3:47	12:12	6:42
North Cohocton	9:27	3:49	12:10	6:40
Naples	9:40	4:02	12:00	6:30
Middlesex	9:55	4:17	11:45	6:15
Rushville	10:05	4:27	11:35	6:05
Gorham	10:15	4:37	11:25	5:55
Stanley	10:20	4:42	11:20	5:50
Flint	10:25	4:47	11:15	5:45
Geneva	10:40	5:00	11:00	5:30
	Read	Read	Read	Read
	Down	Down	Up	Up

Connections made in Geneva for Syracuse, Rochester, Ithaca, Lyons and Lehigh Valley R.R.

Connections made in Hornell for Alfred, Wellsville, Olean, Canisteo and main lines of the Erie R.R.

People who are so foolish as to allow themselves to be run down usually "wind up" in a hospital.

# 14 Answers to Your Questions About Modernization Credits

## 1. WHO MAY APPLY?

Any property owner, individual, partnership, or corporation, with a regular income from salary, commissions, business, or other assured source. It is not necessary to be a depositor in the financial institution consulted.

## 2. TO WHOM DO I APPLY?

To any financial institution approved by the Federal Housing Administration; or to a contractor, building supply dealer, equipment manufacturer or retailer.

## 3. HOW MUCH MAY I APPLY FOR?

From \$100 to \$2,000, depending on your income, for improvements on any one property.

## 4. HOW LONG MAY NOTES RUN?

For any number of months from one to five years. However, the term of the notes depends entirely on the discretion of the financial institution which may at its option require loans to be repaid over such lesser periods as justified by the amount you can reasonably afford to pay each month.

## 5. WHAT SECURITY IS REQUIRED?

That you have an adequate regular income and a good credit record in your community. Other security may be accepted if deemed necessary by the financial institution to facilitate extension of credit; or if required by the law governing certain institutions.

## 6. WHAT ASSURANCE NEED I GIVE?

(a) That you own the property.

(b) That the annual gross income of the signers of the note is at least five times the annual payments to be made on the note.

(c) That your mortgage, if any, is in such standing that the financial institution is justified in approving the loan.

(d) That you will use proceeds solely for property improvement.

## 7. WHAT SIGNATURES ARE REQUIRED ON THE NOTE?

Signature of the property owner; and (except in special cases) if the owner is an individual and is married, also signature of wife or husband. No other co-signers or endorsers are required, unless necessary to facilitate a loan which could not be made otherwise.

## 8. WHAT IS THE COST OF THIS CREDIT?

The financial institution may not collect as interest and/or discount and/or fee of any kind, a total charge in excess of an amount equivalent to \$5 discount per \$100 original face amount of a one-year note, payable in monthly installments. Charge for longer periods than one year is on the same basis.

## 9. HOW DO I PAY THE NOTE?

By making regular, equal, monthly payments (seasonal payments for farmers) until the note is paid in full.

## 10. MAY THE OWNER OF ANY KIND OF PROPERTY APPLY?

Applications will be considered for credit to improve one-family, two-

family, or other residences; apartment buildings, stores, office buildings, factories, warehouses, farm buildings.

## 11. WHERE DO I MAKE PAYMENTS?

The regular installment payments will be made in person at the place of business of the financial institution; or by mail; or as otherwise arranged. No payment shall be made to any governmental office or organization.

## 12. MAY I PAY THE NOTE IN FULL BEFORE MATURITY DATE?

Yes, at any time. A reasonable rebate will be allowed for pre-payment, if charges have been collected in advance.

## 13. MAY I MAKE MORE THAN ONE PAYMENT AT A TIME?

Yes, as many as you wish, but such payments should be in exact multiples of the agreed payments—that is, if monthly payment is \$10, larger payments should total \$20, \$30, etc.—not, for example, odd sums such as \$18 or \$25.

## 14. WHAT IF I AM LATE IN MAKING MY PAYMENT?

The maker must not permit his payments to fall in arrears. Should a payment be more than 15 days late the financial institution's expense, caused thereby, should be reimbursed in part at the rate of not more than five cents per dollar for each payment in arrears. Persistent delinquency will make it necessary for the financial institution to take proper steps to effect collection in full.

# Geneva Better Housing Committee



FOR YOUR CONVENIENCE

Home Modernizing Bureaus With  
Complete Information Are Located At:

Chamber of Commerce  
or Any Bank or Loan Co. in the City





THE

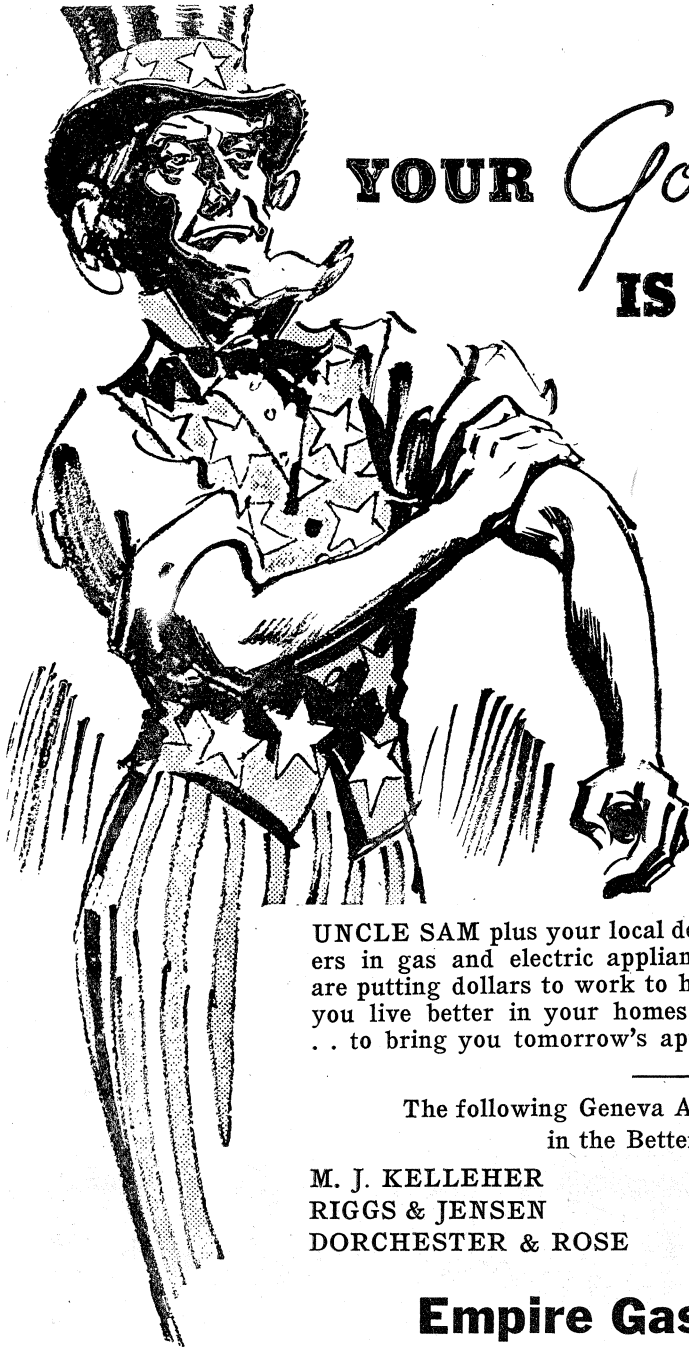
GENEVA



# COMMUNITY NEWS

Dec. 6, 1934

SPECIAL, This Issue 6000 Copies



**YOUR** *Government*  
**IS ROLLING UP  
ITS SLEEVES**

**... to help you live  
better in your home**

UNCLE SAM plus your local dealers in gas and electric appliances are putting dollars to work to help you live better in your homes . . . to bring you tomorrow's appli-

ances. Under the provisions of the N.H.A. you can finance the purchase of most all major gas and electric appliances . . . at today's low price. Ask your local dealer or your gas company how you can borrow the money at a low rate of interest to put these modern appliances in your home. You pay in regular monthly installments over a period of one to five years. Start today to take an inventory of your home for modern equipment. See these new appliances at your nearest appliance store.

The following Geneva Appliance Dealers are cooperating  
in the Better Housing Program:

M. J. KELLEHER  
RIGGS & JENSEN  
DORCHESTER & ROSE

COONEY, WATTS & COONEY  
DILLINGHAM & SON, INC.  
SENECA PLUMBING & HEATING

**Empire Gas & Electric Co.**

**MONEY IS AVAILABLE — WORKMEN ARE READY — ACT NOW!**



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Dec. 6

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - *Manager*  
M. E. RAYMOND, *Advertising Mgr.*

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

### THIS AND THAT

Only 15 more shopping days be-  
fore Christmas.

On Tuesday evening, December  
11, at the State Armory, Nick Bai-  
ley's Akron Indians will meet the  
local Lacrosse team. The visiting  
team was here twice last year and  
each time defeated, but only by a  
close score. A good close game is  
expected. There will be a prelimi-  
nary basketball game at 7:15.

Is your kitchen modern? Its ev-  
eryday usefulness might be greatly  
increased by a new sink, enough  
cupboard space, built-in equipment,  
and wiring outlets.

The Thanksgiving Dance held at  
Masonic Temple on the night of  
Wednesday, Nov. 28, was very suc-  
cessful, 85 couples attending and en-  
joying the music of Bruce Brummitt  
and His Rhythm Kings.

Read the "Dorothy Goes Shop-  
ping" columns for helpful Christmas  
shopping notes.

A well-maintained business prop-  
erty pays for itself in efficiency and  
stimulated trade.

The Christmas Clubs for 1935 are  
now forming at the local Banks. It  
is expected that there will be a con-  
siderable increase in the savings in  
these clubs the coming year due to  
greatly improved business condi-  
tions.

Why not an oil burner for Christ-  
mas, especially if you live in the  
country? See Ostrander's ad on an-  
other page of this issue.

Modern plumbing will completely  
revise that obsolete bathroom, kitch-  
en or laundry.

You may have your furniture fin-  
ished just as you want it by buying  
"Unpainted Furniture" at Fairfax  
Bros., and doing the painting your-  
self. They have booklets, too, mak-  
ing attractive suggestions, which  
they will be glad to show you. See  
ad on page 12.

Save as you spend—with Christ-  
mas Club Thrifties.

Indicative of the widespread need  
for plumbing and heating improve-  
ments, says Mr. J. J. Calnan, presi-  
dent of the National Association of  
Master Plumbers, is the fact that 35  
per cent of the money loaned under  
the FHA plan in some cities is being  
invested in plumbing or heating  
modernization or extension work.

### Man Foiled

With all the suggestion for ways  
of rain-making, man has yet to de-  
velop a practical device for start-  
ing or stopping rain, says a weath-  
er bureau expert.

### Walls of city 40 Feet Thick

Excavations at Byblus, a city of  
3,000 population, revealed parts of  
the walls, 40 feet thick, a gate and  
three temples of an ancient Phoeni-  
cian city.

### King Was Builder

William the Conqueror author-  
ized the construction of no less  
than 49 strong castles in the Brit-  
ish territory he had won with his  
sword.

Now is the time to change to the  
**NEW MOBILOIL ARCTIC**

**STYLES SOCONY SERVICE STA.**  
Bean's Hill Geneva Phone 2530

**CUT FLOWERS—POTTED  
PLANTS**

**FLORAL DESIGNS**

**Hamilton Gardens**

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

One can stand an honest and  
honorable crosspatch if one can  
make him laugh once in a while.

### Fed by Angels

A Spanish girl who claims not to  
have eaten or drunk a thing for 15  
years has been discovered at Mon-  
tecille, Burges, by a well-known  
Riviera oculist. She is Amerlia  
Baranda, a young peasant, who de-  
clares that she is "fed by the an-  
gels." The girl is under the super-  
vision of doctors, who declare that  
her digestive system is still normal,  
though slightly withered.

**LIFE INSURANCE  
and ANNUITIES**

**LAVERNE F. DARLING**

Geneva Trust Co. Bldg.  
Phone 2184

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing



Don't Delay!

We have the proper Crank-case,  
Transmission and Differential  
Lubricants for Your Car.

**RICKELS**

Service Station

LAKE STREET Phone 2920

## GIUSEPPE'S CHRISTMAS WAS A GRAND REVELATION

Christmas was approaching and Giuseppe was lonesome. There were others in the school from foreign lands but no spoke Giuseppe's language.

Christmas had been so much fun in Italy. In the province where Giuseppe lived, a tree decked with oranges was the center of their Christmas festivities. All the relatives came to a big feast on Christmas day, and afterwards old and young danced around the orange tree, and, of course, some folks had a miniature manger with St. Joseph and other figures.

"I don't see how I am ever going to stand it," Giuseppe told his mother.

But she had smiled and said, "it will be all right, son. You'll see."

Then Christmas preparations began at school. There were carols to be sung—carols in five languages, and Giuseppe was to sing the carols of his country, all by himself. Giuseppe was very proud. There was a play with the manger and the wise men, shepherds, angels and Mary the Virgin, and Joseph. Giuseppe could hardly believe his ears when he found he was to be Joseph. And after the program there was the tree.

"It was grand, wasn't it?" Giuseppe said to his mother and father as they walked home together, and mother and father agreed.—Florence Harris Wells.

Copyright Western Newspaper Union.

### Church Used as Barracks

Old St. John's church in Richmond, Va., founded more than a century ago, was used as barracks by British soldiers in 1771.

## WHY JEWELRY AS GIFTS

GOLD, PLATINUM AND SILVER

Being precious metals have an everlasting value

GIFTS of these precious metals are enduring remembrances

## YOUR CHRISTMAS GIFT OF JEWELRY

Will be a precious memory

Ladies Diamond Rings \$9.95-\$500.00

Ladies Stone Rings.....\$3.00 up

Ladies Bracelet Watches

Bracelets \$8.95-\$150.00

Vanities

Necklaces

Gents' Cameo Rings.....\$5.00 up

Gents' Stone Rings.....\$4.00 up

Pocket and Wrist Watches \$9.00 up

Collar and Tie Sets

Belt Buckle Sets

Lighter Sets

GOLD AND SILVER ROSARIES

We invite you to call and see our display.

## S. A. GILBERT

510 Exchange St.

JEWELER

Geneva, N. Y.

A small deposit will reserve any article until Christmas

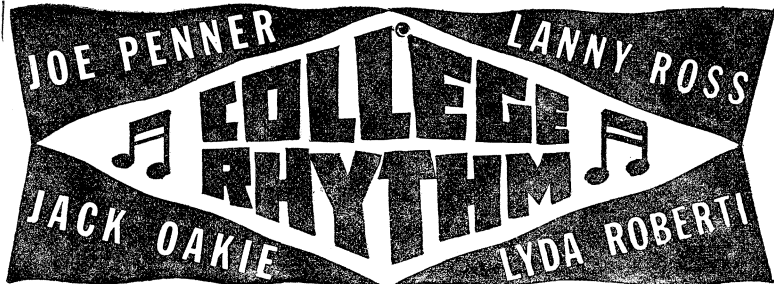


THUR. - FRI. - SAT.



ADDED SHORT SUBJECTS

SUNDAY - MONDAY - TUESDAY - DEC. 9-10-11



Silly Symphony—"GRANDFATHER'S CLOCK"

## BOX LACROSSE

STATE ARMORY, GENEVA

-- TUESDAY, DECEMBER 11 --

AKRON INDIANS

vs.

GENEVA

9:00

Preliminary Basketball, 7:15

General Admission .....40c

Reserved (inc. tax) .....75c

Students .....25c

## Advertising Space

in the

## Geneva Community News

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Meat Balls

- 2 lbs. ground beef
- 2 eggs
- 1 cup cracker crumbs
- 1 sweet pepper (chopped)
- 4 large onions (chopped)

Season mixture with salt and pepper, form into balls and roll in uncooked rice. Boil for 45 minutes in either one large can of tomatoes and 2 cups of water or 1 quart of tomato soup and 2 cups of water. E. C., E. Main St., Waterloo, N. Y.

## Orange Raisin Cake

- ½ cup butter
- 1 cup sugar
- ½ cup sour milk
- 2 eggs
- 2 cups cake flour
- 1 teaspoon soda, a little salt
- 1 cup raisins and one whole orange

Cream butter, sugar and eggs. Add milk, soda and flour. Lastly mix in raisins and orange, first removing seeds and white sections from orange and putting both raisins and orange, including rind through grinder. Mix well and bake in 2 layers. Frost as desired.

Mrs. L. O., Phelps, N. Y.

## Apple Brown Betty

- 3 cups chopped apples
- 1 cup dry bread crumbs
- ¼ cup melted butter
- 1 cup brown sugar
- 1 teaspoon cinnamon

Stir together butter, sugar, cinnamon and bread crumbs. Into a buttered baking dish, place first a layer of the crumb mixture and a layer of apples until ingredients are all used. Bake for 40 minutes in moderate oven (375°). May be served with cream or hard sauce.

M. K., North St.

## Baked Noodles, Cheese and Ham

- 2 tablespoons flour, a little salt and pepper
- 2 cups milk
- 2½ cups cooked noodles
- ¾ cup grated cheese
- 1 cup cold cooked ham, ground coarsely

Mix flour, salt and pepper to a paste in a little milk and add to remainder of milk, bringing slowly to boiling point. Put layer of noodles, ham and cheese into greased baking dish and cover with layer of sauce until all ingredients are used. Bake about one-half hour in hot oven.

O. B., Washington St.

## Candy Date Roll

- 1½ cups sugar
- 1 cup dates (pitted)
- ½ cup evaporated milk
- ½ cup nuts (chopped)
- 2 teaspoons butter

Cook dates, sugar and milk until a soft ball forms when dropped in cold water. Cool to luke-warm, add nuts and butter. Beat until thick and entirely cold. Turn onto board thickly dusted with powdered sugar and knead until it will mold well. Roll into long cylinder about 1 inch in diameter and let stand 24 hours. Cut in slices to serve.

C. B., Main St.

## Greatest Commercial Nations

Throughout the Middle ages the Greeks and Romans ranked as the greatest commercial nations and through their instrumentality, transportation as an industry flourished in a marvelous manner.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

Remember. . .

We are

"Exclusive But Not Expensive"

## THE NORMA SHOP

66 Seneca St. Phone 2711

A Complete Line

of

MILLINERY

COATS and

DRESSES

## Castle Street Market

Phone 251 Near Main

BEST QUALITY MEATS

Home Made Pure Pork Sausage

Best of Service - Free Delivery

FRED BAUMGARTNER, JR.



## The Rapalee Service Man

will inspect your heater FREE OF CHARGE and advise you how TO GET MORE HEAT WITH LESS FUEL.

Do not neglect to avail yourself of this COMFORT GIVING, MONEY SAVING service.

Call 2221

**RAPALEE**

COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

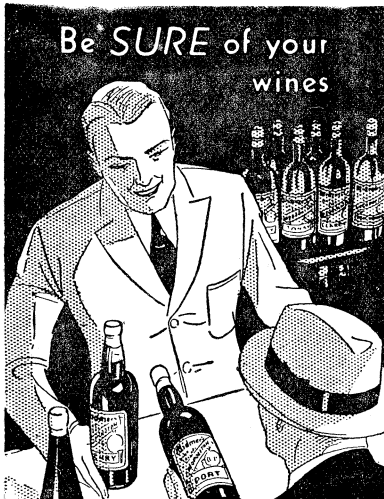
Home Heating Headquarters

### "The Count of Monte Cristo"

The presentation of "The Count of Monte Cristo" at Schine's Geneva, Thursday, Friday and Saturday, brings to mind that, if memory serves us right, it was James O'Neill in "Monte Cristo" which opened the old Smith Opera House, of which Schine's is the successor. It is related that a party at that play was so engrossed in the story that when the statement was made "My Kingdom for a Knife" he shouted, "Here, I have one".

### Always Feared World's End

The earliest Christians cherished the belief that the world was soon to end, and lived under the shadow of its day of doom.



Ask for **WIDMER'S**

It's all rather bewildering... this question of which wine to buy and why. But there's one sure way to make your selection... ask for Widmer's, the finest wine made in the world famed Finger Lakes Section of New York State.

Ask for Widmer's.

Port, Claret, Dry Sauterne, Sweet Sauterne, Sherry, Muscatel, Angelica, Tokay, Madeira, Catawba, White and Red Rhine . . . and Sparkling Moselle and Sparkling Burgundy.

# Widmer's

AMERICA'S FINEST WINES!

Always in Good Taste  
... Since 1888

## Holiday Opening

### SATURDAY - DECEMBER 8

## Gifts for Everyone!

Hand-made Undies, Sheer Ringless Hose, Smartly Styled

Kayser Gloves, Initialed Linen Hankies, Novelty

Jewelry and Evening Bags.

Men's Ties, Hose, Shaving Sets, Tie Racks,

Travelling Sets.

Linens, Towel Ensembles, Bedspreads, Blankets,

and numerous other items.

AND

## T-O-Y-S

ALL LOW-PRICED TO MEET THE DEMAND FOR

TOYS PRICED UNDER A DOLLAR.

Come and see them!

## Howard Dry Goods Co.

### Candles Drip

Due to some chemical change in the manufacture candles of some colors, such as green and black, seem to drip more readily than other colors.

### Living Languages

There are said to be some 5,000 living languages. English is the most extensively spoken, with some 160,000,000 speakers. Neither India nor China has any one language which is spoken by so many people.

### The Way Out

A sixty-year-old married a girl of twenty. The next day he received a visit from his friend, who asked: "Did you seriously consider what you did? Now, you are sixty and she twenty. Such a match might be all right now, but in ten years you'll be seventy and she'll be thirty. What then?"

"Well, I can get a divorce and marry one younger."

Praise makes a wise man modest and a fool arrogant.

## \* DOROTHY GOES SHOPPING \*

You must visit **McCarthy's Pharmacy**, 162 Castle St. There, the largest, most complete, all new stock of **Christmas Greeting Cards** in Geneva awaits you . . . . Greeting Cards with messages to suit each and every personality. Likewise, a beautiful variety of Gift Wrappings, Christmas Seals, Stickers, Tags and Ties. The opportunity of the season.

—D—

Keeping time with clothes, accessories become more and more interesting. And so, the new hats make new earrings important too. The new ones are legion. Gold, silver, or bright colored enamel stars are charming and are matched with a much larger star worn as a clip brooch. Jewelry which takes the form of thick rings of gold or frosted silver, can be worn as earrings or as cuff clips. A pretty novelty is a gold arrow, which looks exactly as if it has pierced the ear.

—D—

It's a good idea to know and keep in mind a good dressmaker. **Mrs. Barbour**, 60 Colt St., does dressmaking, plain sewing, altering, coat relining, and all kinds of repairing.

—D—

To look your charming best in the kitchen and still be your most efficient self, aprons both attractive and practical are essential.

—D—

It pays to take watches, clocks and jewelry to someone reliable for repairs and service. Therefore, **Prince's Jewelry Store**, 20 Linden St. Excellent picture framing.

—D—

New evening ideas for milady are expressed in stiff fabrics. You would be clever to choose velveteen or Lyons velvet, faille, moiré, taffeta, lamé for an important evening dress. Net and tulle and lace, strangely enough, are much used, but they are often used stiffly and always quite tailored.

And you would do well to choose some deep, rich shade: Any of the purple shades running between wine red and sapphire blue; brown, deep green. White is not so important as it was. If you must have a pastel, let it be pink or blue.

Ladies' suits and coats are made to order at **A. P. Petersen's**, 476 Exchange Street, Geneva, N. Y. There, you also receive the highest grade of dry cleaning and pressing at reasonable prices. Altering and relining.

—D—

The neckline and the hemline are the dress this Winter. The hemline, because it is split, the neckline because it is so varied and usually flattering. The last word on necklines is collars, all sorts, but especially high collars. Standing ones about an inch high and higher ones that run up on the neck. And there are new cowls. Also lots of bibs and square necks. The bibs are detachable which makes the dress twice as useful, for with different bibs, the dress is different.

—D—

Vacuum cleaners from \$11.00 to \$42.50 should attract the attention of all thrifty buyers. Go in and see them! New and rebuilt. All makes. Take in your old cleaner for expert repairs or exchange. Honest allowance for your old cleaner. Everything guaranteed. Home demonstrations gladly given. **Z. N. David**, 23 Castle St.

—D—

Suits and coats, ladies' and gentlemen's, are made to measure at \$25.00 and up at **A. S. Bauer's**, 43 Seneca St. Satisfaction guaranteed. Also altering, relining, dry cleaning and pressing. Call 2483.

—D—

The Polo Coat has definitely arrived at that state of popularity to which it has been climbing for some years. Workaday girls find it invaluable because it fits so comfortably into any kind of weather, any kind of bus or any tea room. For cold days the new camel's hair ones have woolly plaid linings. These are detachable so that when rain or fog supplant the snow of legitimate Winter the light weight carries just the right amount of comfort. They look right smart too, with the velveteen dresses and bright chin chuckers which are so justifiably the rage.

Handy little shopping list books have been sent to every member of the Christmas Club at the Loan. There are still a few left. The Loan will be glad to give one free to anyone who calls. Just ask for shopping list book this week.

—D—

The **Seneca Furniture Mfg. Co.**, Middle St., is essentially a factory and you can buy your furniture at factory prices. Choose from a variety of styles expressed in latest fall fabrics which emphasize silk faced velours and attractive patterns in tapestries.

—D—

You should see the beautiful lace table covers at **Lynch's**, 485 Exchange Street. Napkins to match. Something entirely new. Ideal for the Christmas Gift. These are only one of the many beautiful articles being shown at this store that you will love for gifts.

—D—

Say Goodbye to Battery Troubles. Let **Fred Garver** install a **General Jumbo Battery** in your car. This Battery has reserve energy for starting in cold weather and for running your heater and radio. Prices and terms to suit you. Call 6203 or call at 280 Main St.

—D—

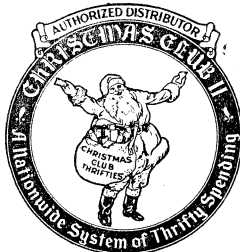
Special for Christmas! 5-lb. Boxes of Chocolates from \$1.50 to \$5.00. "George's" Special Endorsed Chocolates 49c lb. Also the finest line of bulk chocolates and ribbon candy. And the best soda in town for only 10c! **George's Candy Kitchen**, 364 Exchange St.

—D—

While doing your Christmas shopping, be sure to stop in the **Jeannette Shoppe**, 46 Linden St. Browse around this lovely Shoppe! Observe the finished linen and lingerie and the many other things which would make delightful gifts. Don't forget the Xmas Cards.

—D—

For information regarding the "Dorothy Goes Shopping" pages, address **Miss Dorothy Frautz**, c/o Geneva Community News, or Telephone 2108.



CHRISTMAS CLUB THRIFTIES are given by the following merchants whose ads appear in today's Geneva Community News:

**Ernest Baumgartner**, Service Station, Bean's Hill.

**C. J. Brady**, Ice, Lake St.

**Cooney, Watts & Cooney**, Hardware, 513 Exchange St.

**Footes Cleaners**, Dry Cleaning, Y.M.C.A. Bldg.

**Howard Dry Goods Co.**, 504 Exchange St.

**Jeanette Shoppe**, Lingerie and Gifts, Linden St.

**Castle Street Market**, Meats, 156 Castle St.

**Homer R. Ostrander**, Sheet Metal Works, rear 70 Colt St.

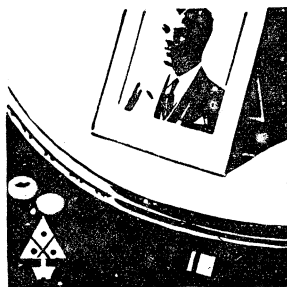
**Riggs & Jensen**, Plumbing and Heating, 475 Exchange St.

Read the ads of these merchants; also see page 15.

#### The Method to Use

"How can I get my husband to discuss his business affairs with me?"

"Ask him when he intends to buy a new car."



A Gift

No One Else Can Give!

YOUR PHOTOGRAPH

**The STEWART STUDIO**

35 Seneca St.

Phone 2183

#### France's Finest Arch

At Orange, not far from Avignon, stands the finest triumphal arch in France. Probably dedicated to Tiberius, it stands 62 feet high and occupies a space 64 by 28 feet.

#### Stills Discolor Streams

Revenue agents often locate illicit liquor distilleries in rural districts by following creeks and branches in which the water has been turned black by mash dumped from the stills.

We Specialize in

### Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

## America's Smartest Walking Shoes

by

ENNA JETTICK



\$5 and \$6

Main Floor

F. A. Chappell, Manager

**J. W. Smith Dry Goods**

Used Furnaces  
and Repairs

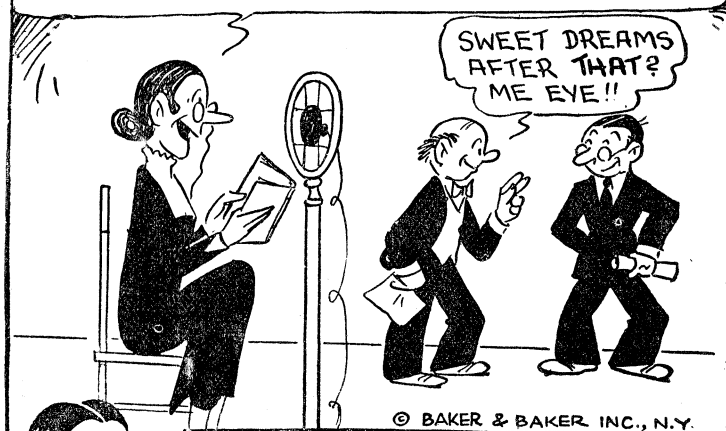
**J. A. PONTIUS**

Sheet Metal Work

90 Elm St.

Phone 4575

AND THEN THE GREAT BIG BEAR ATE UP ALL THE LITTLE CHILDREN AND THUS ENDS MY STORY - SWEET DREAMS, MY DEARS ---



This program is being broadcast by

**FOOTES CLEANERS**

The story of our present day success is one based on customer satisfaction. We have always made it a rule that the customer **MUST** be satisfied. You'll find us friendly... efficient... reasonably priced. Be well dressed by keeping well "pressed"!

**HARRY D. TARBELL**

78 Castle Street

Phone 2910





## THE FUNNYBONE



### Real Cause for Grief

A Jew attended the funeral of a millionaire, and during the services wept as though his heart would break.

"What are you weeping for, Abie?" asked a friend. "He wasn't a relative of yours!"

"No, that's just vy I'm weeping," sobbed Abie, in a fresh outburst of grief.

### Cause for Delay

Sam, a colored fellow with a record previously clean, was arraigned before the justice of peace for assault and battery. "Why did you beat that man up?" asked the judge.

"He called me sumpin', Jedge."

"What did he call you?"

"He called me a chimpanzee, sah, a chimpanzee."

"Chimpanzee! when did this occur?"

"Bout three years ago, Jedge."

"Three years ago! Then how did it happen you attacked him yesterday?"

"Lawd, Jedge, I ain't never seen no chimpanzee till yesterday maw-nin'."

### Most Important in the Wardrobe

"Dear, this suit is pretty shabby. Shall I give it away?"

"Heavens no! That's the suit I go to protest against my income tax in."

### A Word of Caution

She had been hired for a job in the circus, and she said to the boss: "Is there any particular advice you would like to give me about the work?"

"Well," he said thoughtfully, "don't ever undress in front of the bearded lady."

### Great Men of History Dept.

Teacher (in history class): "Johnny, for what was Louis XIV chiefly responsible?"

Johnny: "Louis XV, ma'am."

### Old Habit

"My advice to you, Colonel, is to go through the movements of driving without using the ball," said the golf instructor.

"My dear fellow," answered the Colonel, "that's precisely the trouble I'm wanting to overcome."—Vancouver Province.

### Hickey Radio Service

Yes we have Genuine Replacement Parts and Tubes for Majestic and Stewart Warner Radios.

Phone 5987

### HARRY M. MOYER PRINTER

Christmas Cards

69 Oak Street

Phone 4189

### Try the Hone

Steno—I gotta have some help. This job's too much of a steady grind.

Boss—Better stand the grind a little longer. It may make you sharp.

Maid—Please, Mrs. Whaite, will you come up to the bathroom at once? I can't make out whether Mr. Whaite is scalding to death or singing.

Just Tossed Them Aside—Oliver was careless about his personal effects. When mother saw clothing scattered about on chair and floor, she inquired: "Who didn't hang up his clothes when he went to bed?"

A muffled voice from under the blankets murmured, "Adam."

FOR—

**BETTER MEATS  
CLEANER MEATS**

and

**QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

### LADIES

Eliminate the possibility of those small burns on your bridge table as well as the smell from the partly extinguished cigarette by furnishing guests an In-N-Out Smoking Tube and Extinguisher. It protects the surface if laid down lighted, puts out the fire instantly and eliminates all odor. Manufacturers recommend the using of a Smoking Tube to get the best out of a cigarette.

ONLY 20 CENTS EACH at

J. W. Smith's; The Hill Book Shop; Woodruff's, or your regular dealer.

## FOR SALE

The Only Love That Money Can Buy

BEAUTIFUL XMAS PUPPIES

**COCKER SPANIELS**

**BOSTON TERRIERS**

**FOX TERRIERS**

KENNELS  
Geneva, N. Y.

WEST HAMILTON ST.  
Just Over City Line

## MARION'S RESTAURANT

The Finest of

SEA FOODS

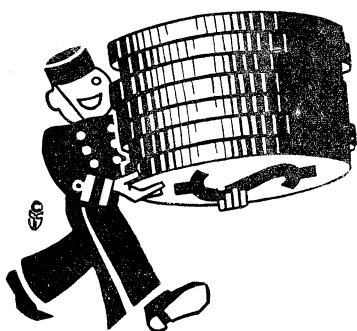
STEAKS

CHOPS

SANDWICHES

471 Exchange St. (opposite Kirkwood Hotel)

BEER and ALE on Draft

**\$10.00 IN MERCHANDISE****FOR RURAL READERS**

In our issue of November 1, on page 13, under the heading "For Rural Readers Only", we advised that in our issue of December 6—the one you are now reading—we would publish FIVE NUMBERS, each one of which would be good for \$2.00 in merchandise.

Here they are:—

406; 1706; 1885; 1655; 2286

We told you to save the issue of November 1, complete.

Now look on page 14 of that issue and see if the number appearing under the heading "Here is Your Number" corresponds with one of the numbers listed above. If it does, mail the copy to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE you would like to have \$2.00 worth of merchandise or service.

Remember, the numbers listed above appeared in our issue of NOVEMBER 1 and were delivered on RURAL ROUTES out of Geneva. If you have one of those winning numbers mail it to us at once, as above instructed, and a purchase order on the merchant you select will then be mailed to you.

The merchant from whom you would like the merchandise or service must have an ad IN TODAY'S ISSUE.

**FOR  
PICTURES, GIFTS**

Children's Books and Books for Grown-ups  
Magazine Subscriptions  
Religious Articles

A lending library of the latest books.

**XMAS CARDS**

**THE HILL BOOK SHOP**  
Cor. of Main & Seneca (South Side)

\*\*\*\*\*  
**WILL YOU KINDLY MENTION  
GENEVA COMMUNITY NEWS  
WHEN PURCHASING  
FROM OUR ADVERTISERS?**  
\*\*\*\*\*

**SPECIAL—FRIDAY**

Tuna Fish Salad Sandwich.....10c  
(regular price 15c)  
Homemade Soup .....5c  
(when served with sandwiches)

**DOWNYFLAKE COFFEE SHOPPE**  
39 Linden Street

**Did YOU  
Get One...**



**THIS  
YEAR?**

**If Not, You Can Have One Next  
Year by Using This Easy Plan**

A Christmas Savings Club helps you put away a few dollars every week for a period of 50 weeks. Then, just in time to finish your Christmas shopping, just when your gift funds are at their lowest, you get a check that enables you to wind up all your shopping in style. The plan is simple, the results are more than gratifying.

**GENEVA SAVINGS BANK**  
24 LINDEN ST.

**BE SURE TO JOIN THE 1935  
CHRISTMAS SAVINGS CLUB**

**RADIO FLASHES**

By Ralph Le Brun



Geraldine Farrar, who will bring her own memories of the Metropolitan to the NBC audiences during the Opera Broadcast.

Metropolitan Opera, annual music treat for the vast radio audience, will be back on the air starting Saturday, December 29. Milton J. Cross will relate the stories of the operas and Geraldine Farrar will discuss the opera and the singers. She will entertain the listeners between acts with intimate, back-stage stories of her own and the present day at the Metropolitan Opera House.

The new American Broadcasting System is featuring many of the sporting events being held at the Madison Square Garden. At present they are broadcasting every evening at 10:30 from the Six Day International Bicycle Race. I have been listening to this network's programs over the experimental hi-fidelity station WIXBS of Waterbury, Conn., which operates on a wave of slightly over 1500 Kcs.

Edgar A. Guest and his radio associates will salute St. Louis on Tuesday, December 11, by presenting the Household Musical Memories from the Municipal Auditorium there to an NBC-WJZ network audience at 7:30 P. M. The city plans to make a festive affair of Guest's appearance. The auditorium with a seating capacity of 3,500 has been reserved exclusively for the broadcast. The entire Household staff will participate, including Charles Sears, tenor soloist, and Tom, Dick, and Harry, popular vocal trio.

**RADIO SERVICE**

Tubes, Replacement Parts in stock for any Radio including Sparton. Testing done in your home on new accurate Supreme Testers.

**RALPH LEBRUN**

123 Pulteney St.

Phone 3921

Two elaborate three-hour radio shows, star-studded with operatic, movie, theatrical and literary figures will be presented over the nation-wide Columbia network as the Nash Motor Company's Christmas and New Year's gifts to the radio listeners. Lionel Barrymore, distinguished actor of stage and screen, will make his microphone debut as "Scrooge" in a condensed version of "A Christmas Carol" in the Christmas Day show. This three-hour show on New Year's Day will greet 1935 with entertainment galore from New York, Chicago and Hollywood.

Replacing Eddie Cantor on Sunday at 8:00 P. M. over the NBC-WEAF network will be heard condensed versions of well-known foreign operas. Deems Taylor will modernize the dialogues and write new English lyrics. Wilfred Pelletier, Metropolitan Opera Conductor will direct a large symphonic orchestra; a chorus of forty voices will be a regular part of the program.

**ANNOUNCING OUR APPOINTMENT**

As the Official

**EXIDE BATTERY SERVICE STATION**

Testing—Charging—Rentals

**EARL G. STRATTON**

Rickel's Service Station Phone 2028 Lake St.

**B A R G A I N S**

IN

**Reconditioned Radio Sets**

R.C.A. 7 Tubes .....	\$17.95
FADA 7 Tubes .....	\$19.95
ATWATER-KENT 7 Tubes.....	\$22.95
MAJESTIC 8 Tubes .....	\$ 9.95
R.C.A. 9 Tubes .....	\$39.95
PHILCO 8 Tubes .....	\$14.95

**Bolin Music House****BATTERY****Charging & Testing**

By the Most Modern Equipment

**Wilson's Esso Station**

Privately Operated

LAKE STREET

Phone 4082

## Gleaned from Here and There

(The 20th of a series of quotations from the collection of M. F. Devaney)

"Anticipate your emergencies and they do not become emergencies."

"Endurance and morale are often more important than ability."

"Consistency is simply an excuse for making another mistake."

"Because you have occasional fits of despair do not give up, remember the sun has a sinking spell every night and rises again the next morning."

"Popularity is not gauged by the number of people we can shake hands with so much as the number of people who want to shake hands with us."

"Tact is something we do when we are scared."

"Happiness must come from within."

"It was said of the Egyptians that their strength was to sit."

"Don't worry why a black hen lays a white egg, get the egg."

Some folks never learn that if they kill the hen they don't get the egg."

(To be continued)

## GOOD USED CARS

1933 CHEVROLET COACH

1932 CHEVROLET COACH

1930 PONTIAC SPT. ROADSTER

1929 PACKARD SEDAN

Our stock is very small,  
constantly changing, be-  
cause our prices are al-  
ways right.

## Russell-Hart Chevrolet

Incorporated

South Exchange St. Phone 6621 Geneva, N. Y.

## The Smart Step

Buy your next pair at Lattimer's



MANY STYLES

\$2.98 to \$4.95

## LATTIMER'S

Brownbilt Shoe Store

492 Exchange Geneva, N. Y.

Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

## Ernest Baumgartner

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

(Christmas Club Thrifties here)

\$5.00 IN MERCHANDISE FOR  
OUR REGULAR READERS

Here are the winning numbers,  
picked from our issue of November  
28:—

333; 1333; 2331; 3331; 4332.

If your copy of THE NEWS re-  
ceived last week, Nov. 28, bears  
one of the above numbers, mail it  
to us, complete, at once, and tell us  
from which advertiser IN TO-  
DAY'S ISSUE you wish to receive  
\$1.00 in merchandise or service. A  
purchase order on the merchant  
you select will then be mailed to  
you.

It pays to ADVERTISE in the  
GENEVA COMMUNITY NEWS.

It pays to READ the GENEVA  
COMMUNITY NEWS—every week.

## Caves Served as Homes

A reflection of prehistoric condi-  
tions is found in the frequent men-  
tion of caves in the Bible. They  
were "in the mind of the Scripture  
people," and were used as resi-  
dences, fortresses, temples, store-  
houses and tombs.

## Burn . . .

## 'BLUE COAL'

Get Clean, Steady, Healthful Heat

Save Money on Fuel

You'll get better heat—and a lot  
more of it, if you always order  
'blue coal'.

'blue coal' starts quickly with lit-  
tle draft, burns evenly and stead-  
ily for hours and banks perfectly  
at night.

Call

P. O'Malley  
& Son

Phones 6232 or 6187

Office 27 Castle St.

## Christmas Pudding

As to who invented the Christ-  
mas pudding very little is known,  
except that, in the opinion of the  
average healthy boy, it was a good  
idea, whoever thought of it.

# UNPAINTED FURNITURE

ALL MADE FROM  
SELECTED WOOD

—o—

Dressing Table .....	\$3.98
Cricket Stool .....	.89
Roman Bench .....	1.59
Nite Stand .....	2.75
Drop Leaf Table .....	4.75
Butterfly Tables.....	5.75 and 3.50
Utility Stool .....	1.59
Bookcases .....	3.95 and 6.25
Coffee Table .....	3.25
Small Chest of Drawers.....	4.98
Chest of Drawers .....	9.25 and 12.75

## FAIRFAX BROS. CO.

87 Castle St.

Phone 2441

### Did You Know

THAT Huyler's was started in a very small way on a side Avenue in New York City?

THAT after featuring molasses candy the business went ahead by leaps and bounds until today the name is known all over the world?

THAT the recipe for this molasses candy was obtained here in Geneva, N. Y., where it was known as Page's Molasses Candy, Mr. Page's store being in the neighborhood of where the Conniff Shoe Co. is now located?

THAT not only can older residents verify this, but Mr. Fowle, the baker, when he retired from business, mentioned Page's Candy Store in his reminiscences as one of the places in business when he started?

THAT in St. Catherines, Ontario, there was, some years ago, a meat dealer who made quite a reputation and no small amount of money featuring sausage, the recipe for which also came from Geneva, N. Y.

—o—

We have pleasant hallucinations about those we care for, glory be.



This Price Stamp on

## DOUGLAS Men's Shoes

Guarantees Honest Value

\$3.50 \$4.50 \$5.50

## SAVAGE'S Shoe Store

501 Exchange St., next to Regent  
Geneva, N. Y.

# ADVERTISE

in

## The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,000 COPIES  
DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

CALL 2108 FOR RATES

## A Buyer's Opportunity!

WILL SACRIFICE THE FOLLOWING

## NEW 1934 AUTOMOBILES

- 1—STUDEBAKER DICTATOR SEDAN
- 1—DODGE DeLUXE COACH
- 1—HUDSON SEDAN
- 1—TERRAPLANE COACH

Have priced these cars to move them  
before arrival of 1935 models.

## GENEVA AUTO CO.

145 Castle St.

Phone 2614

**Save Toys for Junior**

Careful parents will not wear out the Christmas toys before Junior gets a chance at them.

**Just Like Old Santa**

"Don't bother children tellin' 'em dar aint no Santa Claus," said Uncle Eben. "Dey has been hearin' dat ever since dey kin remember, but 'round he comes, punctual every year, jes' de same."

**Cut Your Fuel Bill 30%**

Install a "Van" Blower, Burn Buckwheat or Rice Coal.

Blower complete, ready to install .....\$20.00  
Price, installed .....\$25.00  
Completely installed with Honeywell Thermostat .....\$37.50

Phone 4902

E. C. VAN HEE

**TEXACO GRILLE**

Lake Street (Just off Exchange)

REGULAR MEALS SERVED DAILY

Including

SPECIAL SUNDAY DINNER

Always Open. Plenty Parking Space.



**FINK'S SUPER SERVICE STATION**  
LAKE ST.  
PHONE 2448

"The only independent in Geneva"

That's My Barber Shop

**HOTEL SENECA**

JOE and TONY

"It Pays to Look Well"

(CHILDREN'S HAIRCUTS, 25c)

**Early Furniture Maker**

Thomas Chippendale was the first cabinet maker to attach his name to a style. He was a master furniture maker and was unrivaled as a carver.

"Now, boys," said the teacher, "tell me the signs of the zodiac. You first, Thomas."

"Taurus, the Bull."

"Right! Now, you, Harold, another one."

"Cancer, the Crab."

"Right again. And now it's your turn, Albert."

The boy looked puzzled, hesitated a moment and then blurted out: "Mickey, the Mouse."

Jump at conclusions and see your finish.

The floor of

**Beauty and Endurance**

for your bath room, kitchen, sun parlor or recreation room.

Use "TILE-TEX" the most economical long life floor.

Sold and installed by

**W. H. FRAUTZ & SON**

MASON CONTRACTORS

20 Evans St.

Phone 6790

**R. S. GUILLE**

General Auto Repairing—Battery

Service—Towing Service

10 SEYMOUR ST.

Phone 2065

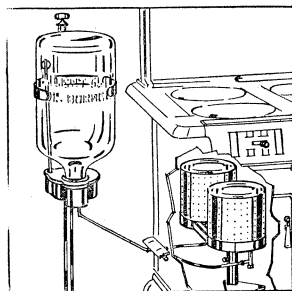
## 5 REASONS WHY YOU SHOULD BUY A SILENT GLOW

- 1. Because tests prove it produces heat faster, cleaner
- 2. Because only Silent Glow has a Super heater
- 3. Because only Silent Glow has a Micro-feed valve
- 4. Because only Silent Glow has a Reverse-flow filter
- 5. Because only Silent Glow has .21 chrome steel shells

All of these important operating features you will find for the first time on a Silent Glow Burner for

**\$29<sup>50</sup>**

The former price of this equipment was \$43.00. Come in and see it — other models, complete heaters, any equipment in oil burning.

**HOMER R. OSTRANDER**

Sheet Metal Works

Rear 70 Colt St.

Phone 3976

YOU ARE SURE WHEN YOU BUY AT THIS SIGN

**SILENT GLOW**  
OIL BURNER



## HERE IS YOUR NUMBER

**Nº 1129**

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

### **Mutual Clothing Co.**

(Men's and Women's Apparel)

This Ad good for \$2.00 on  
any purchase of \$20.00  
or more

(Easy Credit Terms)

509 Exchange St.

### **The Passing Show**

"The crowd that hurries past my door," said Hi Ho, the sage of Chinatown, "is a stream of humanity that is good and useful while it flows on, but dangerous when it is halted and begins to stagnate in the slums."

### **Testing Electric Lamp Bulbs**

In testing the endurance of electric lamp bulbs, they are put on a rack where life is so speeded up for them they condense a normal lifetime in five hours.

### **As She is Spoke**

From Washington diplomatic circles there floats to my big and ready ears a delightful little episode of Sir Esme Howard and the bellboy. Sir Esme quite enjoys telling, so I hear, how he walked briskly into the foyer of the magnificent Mayflower Hotel and stopped for a moment to speak with one of the bright-buttoned servitors in the lobby. After he walked on, an assistant manager, who had noted the incident, went over to the

boy and said, "What did the Ambassador want?"

"I don't know," answered the bellhop. "He couldn't speak English."

### **Christmas Birthday**

A child born on Christmas day simplifies the problem of what to buy for a birthday present.

### **Circulation of Blood**

The blood circulates through the entire body in from one to one and a half minutes.

### **Morton's Sugar-Curing Smoke Salt**

The modern popular meat cure. Makes meat curing easier, quicker, and safer.

#### **MORTON'S SMOKE-SALT**

Small Can - 25c ea.

10 lb. Can - \$1.25 ea.

#### **MORTON'S SAUSAGE SEASONING**

Enough for 30 lbs. of Meat - 25c Can

### **COONEY, WATTS & COONEY**

—: Hardware :—

513 Exchange St.

Geneva, N. Y.

### **... At the Maytag Store ...**

#### **NEW GASOLINE AND ELECTRIC MODEL MAYTAG WASHERS**

AT THE LOWEST PRICES EVER OFFERED

#### **NEW 1935 PHILCO RADIOS**

Also a Number of Good Used Washers

### **MAYTAG SALES & SERVICE**

324 Exchange St.

Phone 2005

## CHRISTMAS IN CHRIST'S LAND IS WITHOUT SNOW

Little Christian children who live in Jerusalem or who are traveling there with their parents will not have a snowy Christmas. Snow almost never falls in Palestine, for the temperature is seldom below 38 degrees. When it does snow, the flakes melt as soon as they touch the ground.

Most of the people in the country where the infant Jesus was born do not celebrate Christmas, however! For only a few of them are Christians; most are Moslems or Jews. There are some Christmas trees in Christian homes, and gifts are exchanged among those who observe Christ's birthday. But there are no street decorations and no late shopping problems. The post offices have no big signs urging "Mail your packages early!"

Yet there is probably no place in the world more appropriate to visit at Christmas. The Holy Sepulchre is in the old part of the city, and at Bethlehem, six miles south, is a great church that has replaced the humble inn where Christ was born. Inside is a large flat stone on which the infant Jesus is supposed to have been laid, reminding us how Christianity grew from one humble life.—Frances Grinstead.

Copyright Western Newspaper Union.

### Nice for Christmas Gifts

Jars of mince meat, fruit juices, jams, jellies or baked foods make nice remembrances and carry an individual touch.

### Diseases Carried by Flies

About thirty diseases are known to be carried by flies.

*My Mother says that  
new bicycle is mine  
next Christmas if I help  
her save Christmas  
Club Thrifties*



## GET A **CASH RETURN** NEXT CHRISTMAS FROM WHAT YOU **SPEND** ALL YEAR

Come In Today and Get a **THRIFTIES** Pass Book

L. H. Barth, Jeweler  
Ernest Baumgartner, Service Station  
C. J. Brady Ice Co., Ice  
Charles Brunskill, Harness and Horse  
Furnishings  
Carroll's, Meat Market  
W. & T. Cass, Florist & Nurserymen  
Cooks Feed Store, Feed, Fertilizer,  
Seeds and Baskets  
Cooney, Watts & Cooney, Hardware  
Davidson's, Ice Cream  
Daylight Grocery, Thomas Grocery  
Co., Inc., Groceries  
Frank Dwyer, Coal, Coke and Wood  
Foote's Cleaners, Dry Cleaning  
Howard Dry Goods Co., Department  
Store  
Jeanette Shoppe, Lingerie and Gifts

Walter B. Jewett, Service Station  
The Lynch Furniture Co., Complete  
House Furnishings  
New Castle Market (Fred Baumgart-  
ner, Jr., Prop.), Meat Market  
The O. K. News Corp., Sporting Goods,  
News, Magazines and Tobaccos  
Homer R. Ostrander, Sheet Metal,  
Furnace and Roofing  
George M. Peters, Liquor Dealer  
Riggs & Jensen, Plumbing and Heating  
Rogan & Johnson, Men's Clothing  
Mary L. Rogan, Ladies' Millinery  
Seneca Drug Co., Drugs and Drug  
Sundries  
Stubbs Lumber Co., Inc., Lumber  
Toole Bros., Shoes  
M. Toole & Sons, Groceries

## Select His Gift. . .

FROM A MAN'S STORE

His Store

# WELCH'S

494 Exchange St.

Geneva

Agency for the  
**POST-INDEX SYSTEM**

The  
**W. F. HUMPHREY PRESS**  
General Printing  
and Office Supplies

300 Pulteney St.

GENEVA, N. Y.

Phone 2662

# TOYLAND IS READY!

THE GOOD NEWS IS OUT!

Santa has brought hundreds of his most interesting toys—dolls, games, everything you can think of—and here they are—ready to delight children and grown-ups alike. We're in our new location on the second floor—come in—there's a treat in store for you!

## J. W. SMITH DRY GOODS CO.

Geneva, N. Y.

## For 100% Satisfaction Be a 100% Fordite.

Buy your FORD CAR from an AUTHORIZED FORD DEALER and then COMMAND THAT FORD DEALER TO MAINTAIN THE EFFICIENCY OF YOUR CAR.

In other words after you have become the HAPPY OWNER of a FORD CAR see to it that EVERY LITTLE SERVICE required is obtained from a FORD AGENCY. This assures FORD PARTS and FORD CHARGES and you'll appreciate both.

### PHILLIPS MOTOR CO.

NEW LOCATION CANAL AND EXCHANGE

## W H E N

You're looking for smart gifts for Xmas come to this young men's shop you'll find

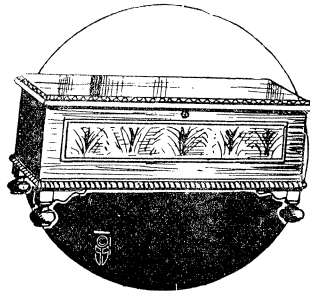
MANHATTAN SHIRTS, UNDERWEAR and SPORTSWEAR, LION BRAND SHIRTS, PHOENIX HOSE, HICKOK MERCHANDISE and an unusual display of young men's Knick Knacks.

Shop for Him at

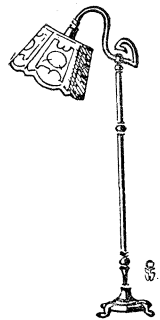
## HADLOW'S HABERDASHERY

35 SENECA ST.

## HOLIDAY GIFTS FOR THE HOME CEDAR CHESTS



**\$15.00 to \$38.00**  
Genuine Tennessee Cedar



*Our selection of Lamps is the largest and best.*

Table Lamps....\$1.45 up  
Floor Lamps....\$3.45 up  
Bridge Lamps...\$1.55 up

Sewing Cabinets \$3.25 up	End Tables.....\$1.19 up
Boudoir Chairs..\$4.95 up	Card Tables.....95c up
Gate Leg Tables \$11.75 up	Occasional Chairs \$7.25 up
Coffee Tables....\$1.65 up	

A Deposit Will Hold Any Article 'Til Xmas

## WHEELER'S

Opp. P. O.

Geneva

## The KIRKWOOD HOTEL

DANCING EVERY NIGHT

in the

### NEW GRILL

All Kinds of Food and Drinks

At Reasonable Prices

*Sea Foods A Specialty*

ENTRANCE ON CASTLE ST.

— We Recommend Pabst Blue Ribbon Beer —





# THE GENEVA COMMUNITY NEWS

Dec. 20, 1934

5000 Copies

## ...JOIN

## the 1935 Christmas C L U B

at  
THE  
**LOAN**

\$ .25	.	.	.	\$ 12.50
.50	.	.	.	25.00
1.00	.	.	.	50.00
2.00	.	.	.	100.00
3.00	.	.	.	150.00
5.00	.	.	.	250.00
10.00	.	.	.	500.00

The Geneva Permanent Loan and Saving Assn.

89 Seneca St. West

Geneva, N. Y.

In 1935 Save at The Loan





# GREET THE NEW YEAR

at the

## KIRKWOOD HOTEL GRILL

MAKE YOUR RESERVATIONS NOW

\$1.25 per plate

DINING



DANCING



FAVORS

-: Music by :-

GEORGE FISCHER AND HIS ORCHESTRA

Featuring

JOE LAFARO, Violinist, of Leading New York Bands

— o — o — o —

— ENJOY THE ADVENT OF 1935 IN PLEASANT SURROUNDINGS —



ON JANUARY 1ST 1935

We will enter our 50th year as

PRINTERS  
PUBLISHERS  
BOOKBINDERS

THE  
HUMPHREY PRESS  
GENEVA, NEW YORK

SINCE 1885

Today we also handle a  
complete line of

BINDERS  
LOOSE LEAF FORMS  
FILE SYSTEMS, ETC.

# ADVERTISE

in

## The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,000 COPIES  
DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

CALL 2108 FOR RATES



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Dec. 20

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

### IN THIS ISSUE

##  
Community Kitchen....Page 6

##  
"Dorothy Goes  
Shopping .....Page 12

##  
Radio Flashes .....Page 14

##  
Funny Bone .....Page 16

##  
Winning Numbers.....Page ?

##  
Read other pages for inter-  
esting news items and be sure  
to read all the ads.

##  
Watch for next week's issue.

### This And That

Only three more shopping days  
before Christmas.

No matter what your Christmas  
shopping requirements may be you  
will find the GENEVA COMMUNITY  
NEWS a helpful shopping guide.

We surely appreciate the many  
fine comments received from our  
readers advising that our paper is  
read from cover to cover each  
week and is both useful and inter-  
esting.

Have you joined a Christmas  
Savings Club for 1935?

Downyflake Coffee Shoppe spec-  
ial Friday and Saturday—see page  
19.

GENEVA COMMUNITY NEWS—re-  
cognized by both readers and ad-  
vertisers as "An Advertising Me-  
dium of Distinction".

Ad space in the NEWS must  
be reserved by Saturday noon pre-  
ceding each issue and all copy  
must be in by Monday noon.

Have you heard the new 1935  
Philco Radios? Drop in at the  
Maytag Sales & Service, 324 Ex-  
change Street, and listen to one.  
The tone and performance of these  
new Philcos is a revelation.

Christmas shopping in Geneva  
last Saturday exceeded the mer-  
chants' fondest hopes. Reports  
from other cities give similar re-  
ports.

The publishers desire to make  
the NEWS interesting to you and  
will appreciate suggestions, or  
comments as to which departments  
interest you most.

### The Genuine Christmas

Poets write beautiful Christmas  
carols, but a child's laugh is Christ-  
mas itself.

Now is the time to change to the  
**NEW MOBILOIL ARCTIC**

### STYLES SOCONY SERVICE STA.

Bean's Hill Geneva Phone 2530

### FOR HOLIDAYS

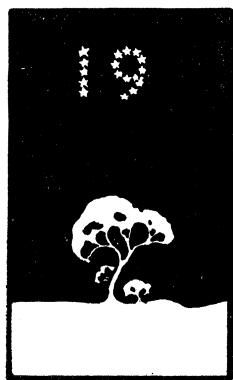
Xmas Greetings and  
Happiness in the New Year

### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

### G. H. PRINCE

20 Linden Street  
Watch, Clock and Jewelry Repairing  
and Picture Framing



## GENEVA COMMUNITY NEWS



### Christmas Presents to Suit Individual Tastes

Bertha Nevins and her best friend, Mary Parks, were discussing Christmas. "It's absurd, Mary," Bertha was saying, "for two grown women to spend quite a lot of money, as we do each year, for foolish presents."

"But, Bertha, we have no families, and it wouldn't seem like Christmas at all—"

"Oh, we'll exchange gifts, of course, darling. Only I think since we have been good friends for so long, we should be perfectly frank about what we want."

"You have something in mind," Mary smiled, and as Bertha agreed—"Well," she continued—"so have I. Something I've wanted for ever so long."

"What?" asked Bertha.

"Guess. It is put in my living room, near the window. The main part is small, and the outside need not be large—"

"What is it made of?"

"Wood, usually, and metal. Metal wires, anyway. And it will be company for me—"

"To have sweet melody floating on the air. Am I right? And the color doesn't matter so long as it has a clear tone?"

"Why, yes, but how did you guess so quickly?"

"Because I wanted exactly the same thing for just ages. I'll give you one and you give me one!"

But what Christmas brought to Bertha was a radio, while Mary got a cage and canary.

—Helen Gaisford.

Copyright, Western Newspaper Union

### Christmas Program At Oakmount

The Tapley Singers, under the direction of Grace Wynne Tapley, will give a Christmas program at Oakmount Saturday, December 22, at 3:00 o'clock. The Tapley Singers will also devote Christmas Eve singing Carols at the Hospital and Church Home.

### Poinsettias

Poinsettias require a temperature that does not fall below 65 degrees Fahrenheit. While the plants are blooming, the soil should be kept quite moist.

### When Christ Was a Child

It is good to be children sometimes, and never better than at Christmas, when its mighty founder was a child himself.

### Could Use It Now

It is believed by many scientists that man once had a third eye on the top of his head.

### Santa Claus Is Popular

"Dat gen'l'man Mistah Santa Claus," said Uncle Eben, "is sho' popular. Nobody else could carry around so much valuable wif'out sooner or later bein' hijacked."

### Needs No Ceremony

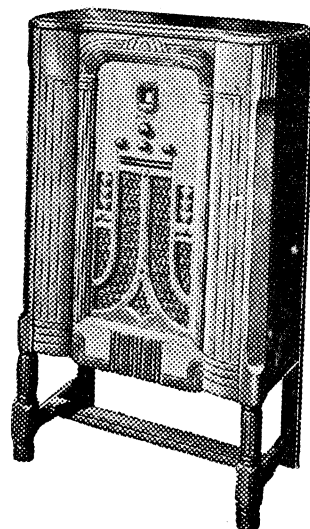
A real man is one who doesn't make a ceremony out of his charity.

## GIVE A MODERN RADIO . . .

## A NEW 1935 PHILCO

### NEW PHILCO 45L - \$59.95

Here is a handsome Lowboy that brings programs from all over the world! Features include Automatic Volume Control, Tone Control, Electro-Dynamic Speaker, PHILCO High-Efficiency Tubes, etc. Specially designed cabinet of choice Walnut. See it today!



49 New 1935 PHILCOS from which to choose

### MAYTAG SALES & SERVICE

324 Exchange St.

Phone 2005



**Wishing  
you  
much joy  
on  
Christmas**



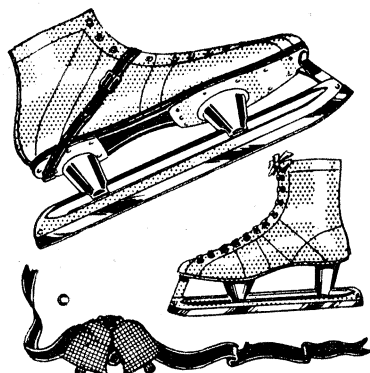
## HOWARD'S LIQUOR STORE

Next to Regent

Phone 5133

**J. W. SMITH DRY GOODS CO.****TUBULAR  
SHOE SKATES**

Men's, Women's, Boy's, Girl's

**\$3.98****BARNEY and BERRY SKATES**

Ideal Gift

**BASEMENT SHOE DEPT.****AT CHRISTMAS TIME**

"Henry, what were you conversing with the ashman about?"

"Why, Helen, I was trying to coax him to smoke those cigars you gave me for a Christmas present."

"Call him back, Henry."

"Ah, you would like to see him take the cigars?"

"No, I want him to take some perfume to his wife—you know, dear, the perfume you selected for my Christmas gift."

**THE IDEAL GIFTS**

Surprise Her with  
the Gift She Has  
Longed for

—o—

Fur Scarfs  
Muff Purses

Jackets

Fur Coats

—o—

**EXPERT  
REPAIRING  
and  
REMODELING**

—o—

**J. FREEDMAN**

*The only Practical Furrier  
in Geneva*

114 Seneca St. Geneva, N. Y.

**The F. T. D.**

The "Florists' Telegraph Delivery," a world-wide association of florists, makes it possible for floral remembrances to be "wired" to practically any part of the world. The Staley Flower Shoppe and Trautman & Smith, local florists, whose ads appear in today's Geneva Community News, are members of the F. T. D. What more pleasing remembrance than flowers at the Holiday Season? Use the facilities of the F. T. D. to send flowers "by wire", not only to friends in the U. S. A., but in foreign countries as well.

—o—  
**FLOWERS**

In all places, . . . and in all seasons,  
Flowers expand their light and soul-like wings  
Teaching us, by most persuasive reasons,  
How akin they are to human things.

—Longfellow.

—o—  
**John Bunyan's Flute**

While John Bunyan, who wrote Pilgrim's Progress, was in prison his jailers heard music coming from his cell. They decided to take away his instrument, but the music ceased as they drew near the cell, and they could find nothing to show how the music was made. From time to time the music sounded, but only Bunyan and his book were found. What had happened was that Bunyan made a flute from a loose rail in his stool, and on hearing the gaoler's step he would slip it back into its place and pore over his book.

**HOTEL SENECA**

GENEVA, N. Y.

Now under management of

**MR. G. ALLEN SMITH**

Announces Supper Party and Gala Night  
New Year's Eve, December 31, 1934

Price of Supper, including Souvenirs, Dancing  
and Special Entertainment . . . \$4.50 per Couple

Kindly make your reservations—EARLY.

**USEFUL GIFTS**

FROM A

**MANS STORE**

will be most appreciated

SUITS OVERCOATS  
GLOVES and MITTENS

SHIRTS, NECKTIES, LOUNGING ROBES  
SWEATERS PAJAMAS

**WELCH'S**

494 Exchange St.

Geneva

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Cranberries with Orange

1 pkg. Knox gelatine  
 $\frac{1}{2}$  cup cold water  
 $1\frac{1}{2}$  cups hot water  
 Mix and cool. Add following:  
 Rind of 2 oranges  
 Juice of 3 oranges  
 3 cups sugar  
 1 lb. cranberries  
 2 apples  
 (Oranges, cranberries and apples should be ground)

Mrs. M. T., E. William St.,  
 Waterloo, N. Y.

## Orange Aspic with Chicken

2 tablespoons granulated gelatine  
 $2\frac{1}{2}$  cups strained orange juice  
 Soak gelatine in  $\frac{1}{2}$  cup of cold orange juice and dissolve in remaining juice that has been heated to the boiling point. Decorate large mold with sections of orange and pour in enough cool aspic to cover. When starting to stiffen fill with chicken salad. Chill until set and serve on lettuce with cooked salad dressing.

C. B., Washington, St.

## Cranberry Spice Cake

$1\frac{1}{2}$  cups stewed cranberries  
 $1\frac{1}{2}$  cups brown sugar  
 $\frac{1}{2}$  cup butter  
 3 eggs (separated)  
 1 teaspoon baking soda  
 2 cups flour  
 1 teaspoon each of cinnamon, nutmeg and cloves

Cream butter and sugar, add egg yolks, well beaten. Add flour, soda and spices mixed together. Add cranberries and fold in egg whites beaten to a stiff froth. Bake in moderate oven in loaf.

E. S., Swift St., Waterloo, N. Y.

## Pineapple Rice Whip

$\frac{3}{4}$  cup rice  
 $\frac{1}{2}$  cup sugar  
 1 can shredded pineapple  
 $\frac{1}{2}$  pt. whipped cream

Boil rice until tender, add sugar and cool. Add the pineapple and whipped cream and beat all together until light and fluffy.

Mrs. D. M. S., Colt St.

## Onion Au Gratin Soup

3 onions, chopped  
 3 tablespoons butter  
 3 cups beef broth  
 $2\frac{1}{4}$  cups rich milk  
 Salt, pepper and cayenne to flavor  
 3 stale rolls, cut in halves  
 1 cup grated cheese

Saute onions in butter for 5 minutes, do not brown. Add broth and simmer until onions are tender. Add milk and seasonings. Sprinkle rolls with cheese and set under broiler to melt cheese. Place rolls in soup plates, cover with soup and serve hot. Serves 6.

M. C., Castle St.



**C. J. BRADY**

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

**ICE**

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Little Christmas Trees

They haven't yet invented the collapsible Christmas tree for the little flat, but the cedars and spruces grow more liliputian.

## Demand for Christmas Toys

Children are still running true to form in their requests to Santa Claus. The girls still want dolls, play furniture and toy household appliances and the boys want cowboy suits and mechanical toys year after year.

## Make Children Happy

The citizen who makes a child happy Christmas time often learns that he gets a lot of happiness out of the transaction for himself.

## Castle Street Market

Phone 251 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork  
 Sausage

Best of Service - Free Delivery

**FRED BAUMGARTNER, JR.**

## Hard Winter Ahead

We have the fuel to meet your need

Exclusive Sale of

D. & H.  
 CONE CLEANED COAL  
 and  
 EMPIRE  
 DOMESTIC COKE

also

All Sizes and Kinds of  
 Soft Coal

**Phone 2221**

**RAPALEE**

COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

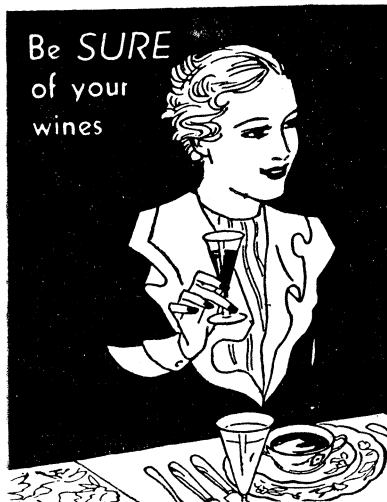
Home Heating Headquarters

### Living Christmas Trees

Longer life for Christmas trees is advocated by the United States forest service, in a note suggesting that a living tree with roots properly balled and packed in a box may be used indoors and later set out to beautify the grounds.

### Making Sugar Toys

Sugar toys may be made according to the follow directions: 4 pounds of sugar, 2 ounces of corn sirup, 1 pint of water. Boil to 240-242 degrees, then stir until cloudy and pour in plaster of paris moulds that have been drained after soaking in cold water for two or three hours.



Enjoy **WIDMER'S**

Widmer's Vineyards at Naples, New York, are in the heart of the famous Finger Lakes section—and are unsurpassed for the quality and variety of wine grapes. Since 1888, Widmer has been making America's finest wines, equalling, if not excelling the best imported brands.

Port, Claret, Dry Sauterne, Sweet Sauterne, Sherry, Muscatel, Angelica, Tokay, Madeira, Widmerheimer White and Red Rhine Wines . . . and Sparkling Mosele and Sparkling Burgundy.

**Widmer's**

AMERICA'S FINEST WINES!

Always in Good Taste  
... Since 1888

### Good King Wenceslas

Good King Wenceslas, immortalized in the well-known carol, was really a Bohemian prince who died in A.D. 935. His name should properly be spelt "Wenceslaus." He was famous for his great kindness to the poor and needy. When, in September, A.D. 935, he was killed by his brother, Boleslav, the people of the country were heartbroken. He is still regarded as their patron saint. —Tit-Bits Magazine.

## CANDIES

To Have and to Give

Candy Canes

Real Ribbon Candy

Butter Cups

Dates and Figs

with Creamy Centers

Glacé Nuts and Fruits

Also a Complete Line of  
Fancy Boxes Filled with an  
assortment of Fine Chocolates.

**ISENMAN'S**

150 Castle Street

### The Green Christmas Tree

In order to keep the tree green all the time it is on display, cut a small piece from the base of the tree so that a new surface is exposed. Then set the tree in its support with a small pan containing water in the center so that the base of the tree is resting in the water all the time. Add an aspirin tablet to the water and prepare to have a flourishing tree this year.

## It would PAY you

to see our complete holiday  
line of Diamond Rings,  
Watches and  
JEWELRY OF ALL KINDS  
before you buy

— Prices to Suit Your Purse —

Diamond Rings .....\$9.95 up

Ladies' Watches .....\$7.95 up

Gent's Wrist Watches.....\$9.00 up

Dresser Sets .....\$5.00 up

LIBERAL TERMS

**S. A. GILBERT**

JEWELER

510 EXCHANGE ST., GENEVA, N. Y.

## :: ONLY 4 SHOPPING DAYS TILL CHRISTMAS ::

ELECTRIC APPLIANCES MAKE  
GRAND GIFTS!

Leonard Refrigerators

Ideal Gift For Home .....\$129.50  
Easy Terms

Bee Vac Washers ..... \$49.95

Student and Reading Lamps \$4.98

In Beautiful Colors—a new  
Idea in Lighting

Electric Sandwich Grill and  
Waffle Iron, Chrome Finish \$9.75

Electric Toaster ..... \$1.50

Electric Food Mixer..... \$8.95

Electric Heating Heat Pads .. \$2.50

Automatic Coffee Percolators \$6.25

Waffle Irons with Heat

Indicator ..... \$3.95

Xmas Tree Holders .....Ea 95c

Xmas Tree Lights .....Special 39c

**GLENWOOD GAS RANGE, only \$79.50**

A Christmas Gift for Your Kitchen  
Offers Every Modern Cooking Convenience  
Many Finishes to Choose From

Be Sure and See Our Display of Toys and Games Before You Buy  
Open Evenings Till Christmas

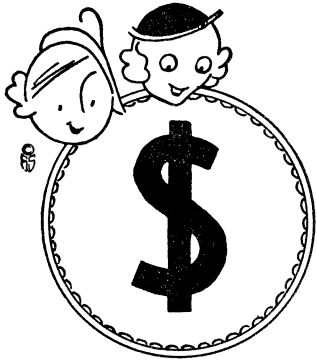
**Cooney, Watts & Cooney**

513 Exchange St.

HARDWARE

Phone 2170

## WINNING NUMBERS MEAN DOLLARS



EACH WEEK WE ARE OFFERING

**\$5.00**

IN MERCHANDISE TO OUR READERS

What number was under the heading "Here is Your Number" in the December 13 issue of the Geneva Community News YOU received?

Was it one of the following:

212; 821; 1421; 3214; 4412?

If you hold one of these copies mail it to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE you wish to receive \$1.00 in merchandise or service. We will then mail you an order on the advertiser you select.

Remember—the above winning numbers are taken from our issue of December 13 and the advertiser you select must have an ad in today's issue.

It pays to ADVERTISE in the Geneva Community News.

It pays to READ the Geneva Community News.

### Drinking Water on Vessels

Many of the large ocean steamers have equipment for producing drinking water from sea water. The fundamental elements in the apparatus are described as a steam generator or evaporator in which the sea water is vaporized by means of superheated steam obtained from a special boiler or the engine boiler; a condenser combined with an aerator and a refrigerator with which in many cases a filter is combined.

The old-fashioned girl blushed when she was ashamed. The modern girl is ashamed if she blushes.

### Gems Believed to Have Sex

For many centuries various gems were believed to have sex and the ability to produce offspring. Between 400 B. C. and 1600, there were numerous accounts of germinating diamonds. As late as 1913, the pearl-fishers of Borneo saved every ninth pearl in the native conviction that it had some power to breed others of its kind.—Collier's Weekly.

### The Double Cross

The double cross is known as the cross of Lorraine or the patriarchal cross, which dates back to the Ninth century, when it became the emblem of the eastern branch of the Christian church. It symbolizes hope and humanity and was adopted as the badge of the war against tuberculosis in 1902 at the International Conference on Tuberculosis in Berlin. In 1906 it was formally adopted as the emblem of the National Tuberculosis association.

**WHEELER'S**

Opposite Post Office

## Trying to Make Your Christmas A Little More Merry

By Making Your Gift Giving Less Costly

Gift Shirts .....	\$1.35 up
Gift Neckwear .....	.55 up
Gift Hosiery .....	.25 up
Gift Pajamas .....	\$1.35 up
Gift Muffler .....	\$1.00 up

We Can't Have All The Values In The City,  
But We See To It That We Have  
The BEST



489 Exchange St.

North Regent Theatre

## FOR THE HOLIDAYS

Full Assortment Wines in Xmas Packages Ranging in Price from 25c per Bottle Up

Very Complete Line of Whiskies, Cordials, Liqueurs and Gins in Xmas Packages, Ranging in Price From 65c Up

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

OPEN CHRISTMAS DAY

### Italian Christmas Industry

Naples was the center of the Italian Christmas industry during the Fifteenth century and had whole bands of artists, "figurari" as they were called, who did nothing but make dolls for Christmas.



### D. MAX HENRY

Insurance Consultant  
and Broker

94 Seneca St. Phone 6123  
GENEVA, N. Y.

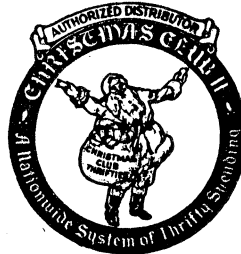
Stromberg Carlson  
General Electric  
Atwater-Kent

### RADIOS

Used Sets - - \$9.95 up

**BOLIN MUSIC HOUSE**

### ARE YOU SAVING AS YOU SPEND -- WITH CHRISTMAS CLUB THRIFTIES?



CHRISTMAS CLUB THRIFTIES are given by the following merchants whose ads appear in today's Geneva Community News:

Ernest Baumgartner, Service Station, Bean's Hill.

C. J. Brady, Ice, Lake St.  
Cooney, Watts & Cooney, Hardware, 513 Exchange St.

Foot's Cleaners, Dry Cleaning, Y.M.C.A. Bldg.

Howard Dry Goods Co., 504 Exchange St.

Castle Street Market, Meats, 156 Castle St.

Riggs & Jensen, Plumbing and Heating, 475 Exchange St.

Read the ads of these merchants; also see page 15.

### Antique Furniture

The most general definition of antique furniture is any furniture 100 years old and at least 90 per cent original.

### Moved 500,000 Years Ago

Early Stone age men moved from the plains of India into the Himalayas during a time of mild climate 500,000 years ago.

### Causes of Bankruptcy

As analyzed in studies by Bradstreet's, business failures may be assigned to the following causes in order of importance: Lack of capital, incompetence, specific conditions, fraud, inexperience, competition, neglect, unwise credits, failure of others' extravagance and speculation.

### A Useful Gift

VACUUM CLEANERS

\$11.00 to \$42.50

New and Rebuilt

EXPERT REPAIR SERVICE

All Makes

**Z. N. DAVID**

23 Castle St.



**LESLIE E. HILTON**

14 Clover St.

Phone 6102



## After the Ball . . .

BREAKFAST

-: at :-

### GUINAN'S RESTAURANT

Main and Castle Sts.

### White Evening Sandals

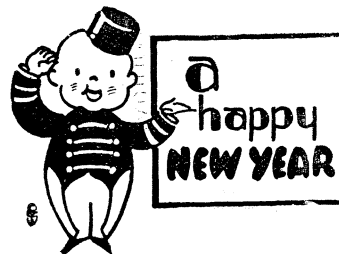
(CAN BE TINTED ANY SHADE)

\$2.98

Our dye department can tint any fabric shoe to match your gown..... 50¢

### Savage's Shoe Store

Exchange St. (next to Regent)



## BEAUTY and the BEST

Go Hand in Hand at the Harper Method Beauty Salon to Give You

*Alluring Charm*

-: for the :-

NEW YEAR'S EVE BALL

THE

### Harper Method Beauty Salon

10 Seneca St.

Phone 6783

### FOOTE'S CLEANERS

(Harry A. Tarbell)

Extend to

All Our Friends and Patrons

*A Merry Christmas*

and

*A Happy New Year*

Our Phone 2910

Our Store 78 Castle St.

*Fifth Annual*

# NEW YEAR'S EVE CHARITY BALL

Geneva Lodge, No. 965, F. & A. M.

PRESENTS

# GORDIE RANDALL

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# AND HIS ORCHESTRA

(THE CAPITOL DISTRICT'S FINEST DANCE BAND)

In A Return Engagement With

## An Added Feature--The LANG SISTERS

(VOCAL HARMONISTS)

of the National Broadcasting Co.

STATE ARMORY ❖ GENEVA, N. Y.

Monday, December 31

DANCING 11:00 P. M. to 5 A. M. (Semi-formal).

\$3.00 PER COUPLE (plus 30c tax)

### IF YOU WANT TO LOOK YOUR BEST AT THE CHARITY BALL

Why Not Let Us Help You  
With Your Clothing Needs.

Remember Our Prices Are the Lowest You Will  
Find Anywhere, With Values the Best.

 **Baker & Stark**

489 Exchange St.

North Regent Theatre

### CORSAGES . . .

FOR THE NEW YEAR'S EVE BALL

—o—o—  
Cut Flowers — Designs — Plants  
For All Occasions

Floral Gifts Wired to All Parts of the World

**STALEY FLOWER SHOPPE**

(Members F.T.D.)

Cor. Castle and Genesee Sts.

Phone 2105

*Everybody  
Welcome*



### PARTY FROCKS

...AND ACCESSORIES

Received just in time for the  
New Year's Festivities.

**THE SENECA SHOP**

(James F. Hobbins)

### New Year's Eve

(or any time)

PLAY SAFE—PARK YOUR CAR

-- at --

**Central Parking Station**

Main St. (opposite Armory)

## \* DOROTHY GOES SHOPPING \*

Have you seen **Mrs. Wynne's** beautiful exhibition of fine needlework? Lovely crocheted collars of wool and boucle, white wool dogs, breakfast sets, silhouette pillows, children's aprons, pastel shade bathroom rugs, hooked mats, jabots and quilts. Call at **81 Maxwell Avenue** or phone **6229**.

—D—

Mature women must guard against too lavish a type of coiffure. Every mature woman should realize the importance of a becoming hairdress. It doesn't necessarily have to be straight—if waves are flattering, by all means wear them.

—D—

**McCarthy's Pharmacy** has set aside one counter which contains a large variety of lovely gifts—all less than \$1.00. There are toilet sets, manicure sets, bath salts, powder, etc.

—D—

The most common-place gift is glamorous if it comes in a gay Christmasy-looking package. But to look well, the wrapped articles must have a neat, professional touch. Don't overload a box. In gift wrapping also, simplicity is a virtue. Seams should come on the ends or bottom of the package—never across the top. Allow about one inch overlap. Heavy, sleek, black paper, decorated with a sprig of real holly gives a sophisticated and cheery effect. Wrappings of luscious shades of blue, gold, orange and purple are very popular.

—D—

Call **2011**, **Ringer's Bakery** and order a delicious fruit cake either for yourself or as a Christmas gift for a friend. Or select one of their angel food cakes, chocolate layer cake, spice, or white cocoanut.

—D—

Don't ever become slack about removing your make-up before retiring. Leaving it on just one night can have disastrous results. So don't take the chance.

Have you seen the Goatskin rugs from China at **Lynch's**? They are only one of the many beautiful articles being shown at this store which will make ideal gifts. Silk Comforts — Wool Blankets, etc. Shop at **Lynch's** before you buy.

—D—

Don't forget about your looks just because you are wrapped up in Christmas. Parties are ahead for you. Take care of your complexion and your hair. Cramming for good looks is never successful. Be sure your party clothes are in shape for holiday festivities.

—D—

Don't forget that **McCarthy's Pharmacy** is also selling cigars and cigarettes at the **lowest prices** in the city. A large assortment of candy, in Christmas wrappings, from 25c to \$4.00, includes Foss' and Whitman's candy.

—D—

Why not add a new dress to your wardrobe? Pick out the material you really want and select your own pattern. Then call on **Mrs. Barbour, 60 Colt St.** Be able to tell your friends you have the dress and at a lower price. She also repairs, relines, and alters coats and dresses.

—D—

The masked ball is coming back on both continents. Another novel feature of this ball is that the guests dine tete-a-tete at tables for two located in various quiet and sequestered nooks about the legation, excluding the buffet supper and banquet.

—D—

You will find lovely gifts at **Prince's Jewelry Store, 20 Linden St.** New jewelry, bracelets, earrings, silver and gold rings, vanities and cigarette cases are only a few articles of new Christmas stock.

—D—

Smart indeed, are the new scarfs, with pressed-on initials in such popular colors as white, coral, green, blue, rust, brown and black.

"George's" is announcing a new feature, "**Emerson Radios**", the largest selling little radio. Prices from \$19.95 up. Drop in anytime and see them. Try one out!

Don't forget the Christmas Candy Line, **George's Candy Kitchen, 364 Exchange St.**

—D—

Do you like the new evening bags? Some are made of sequins, rhinestones and pearls. Others are of rich brocades and jewel toned velvets. They are dainty to carry, yet large enough for make-up.

—D—

Men . . . keep your appearance tip-top from day to day! Expert dry cleaning does it and actually makes your garments wear much longer.

Overcoats .....	\$1.00
Suits .....	\$1.00
Hats .....	.75c

Skillful repairing, relining and altering.

**A. P. Peterson, 476 Exchange St., Geneva, N. Y.**

—D—

When you want a beautiful box of delicious candy—a most acceptable Christmas Gift—you will find one at the **Kirkwood Candy Store, 21 Castle Street.**

—D—

For information regarding the "Dorothy Goes Shopping" pages, address **Miss Dorothy Frautz, c/o Geneva Community News, or Telephone 2108.**

—O—

### A Colorful Set of Bowls

No modern kitchen is complete without a nest of bowls in a color corresponding to the color scheme of the kitchen. If you know of a person without this delightful kitchen help, it might be a suggestion for a Christmas or birthday gift.

—O—

### Accumulation of Dust

Dust carried by the wind forms deposits called loess that in some parts of the central United States are more than 100 feet thick.

**Supervises Alaska, Hawaii**

The office having supervision over Alaska and Hawaii is known as the division of territories and island possessions. It has supervision over Alaska, Hawaii, Puerto Rico and the Virgin Islands. It is under the Department of Interior.

**Dwarf Toad Runs**

The Argentine dwarf toad runs; it does not hop or jump.



**The STEWART STUDIO**

35 Seneca St. Phone 2183

**TRAUTMAN & SMITH**

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

**DRESSES**

For Any Occasion Thru  
THE HOLIDAYS

**THE NORMA SHOP**

66 Seneca St. Phone 2711

"Exclusive But Not Expensive"

**New Year's Eve Charity Ball**

Geneva Lodge, No. 965, F. & A. M., will hold their fifth annual Charity Ball in the State Armory, Geneva, on New Year's Eve, Monday, December 31, with dancing from 11 p. m. to 5 a. m. Gordie Randall and His Orchestra has been engaged to furnish the music

and the Lang Sisters, vocal harmonists, of the National Broadcasting Co., will be featured with the Orchestra. Randall and His Orchestra played here for the Charity Ball two years ago and it is due to the satisfaction the band gave at that time that they have been brought back this year.

**S. & T. D. BEARD**

Jeddo-Highland Coal

Paints

Mason Supplies

Coke

Phone 2651

93 Castle St.

Geneva, N. Y.



**FREE** TONIGHT  
THUR., DEC. 20th  
NEW 1935 FORD V-8

A Benefit for the Unaffiliated Boys  
of Geneva (A Boy's Club)

Fri. and Sat., Dec. 21-22

**"THE CAPTAIN HATES THE SEA"**

with VICTOR McLAGLEN - WYNNE GIBSON

TWO DAYS—Sunday - Monday

PHIL SPITALNY and his  
MUSICAL QUEENS

Popeye Cartoon "Dance Queens"  
World News

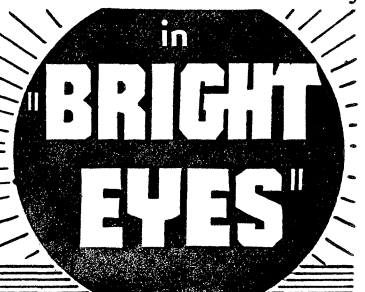
**SPECIAL CHRISTMAS SHOW**

Also Wed. and Thur., Dec. Dec. 25-26-27

Everybody's Sweetheart.

A Show for the Entire Family.

**Shirley Temple**  
**JAMES DUNN**  
**JANE DARWELL**



**RADIO FLASHES****By Ralph Le Brun**

The most famous babies in the world—the Dionne quintuplets of Ontario—will make their radio debut over the networks of the Columbia System and the Canadian Radio Commission on Thursday, December 20, at 8:15 p. m. The care and feeding of the five tiny girls, even their crooning and crying, will be revealed to listeners from the small modern hospital which has been built on the Dionne farm.

Sunday at 12:45 p. m. over the Columbia system a special international broadcast from Montserrat, Spain, will bring to the American radio audience for the first time the chants and pre-Christmas prayers of the Benedictine monks.

Grisha Goluboff, 11 year old violin prodigy, will be the guest artist on Little Miss Bab-O's Surprise Party over WEA-F-NBC Sunday at 1:30 p. m. Recently Henry Ford placed at his disposal for all his concerts a \$100,000 Stradivarius which he will play in his radio appearance.

"Hansel and Gretel", Humperdinck's fairy tale opera, will be presented in English in a condensed hour version on Sunday at 8:00 p. m. over NBC-WEAF network. Playing the leading roles in Deems Taylor's version of the famous German folk tale will be Queena Mario and Editha Fleischer, distinguished sopranos of the Metropolitan Opera Co.

Will Rogers, ace American humorist, will return to the "Gulf Headliners" for another series of appearances on Sunday at 9:30 p. m. over the Columbia System.

Early Christmas morning listeners (8:55 a. m.) will hear one of the most elaborate international broadcasts in radio history. Yuletide festivity including the ringing of bells in such far off places as Bombay, India, and Wellington, New Zealand; the Big Ben chimes in London and a personal Christmas greeting from King George of England.

Also on Christmas Day over the Columbia System the Nash Motor Company has assembled a distinguished roster of stage, screen and radio stars to embellish their Christmas Party, which lasts until 5:15 p.m. These include Lionel Barrymore, Alexander Woolcott, George Olsen and his Orchestra, Ethel Shutta, Madame Schumann-Heink and others.

**RADIO SERVICE**

Tubes, Replacement Parts in stock for any Radio including Sparton. Testing done in your home on new accurate Supreme Testers.

**RALPH LEBRUN**

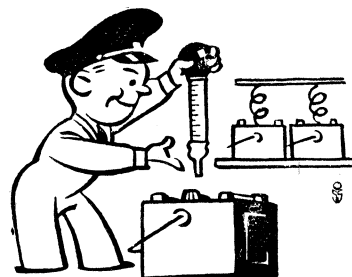
123 Pulteney St.

Phone 3921

Lowell Thomas' rural retreat in the Berkshires consists of 350 wooded acres on which the NBC news commentator conducts a profitable fur farm. Mr. Thomas has the original charter to the land signed by no less a personage than King George III himself.

**THE CHRISTMAS RUSH IS ON**

Geneva Stores and Shoppers Last Saturday

**BATTERIES**Charging  
and  
TestingBy Most Modern  
Equipment**Wilson's Esso Station**

Privately Operated

LAKE STREET

Phone 4082

You'll like the Food at . . .

**MARION'S RESTAURANT**

471 Exchange St. (opposite Kirkwood Hotel)

The Finest of

**STEAKS - - CHOPS - - SANDWICHES**

Also SEA FOODS

Beer and Ale on Draft

**Christmas Luck; Omens****Used in Days Long Ago**

Do you know that a full moon at Christmas day is supposed to be unlucky, the saying going:

"Light Christmas, light wheat-sheaf; dark Christmas, heavy wheat-sheaf," and that a windy Christmas and a calm Candlemas were held as omens of a good year. Rain during the twelve days after Christmas was said to foretell a wet year to follow. When decorating the house with Christmas holly, be careful not to burn any leaves or berries that fall, but put them carefully away until Twelfth Night, when they should be burnt with the rest of the decorations. Then luck and happiness will follow; but if so much as a holly leaf is burned beforehand, you are courting disaster, say the old-fashioned country folk who set store on Christmas omens. Look to your fire on Christmas day, for if it burns brightly it is a sign of prosperity; if, however, when the fire is first lighted it smoulders and refuses to "draw," set-backs may be looked for during the year to come.

Wear something new on Christmas day if possible, "for luck," and be very careful to put on no garment with a hole or tear in it, otherwise you will lose money. Also, remember that the first words spoken in the day should be cheerful; to speak a word of grumbling is to court bad luck.

—Montreal Herald.

**Rare Arctic Bumblebee**

Only one specimen of the rare Arctic bumblebee has ever been captured.

*Daddy says he is  
going to save  
Thrifties too so  
Mother can fill her  
book quicker*



## GET A CASH RETURN NEXT CHRISTMAS FROM WHAT YOU SPEND ALL YEAR

**Come In Today and Get a THRIFTIES Pass Book**

L. H. Barth, Jeweler  
Ernest Baumgartner, Service Station  
C. J. Brady Ice Co., Ice  
Charles Brunskill, Harness and Horse  
Furnishings  
Carroll's, Meat Market  
W. & T. Cass, Florist & Nurserymen  
Cooks Feed Store, Feed, Fertilizer,  
Seeds and Baskets  
Cooney, Watts & Cooney, Hardware  
Davidson's, Ice Cream  
Daylight Grocery, Thomas Grocery  
Co., Inc., Groceries  
Frank Dwyer, Coal, Coke and Wood  
Foote's Cleaners, Dry Cleaning  
Howard Dry Goods Co., Department  
Store  
Jeanette Shoppe, Lingerie and Gifts

Walter B. Jewett, Service Station  
The Lynch Furniture Co., Complete  
House Furnishings  
New Castle Market (Fred Baumgart-  
ner, Jr., Prop.), Meat Market  
The O. K. News Corp., Sporting Goods,  
News, Magazines and Tobaccos  
Homer R. Ostrander, Sheet Metal,  
Furnace and Roofing  
George M. Peters, Liquor Dealer  
Riggs & Jensen, Plumbing and Heating  
Mary L. Rogan, Ladies' Millinery  
Seneca Drug Co., Drugs and Drug  
Sundries  
Stubbs Lumber Co., Inc., Lumber  
Toole Bros., Shoes

**Give Your Child a Real Pal  
for Christmas . . . .**

**COCKER SPANIELS  
BOSTON TERRIERS  
FOX TERRIERS**

The only love that money can buy

**KENNELS**  
Geneva, N. Y.

**WEST HAMILTON ST.**  
Just Over City Line

## Advertising Space

in the

## Geneva Community News

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—





## THE FUNNYBONE



### No Sympathizer

Blonde waitress: I have stewed kidneys, boiled tongue, fried liver and pig's feet.

Hardboiled salesman: Don't tell me your troubles, sister. Give me a cheese sandwich.

### Uncertain Futures

"How about a tip on the market?" said the confidential friend.

"Information is so uncertain," answered Mr. Dustin Stax "that you'll have to pay your own fortune teller, same as I do."

### Named

The artist was of the impressionist school. He had just given the finishing touches to a purple and blue canvas, when his wife entered the studio.

"My dear," said he, "I have just completed my landscape, and I should like you to suggest a title for it."

The good lady took a long look at it and then murmured: "Why not call it 'Home'?"

"But why 'Home'?" said her husband.

"Because there's no place like it," she meekly replied.

### Mark Twain as a Reporter

Mark Twain, when he was working on a newspaper once, was sent to report a wedding. He told all about the ceremony, in his quaint way, and closed with this:

"Conspicuous among the wedding gifts was a ton of coal that had been in the bride's family for five generations. This was much admired, by reason of its old-time massiveness—it being much heavier than the tons of coal of today."

**HARRY M. MOYER**  
PRINTER

Christmas Cards

69 Oak Street

Phone 4189

### To Be Sure

Policeman (to schoolboy): "Who owns this cow and calf?"

Schoolboy: "I don't know who owns the cow, but I have an idea who owns the calf."

Policeman: "Well, who owns the calf?"

Schoolboy: "The cow."

—National Publicity Magazine.

### True, Brother, True

"My days are numbered," sighed the convict as the warden pinned a set of numerals on his chest.

### Bargains

Tightwad—I want some cheap coat hangers.

Clerk—Here you are, sir, a penny apiece, six for a nickel.

Tightwad—Ain't you got some cheaper than those?

Clerk—Well, yes. We've got nails!

### How Come

"Did you see the nasty look that girl gave me?"

"Oh, so that's where you got it."

—National Publicity Magazine.

**That's My Barber Shop**  
**HOTEL SENECA**  
**JOE and TONY**

"It Pays to Look Well"  
(CHILDREN'S HAIRCUTS, 25c)

**R. S. GUILLE**

General Auto Repairing—Battery  
Service—Towing Service

10 SEYMOUR ST.

Phone 2065

**Hickey Radio Service**

Service on All Makes of Radios  
REPLACEMENT PARTS  
for Radio and Speaker

—Rural calls taken care of same day—  
PHONE 5987

### Unnecessary Precaution

An American lawyer made his will on a sheet of asbestos. Surely a lawyer should know that a will is left behind.—Nor'-West Farmer.

### TEXACO GRILLE

Lake Street (Just off Exchange)  
REGULAR MEALS SERVED DAILY  
Including

SPECIAL SUNDAY DINNER  
Always Open. Plenty Parking Space.



**FINK'S SUPER  
SERVICE STATION**  
**LAKE ST.**  
**PHONE 2448**

"The Only Independent in Geneva"

FOR—

**BETTER MEATS  
CLEANER MEATS**  
and

**QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

### AMONG

The many instances one reads of disastrous fires caused by cigarettes is one which appeared in the Rochester Times Union of Friday, Dec. 14, of a hotel fire in Lansing, Mich. where 32 lives were lost.

IN-N-OUT Smoking Tube and Extinguisher eliminates such possibilities and in addition the cotton packing prevents the small particles of tobacco from getting into the throat which cause the cigarette cough.

A news item states that President Roosevelt always uses a holder.

ONLY 20 CENTS EACH at

J. W. Smith's; The Hill Book Shop; Woodruff's, or your regular dealer.

### London's Streets

A British scientist comments that London's streets have been efficiently drained and paved only twice in the city's entire history; in the days of the Romans, and during the last 100 years.

## For Motorists ... Only

If you're a car owner, interested in avoiding costly winter driving, let us fill your crankcase with winter grade Texaco—the oil that flows freely in coldest weather.

Then, with instant starting Fire-Chief Gasoline in your tank, coldest days won't stop you from going places.

# RICKELS

Service Station

LAKE STREET Phone 2920

Wishing All of Our Friends  
and Customers

**A VERY MERRY CHRISTMAS  
AND HAPPY NEW YEAR**

Why Not An  
RCA-VICTOR RADIO  
For Christmas?

**Geo. F. Bruzee**

"The Battery Man"  
23 E. Castle St.

Phone 6522 Geneva, N. Y.

Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

**Ernest Baumgartner**

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

(Christmas Club Thrifties here)

### Hotel Has New Manager

Hotel Seneca at Geneva announces the appointment of Mr. G. Allen Smith as manager, effective December 5th, 1934.

Mr. Smith is not unknown to Hotel Seneca as he has for past 15 years been engaged as hotel auditor while in employ of Wilson Shults Co., certified public accountants of Rochester, N. Y.

Manager Smith has completed arrangements to entertain a large crowd New Year's Eve. Special music and entertainment has been engaged. The New Year's Eve supper including dancing, souvenirs, and entertainment will cost \$4.50 per couple. Many reservations have been received to date for this gala event.

### Riches in the Sand

Bahai, once the capital of Brazil, is the great cocoa port of that country. The state of the same name produces as much tobacco as Cuba. It produced the largest diamond ever found—3,150 carats. Also, the sand is so full of minerals that it is worth \$100 a ton.

### Forever a Babel

"Foreigners" are nothing new to New York. In 1638, as a mere village with less than 1,000 inhabitants, no less than eighteen different languages were heard spoken in it.

### Food for Turtles

The brown trout is said to be an easy prey to snapping turtles because of its habit of talking refuge under stones and in crevices when disturbed.

### Salaaming the Crocodile

Worshippers at the sacred crocodile pool in Karachi dye their foreheads red, and "salaam" the oldest reptile whenever it appears on the surface.

Get cleaner heat . . . better heat  
. . . more heat for your money  
with

## 'BLUE COAL'

Make every fuel dollar count this winter. Burn money-saving 'blue coal'. You'll get quick heat when it's cold—clean, healthful warmth all day with little furnace attention. 'blue coal' is America's finest home fuel, the highest quality Pennsylvania hard coal. It's colored a harmless blue for identification.

If you have rooms that are never warm and others that are always too hot—let us help you with free heating advice.

Call

**P. O'Malley  
& Son**

Phones 6232 or 6187  
Office 27 Castle St.

**COLONEL CHEERIO**

Says:

We Are Prepared to Supply  
Your Holiday Needs

LIQUORS

WINES

CORDIALS

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

We Give Christmas Club Thrifties

**Did You Know**

THAT the first weather signals given out in Geneva were "Fine and Cooler" and came from the second floor of the building formerly located where the Loan building now stands—that being the office of the Police Justice at that time.

THAT on the other side of the hall, or where the building of Thos. H. Sweeney & Sons now stands, were the meeting rooms of the executive department of the village.

THAT on the ground floor were kept the steam fire engines, some of those who were active in their operation at that time still being associated with the City Fire Department.

**IT PAYS to read  
"THE NEWS"**

**HERE IS YOUR NUMBER**

**Nº 1744**

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

EACH WINNING COPY  
GOOD FOR \$1.00 IN  
MERCHANDISE OR SERVICE  
FROM THIS WEEK'S  
ADVERTISERS

**Mutual Clothing Co.**

(Men's and Women's Apparel)

This Ad good for \$2.00 on  
any purchase of \$20.00  
or more

(Easy Credit Terms)

509 Exchange St.

THAT across the street, about where the Cass Florist Shop now stands, was located the headquarters of the Folger Hook and Ladder Co., these two companies having the only horse drawn apparatus at that time.

THAT the horses used were kept busy in the day time drawing the wagons of the Street Department and not infrequently an alarm would be sounded when the horses were at the extreme ends of the city and after rushing to Seneca Street were well near exhaustion before they started their run to the fire. In winter a bob sled was equipped for the "Hooks" to use.

EDITOR'S NOTE—In reference to the article appearing in the December 6 issue of the News (under heading of "Did You Know") about the Page Candy Store, one of our readers called up to say that he knew Mr. Page and also added that if his memory served him correctly the founder of the B. Altman Co. store in New York once operated a store on Seneca Street, about where the Neisner store is now located. He also added that the location of the Page store was about where Pettit's Restaurant now stands.

Items of interest in the "Did You Know" department are invited.

**Ancient Coral Reefs**

Fossil coral reefs can be found in the Himalayas which were formed in the ancient "Tethys sea" 240,000,000 years ago.

**Deep Sea Pressure**

As a deep sea diver descends he is compressed by the weight of the water over him. For every foot he descends an added load of about half a ton presses on him. There is a 50-ton pressure at 100 feet below surface.

**Voting in Bermuda**

According to an old law, says the Travel Service, no man can vote unless he owns real estate to the value of \$300. If ambitious and inspiring to a seat in the government house he must possess land value at not less than \$12,000.

**Money Made of Feathers**

Rock salt money once circulated in Abyssinia. Bread money circulated in Russia, as well as egg currency. But possibly the strangest money of all time was used in America in the days of the Mayan empire. It was made of feathers.

**Those Roaming Bears**

Black bears are to be found in 40 of the 48 states of the United States and in 11 Canadian provinces as well as in Alaska. Their southward range extends as far as Costa Rica.

**Washington State's Motto**

The state of Washington's motto is Al-ki (by and by).

**RIGGS & JENSEN**

Plumbing and Heating

Gas and Electrical Appliances

Phone 2739

475 EXCHANGE STREET

GENEVA, N. Y.

## Maybe. . .

Your GIFTTEE has one of those (\$5.98) flannel DRESSING GOWNS; and maybe she has a favorite UMBRELLA and wouldn't have any use for one of our good looking (\$2.50) ones... PERHAPS she has more undies than you could shake a stick at and wouldn't be properly impressed by our (\$1.98) pure silk NIGHTIES - SLIPS - CHEMISES or DANSETTES . . .

AND it might so happen that she doesn't go in for the smart (\$1.00) COSTUME JEWELRY and (\$1.00 to \$2.50) EVENING BAGS; and you don't know her size in Kayser-made (\$1.00) GLOVES or Lafrance (89c and \$1) CLEAR RINGLESS CHIFFON HOSIERY.

## Then. . .

### Be Different

Give her some BRIGHT GINGHAM (25c yd.) for a smart little house dress—or a warm (\$1.98 54-INCH WOOLEN for a skirt; or an (89c) ALL SILK CREPE in plain-patterned or plaid.

BUT if you should happen to be an ANXIOUS HUSBAND with a rather fussy wife—WHAT IF SHE HAS GOT A DRESS? Any woman can find a place in her wardrobe for another.

Give her TRANSPARENT VELVET (\$3.98 a yard) and SHE'LL LOVE IT and YOU TOO.

HOWARD'S GUARANTEE on all MATERIALS.

Desirable - durable or returnable.

**HOWARD**  
Dry Goods Co.

**DON'T  
WAIT UNTIL  
THE LAST  
DAY**

**LOANS  
UP TO  
\$300**

**ARRANGED IN  
24 TO 48 HOURS  
FOR EMPLOYED SINGLE  
OR MARRIED PEOPLE**



**...if you need  
MONEY**

Almost everyone can use extra cash before Christmas... and we are in a position to advance it. You can have up to \$300 on short notice—in 24 to 48 hours. Our service offers varied loan plans, and one of them will surely fit your needs.

Pay us back at your convenience—in 3, 6, 8, 10 months or longer. The one small payment monthly covers everything. We can help you have a real Merry Christmas... come in and let us show you how

**PERSONAL FINANCE CO.**  
OF NEW YORK

Room 304 National Bank Bldg.  
AUBURN, N. Y.

Phone Auburn 251

120 Genesee St.



**EMPIRE GAS & ELECTRIC CO.**

## SPECIAL -- Friday and Saturday

Any 15c Sandwich—Nestle's Hot Chocolate and  
2 Doughnuts (or Cookies).....25c

**DOWNYFLAKE COFFEE SHOPPE**  
39 Linden Street

\*\*\*\*\*

WILL YOU KINDLY MENTION  
GENEVA COMMUNITY NEWS  
WHEN PURCHASING  
FROM OUR ADVERTISERS?

\*\*\*\*\*



# Phillips Motor Company

351 Exchange St.

GENEVA, N. Y.

Phone 2255

## Our Christmas Special USED CAR SALE

= 8 Hours of Bargains =

SATURDAY, DEC. 22 - Sale Starts 9 A. M. Ends 5 P. M.

**10 CARS PLACED ON SALE**

\$10 OFF FROM THE OPENING PRICE EACH HOUR

		9 A. M. Price	5 P. M. Price
1934 FORD	DELUXE SEDAN 3600 Miles	\$665.	\$585.
1934 FORD	STANDARD SEDAN With Trunk, 5,500 Miles	650.	570.
1934 FORD	DELUXE TUDOR 5500 Miles	615.	535.
1933 DESOTO	DELUXE SEDAN Heater, Radio, Air Wheels	565.	485.
1934 FORD	STANDARD TUDOR	555.	475.
1933 FORD	STANDARD TUDOR V-8 - 19,000 Miles	465.	385.
1932 FORD	SEDAN — V-8	375.	295.
1932 PLYMOUTH	COUPE	365.	285.
1931 FORD	131" PANEL TRUCK	295.	215.
1930 PONTIAC	COACH	265.	185.

**Come Early, see these cars and make your offer**

To buy the car you want on any hour—at the price you are willing to pay—if car is not sold before that hour—it is your car.

EXAMPLE—Car No. 1, 9 A. M. price \$665, you offer \$615. If car is not sold before 2 P. M. it's your car; you offer \$585. If car is not sold before 5 P. M.—it's your car, etc.

20 OTHER CARS AND TRUCKS PRICED LOW

1-3 Down Payment or fair allowance for your car in trade.  
Economical Finance Plan. (Universal Credit Co.)

## Christmas AUTO ACCESSORY GIFTS

There's nothing closer to the motorist's heart than his car. You know that—if you drive yourself. All the hours every day that he is in it, the gift that adds to its smartness and comfort, will be a constant reminder of your thoughtfulness. And if its for your own car—doesn't the "Lil ol' bus" deserve one.

**Here are a few suggestions  
for the Ford V-8**

Good looking BUMPER GUARDS,  
installed .....\$2.50

TANDEM WINDSHIELD WIPER,  
installed .....\$3.00

THE GREYHOUND,  
That doggy ornament—adds to the  
beauty of your V-8, installed \$2.75

THE SPOTLIGHT,  
What a gift for any one doing a lot  
of night driving, installed....\$14.50

A ROYAL GIFT,  
The New Ford Deluxe Trunks, for  
long trips, for extra space,  
installed .....\$37.50

A NEW FORD RADIO,  
All year 'round for all the folks.  
Clear, bell like tone at any speed,  
installed .....\$44.50

We also have the new Ford Car  
heater, batteries, all anti-freeze solu-  
tions, defrosters, tires, and other use-  
ful gifts too numerous to mention.

**Make it a USEFUL GIFT**

P. S. For Satisfaction and Economy  
have your car serviced regu-  
larly at an authorized Ford  
garage.



# **THE GENEVA COMMUNITY NEWS**

Dec. 27, 1934

5000 Copies

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LOAN**

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**Join the Loan's 1935 Christmas Club**



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Dec. 27

GENEVA, NEW YORK

1934

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

## ALMANAC



"Gossips and tale-bearers set on fire  
all the houses they enter."

### JANUARY



1—Quakers agree to free all  
of their slaves, 1788.



2—Ford returns from his un-  
successful peace trip, 1916.



3—British lose to American  
troops at Princeton, 1777.



4—First operation for appen-  
dicitis performed by Dr.  
Grant, 1883.



5—Mrs. Ross, first woman  
governor, takes Wyoming  
office, 1925.



6—Theodore Roosevelt, great  
president, dies, 1919.



7—Stevens ends famous bicy-  
cycle trip around the  
world, 1877. ©WNU.

## "SEVEN GABLES"

Located at the West end of  
CASTLE STREET

We are prepared to serve  
Luncheons \$0.50 to \$1.00  
Dinners \$0.60 to \$1.50

Reservations should be made. Call  
4078, 8 to 10 A. M.; 8 to 10 P. M.

Meals by day or week,  
reasonable rate.

Pastry, bread, rolls or salad  
made to order.

MINERVA C. WELLINGTON

## THIS AND THAT

Among the New Year's Eve ac-  
tivities in Geneva are parties at both  
the Seneca and Kirkwood Hotels  
and the Charity Ball at the State  
Armory, this latter being the fifth  
annual affair of its kind under the  
auspices of Geneva Lodge, No. 965,  
F. & A. M.

On Friday and Saturday of this  
week, John Van Arnam and His  
Honey Boy Minstrels will appear  
at Schine's Geneva Theatre. This is  
the first minstrel show to play in  
Geneva in a long time. There will  
be no advance in prices for this spe-  
cial attraction. Watch for street pa-  
rade.

We wish to thank the many read-  
ers and advertisers who have com-  
mented so favorably on our issue of  
last week.

We also wish to again thank the  
many advertisers who have contrib-  
uted to the success of our paper dur-  
ing 1934.

Another year—another mile!

This way the human pathway lies;

So press we onward with a smile;

Ah, who would have it otherwise?

## It Pays to Be Fat!

After studying 2,000 candidates  
for the R. A. F., a medical officer  
states that overweight is better than  
underweight; heavier men can stand  
prolonged mental and physical stress  
and are less liable to disease than  
their slimmer colleagues.—Answers  
Magazine.

## Sabbatical Year

A sabbatical year was originally  
the one year in seven when all land  
was allowed to lie fallow by the an-  
cient Jews. The term is now applied  
to a missionary's furlough, or a year  
of vacation from a profession, par-  
ticularly teaching.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## ISENMAN'S Ice Cream

for your  
NEW YEAR'S DESSERT

BRICK, BULK  
or FANCY MOULDS

Place your order now for  
Delivery New Year's Day

150 Castle Street

Phone 4724

CUT FLOWERS — PLANTS  
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Designs for All Occasions

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

GET IT HERE!  
WAXFREE  
HAVOLINE  
For trouble-free  
winter driving!



SEE US TODAY AND SAY YES!

## RICKELS

Service Station

LAKE STREET Phone 2920

**RADIO FLASHES**

By Ralph Le Brun



Morton Downey, famous singing star of the airwaves, who has recently signed a contract (at \$6,000.00 per week) for two programs a week over the NBC network.

A butcher, pharmacist and switchboard operator, abetted by a novelty instrumental group, a self-styled train-whistle imitator, and other odd performers, will troop to the microphone in the Columbia studios in New York in the premier broadcast of the first nationwide amateur broadcast, Sunday at 6:00 P. M. Ray Perkins will be the master of ceremonies with Arnold Johnson's orchestra in attendance.

**RADIO SERVICE**

Tubes, Replacement Parts in stock for any Radio including Sparton. Testing done in your home on new accurate Supreme Testers.

**RALPH LE BRUN**

123 Pulteney St.

Phone 3921

Don't fail to tune in these special New Year's programs over the Columbia network. On Monday at 10:52 A. M. the New Year's Eve celebration at Manila, P. I. At 10:45 P. M. a New Year's Greeting from Buenos Aires and Little America. At 11 P. M. and lasting until 4 A. M. a special New Year's Eve Dancing Party. On Tuesday, New Year's Day, at 2:30 P. M. another three hour Nash Party. The stars will be Ethel Barrymore, Beatrice Lillie, Noel Coward, The Mills Brothers, James Melton, DeWolf Hopper and Joseph Pasternack.

A gala broadcast celebrating the 250th Anniversary of American Methodism will be presented over the Columbia network, Monday at 2:30 P. M. Among the distinguished speakers who will appear on the program are: the Hon. Arthur Henderson, pres. of the Assembly of the League of Nations, and William Younger, pres. of the British Methodists who will speak from London, Dr. John Broomfield, pres. of the Methodist Protestant General Conference, Bishop Edwin Hughes, Senior Bishop of the Methodist Episcopal Church, Washington, D. C., and Bishop Edwin DuBose Mouzon, Senior Bishop of the Methodist Episcopal Church, South Charlotte, N. C.

Major Edward Bowes has received as many as 100,000 requests for a single poem recited on his Capitol Family program.

**HOTEL SENECA**

GENEVA, N. Y.

Now under management of

**MR. G. ALLEN SMITH**

Announces Supper Party and Gala Night  
New Year's Eve, December 31, 1934

Price of Supper, including Souvenirs, Dancing  
and Special Entertainment . . . \$4.50 per Couple

Dancing Every Saturday Evening After Jan. 1

**GENEVA COMMUNITY NEWS**

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Orange Puffs

1 cup bread crumbs  
 ½ cup rich milk  
 2 egg yolks  
 Grated rind and juice of 1 small or ½ large orange

4 egg whites  
 ½ cup sugar

Cover bread crumbs with milk. Beat egg yolks until light, add rind and juice of orange and combine with bread crumbs and milk. Beat whites stiff and add sugar. Add to other ingredients and bake in a pan of hot water for 30 to 40 minutes in moderate oven. Serve with a custard sauce. M. E., Main St.

## Butter Scotch Cake

½ cup shortening  
 1½ cups brown sugar  
 2 eggs  
 1¾ cups pastry flour  
 ¼ teaspoon soda  
 2½ teaspoons baking powder  
 ½ cup strong coffee  
 1 teaspoon vanilla

Cream sugar and shortening, add unbeaten eggs, one at a time and stirring well after each addition. Add flour which has been sifted four times with soda and baking powder. Lastly add coffee and vanilla and bake in loaf pan about 50 minutes. Frost with sea foam or brown sugar frosting.

Mrs. A. D., Colt St.

## Vegetable Pie with Potato Crust

2 tablespoons butter or bacon fat  
 1 medium-sized onion, chopped  
 1 cup meat cut in cubes  
 1 cup milk  
 1 cup cold cooked carrots, chopped  
 1 cup cold peas  
 1 cup cold cooked potatoes, chopped  
 Salt and pepper

Slice onion and brown it in fat. Add meat and sear it well; add milk and vegetables; and salt and pepper to taste. Turn into a baking dish and cover with potato crust and bake in a moderate oven (350 degrees F.) for 30 minutes, or until well browned.

Crust: One cup hot mashed potatoes, one-half teaspoon salt, two tablespoons melted fat, one egg, beaten, one teaspoon baking powder, flour enough to make soft dough. Combine ingredients in order given; roll mixture to about one-eighth inch in thickness on a well-floured board. L. S., Border City.

## Glass Eaten by Bacteria

Glass is eaten by certain species of bacteria.

## NEW YEAR'S JOY



## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Wishing You

A

## Happy New Year

## RAPALEE

COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

Home Heating Headquarters

Phone 2221

## Supreme for Dancing SILVER SANDALS



Featherweight Sandals that will help make every moment of the evening a happy one.

**\$3.98**

White crepe or Faille Sandals, to be dyed any color.....\$2.98

**J. W. SMITH DRY GOODS CO.**

BASEMENT SHOE DEPT.

## Castle Street Market

Phone 251 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork  
 Sausage

Best of Service - Free Delivery

**FRED BAUMGARTNER, JR.**

### Called Dowsters

In England water diviners are a well-organized profession. They call themselves "dowsters," although after the manner of their American brethren, they practice their trade with the aid of the proper mumbo-jumbo and a hazelwood rod.

### Compiles Living Costs Data

The bureau of labor statistics, Department of Labor, compiles data on living costs from certain selected cities throughout the United States. These are published in the Monthly Labor Review.

### Shark Oil Barometer

A barometer of Bermuda is made by placing shark oil in a bottle. In good weather it is clear, but with the approach of a storm it turns milky.

### Limestone Yields "Whiting"

The painting pigment known as "whiting" is made from limestone, a large portion of which comes from England's famous "chalk cliffs of Dover." Whiting is used chiefly as a base for calcimine and for making putty.

### Animals Were Mummified

Animals and birds venerated by the Egyptians, such as dogs, crocodiles, ibises and falcons, were mummified in large numbers.

## Buy Gifts That Last - -

with your

## Christmas Money

Retain an everlasting memory of the ones who have made your Christmas happy.

May we help you with your selection?

::

**S. A. GILBERT**

JEWELER

510 EXCHANGE ST., GENEVA, N. Y.

## Let YOUR TASTE TELL YOU

Your own palate is the surest judge of wine. And your first sip of any Widmer Wine will tell you that here is a wine of quality. Its body, bouquet and mellow-aged taste are those of truly fine wines. They make Widmer's the equal of all save the rarest and costliest imported vintages. To be sure of your wines, ask for Widmer's.

*Always In Good Taste Since 1888*

**Widmer's**

America's  
Finest **WINES**

## JANUARY SALE FUR COATS

ALL NEW MODELS

At a wonderfully low price  
you can now afford the Fur  
Coat that you have wanted.

**J. FREEDMAN**

The Only Practical Furrier in Geneva

114 Seneca St.

Phone 2172



FINE  
FURS



RYE.....	Pts. \$.75; Qts. \$1.50 up
WINE.....	Pts. \$.49; Qts. \$.95 up
GIN.....	Pts. \$.79; 5ths \$1.25 up
SCOTCH.....	Pts. \$1.95; 5ths \$3.75 up
BRANDY.....	Pts. \$1.15; 5ths \$1.75 up

Also Cordials and Mixed Drinks

## HOWARD'S LIQUOR STORE

Next to Regent

Phone 5133

(OPEN NEW YEAR'S DAY)

## —\* DOROTHY GOES SHOPPING \*—

Have you ever tried **Ringer's** high quality, home-made bread? If you haven't, I urge you to do so. It's as delicious as it looks and is of such fine quality because, as in all their bake goods, the purest and finest of ingredients are used. **Call 2011.**

—D—

A velvet wrap is just right to wear over your evening frock. The new ones are made with long, smooth lines and deep cuffs of fur that form a muff to keep your fingers warm.

—D—

Are you having a new dress? **Mrs. Barbour, 60 Colt St.,** has a reputation for her fine dressmaking. Select your own pattern and material. Why don't you have one of your old dresses made over? She repairs and relines both coats and dresses.

—D—

Table linens have left the class of delicate pastel tints and are newest if they are damask in natural linen color, with white pattern, in tan and white; in dark colors and white. But tan is the best selling color just now in leading shops.

Ladies will be glad to take advantage of this special offer at **A. S. Bauer's, 43 Seneca St.** For a limited time, a made-to-measure skirt will be given, absolutely free, to every customer buying a coat or suit. The customer can select any style and any cloth of the same grade quality as her order.

—D—

New vases, flowers bowls and similar accessories, when not in one of the new metals, are this winter in reproductions of nineteenth-century pottery, also in tole, which was originally painted tin but now may be brass similarly painted. Many Chinese bowls, vases, and urns are in evidence in such collections, especially in white, ivory and beige colorings.

—D—

A new fare policy is now in effect on the **City Bus Line** under which it is possible to purchase a six-day ticket good for an unlimited number of rides—for **\$1.00**. These tickets may be purchased at any time and are good for six consecutive business days. They are also transferable. The regular single fare of 10c remains in force, as does also the regular "13 tickets for \$1.00" arrangement.

The management of **Pettit's Restaurant, Seneca Street,** wish to express their appreciation of the patronage accorded them during the past year and to extend to all friends and patrons their best wishes for a most happy and prosperous New Year.

—D—

Editor's Note—"Dorothy" is spending several days in New York City, but her page is being looked after by another member of our staff. Phone in your requests at once for space for our next issue.

—D—

A Parisian hairdresser has announced that bangs will be popular again. Only you don't call them bangs. The short wisps that stray carelessly from the hairline down over the forehead are a fringe. And while small curls still cluster around over the head, they fit in closely so that the eyes may appear larger.

—D—

For information regarding the "Dorothy Goes Shopping" pages, address **Miss Dorothy Frautz, c/o Geneva Community News, or Telephone 2108.**



Fri. and Sat., Dec. 28-29  
**JOHN VANARNAM and His  
 HONEY BOY MINSTRELS**  
 — Watch for the Gala Street Parade —  
 On the Screen  
 Zane Grey's with  
**"HOME ON THE RANGE" JACKIE COOPER**

**SUN. MON. IMITATION OF LIFE** with  
**CLAUDETTE COLBERT, WARREN WILLIAMS**

**GALA MIDNIGHT SHOW NEW YEAR'S EVE  
 EDDIE CANTOR**

New Year's  
 Eve  
 New Year's  
 Day  
 ... and  
 Wed. & Thur.

in  
**KID MILLIONS**  
 AND WHAT A SHOW

Seats Now on Sale at Box Office.....40c

The  
**"PARTY SEASON"**  
 is here

FORMALS

SEMI-FORMALS

WRAPS

**THE NORMA SHOP**

66 Seneca St. Phone 2711

"Exclusive But Not Expensive"

**Gleaned from Here and There**

(The 22nd of a series of quotations from the collection of M. F. Devaney)

"There's nothing so bad but it might be worse."

"You can fool some of the people all the time, and all the people some of the time, but you can't fool all the people all the time."

"Tell a man often enough that he doesn't look well and you'll send him to the hospital."

"Determination leaves nothing to be done but to act and when you act the thing will be done."

"Flattery is the tribute which a bee pays to a flower from which it expects to extract honey."

"You can meet trouble better when it comes than before it comes."

"Paradise is something that is earned, not inherited."

"Nothing can floor you if you are right inside. That goes for everything, even for the things folks call disaster. Keep right with yourself, remember your soul has to live alone."

Zeigfeld's motto was: "One third glamor, one third merit and one third advertising".

"Before you criticise a person see what you would do under the same circumstances."

(To be continued)

**Constancy**

"I wonder if you'll love me when my hair has turned to grey?"

"Why not? I loved you the other times you changed colors."

**Perfect for the Part**

Actor: "So you're going to use me in your next play? Apparently you've discovered at last what I am."

Director: "Yeah, hurry and get into the hind legs of that stage horse over there."



## Howard Dry Goods Co.

GOOD MORNING GIRLS! ARE YOU ALL READY FOR YOUR BEAUTY LESSONS?

BOY! AIN'T SHE THE VALENTINE!

SHE CAN THANK HEAVEN THAT TELEVISION ISN'T HERE YET!

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This program is being broadcast by  
**FOOTES CLEANERS**

When you actually SEE the quality of the work we do you'll understand why we have so many old friends. It's only natural that they should come back after having been so satisfied the first time. You, too, will become a steady customer. Phone us today to call for your suits, coats, hats, ties and gloves!

78 Castle St. **HARRY D. TARBELL** Phone 2910

Your Patronage in Our New Venture Has Been Greatly Appreciated. We Wish You A

**Happy New Year**

**DOWNYFLAKE COFFEE SHOPPE**

39 Linden Street

\*\*\*\*\*

WILL YOU KINDLY MENTION  
 GENEVA COMMUNITY NEWS  
 WHEN PURCHASING  
 FROM OUR ADVERTISERS?

\*\*\*\*\*





## THE FUNNYBONE



### No Change

The old man wrote to the college professor: "Haven't heard from my son for some time. Hope he's not sick. If he has been I hope to hear he's improving."

The professor replied: "Son not sick, and not improving."

### One by One

Alice—I'm going to get a hair cut tonight.

Annie—Why not get them all cut?

### Good Deed for Devils

Rodney (after being at Sunday school)—Say, dad, our lesson told about the evil spirits entering the swine.

Father—Yes, my son. What do you wish to know?

Rodney—Was that the way they got the first deviled ham?—Pathfinder Magazine.

### Silence Is Golden

Talkative Lady—A big man like you might be better occupied than in cruelly catching little fish.

Angler—Perhaps you're right. But if this fish had kept his mouth shut he wouldn't be here.

### Experienced

She—Now what are you stopping for?

He (as car comes to halt)—I've lost my bearings.

She—Well, at least you are original. Most fellows run out of gas.

### Unkind

"Yes, Willie," a man said to his little son, "you kept your promise to run all the errands without growling last month, and so I'm going to keep my promise and reward you."

The man took out a \$5 gold piece and a silver dollar.

"Now, Willie boy," he said, for he was a great bluffer, "which of these nice coins will you have?"

"I won't be selfish, pap," said Willie, who was a chip off the old block, "I'll take the little one."

But his father slipped the gold piece back into his pocket.

"For not being selfish," he said. "I'm going to give you the big one."

### Relative Importance

The doctor was examining school children. One youngster was under weight.

"You don't drink milk?"

"Nope."

"Live on a farm and don't drink milk at all?"

"Nope, we ain't hardly got enough for the hogs."—Ex.

### Two Definitions

Son — What does the word "chauffeur" mean?

Father—That is the name given to the driver of a motor-car.

Son (after a moment's thought) — That was not the name you gave to the driver of the car that nearly ran over you yesterday.

### Knew all the Answers

Jackie—Mums, I bet Dad was always in mischief when he was a boy like me!

Mother—Jackie! Whatever does make you say that?

Jackie—He always knows the right questions to ask me when he wants to find out where I've been and what I've been doing.

## TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

## HARRY M. MOYER

PRINTER

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Lake Street (Just off Exchange)  
REGULAR MEALS SERVED DAILY

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SPECIAL SUNDAY DINNER

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SERVICE STATION**  
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"The Only Independent in Geneva"

FOR—

BETTER MEATS  
CLEANER MEATS

and

QUICKER SERVICE

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

### AMONG

The many instances one reads of disastrous fires caused by cigarettes is one which appeared in the Rochester Times Union of Friday, Dec. 14, of a hotel fire in Lansing, Mich. where 32 lives were lost.

IN-N-OUT Smoking Tube and Extinguisher eliminates such possibilities and in addition the cotton packing prevents the small particles of tobacco from getting into the throat which cause the cigarette cough.

A news item states that President Roosevelt always uses a holder.

ONLY 20 CENTS EACH at

J. W. Smith's; The Hill Book Shop; Woodruff's, or your regular dealer.

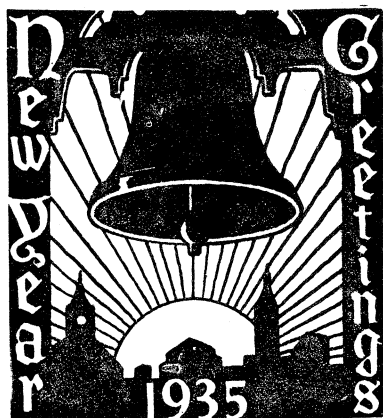
## USED RADIOS

**\$9.95 up**

**BOLIN MUSIC HOUSE**

**Sensitiveness to Radium**

Young and rapidly growing cells of the body are more sensitive to radium than old or adult cells.



**Cooney, Watts & Cooney**

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**Burn...  
 'blue coal'**

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Don't live in chilly rooms this winter when you can get steady, even heat with 'blue coal'—and cut your heating costs besides. Try it.

If your home is hard to heat—fuel bills too high—call on us for free heating advice.

**P. O'Malley  
 & Son**

Phones 6232 or 6187  
 Office 27 Castle St.

\*\*\*\*\*  
**Hickey Radio Service**

Service on All Makes of Radios  
**REPLACEMENT PARTS**  
 for Radio and Speaker  
 —Rural calls taken care of same day—  
**PHONE 5987**



**Gordie Randall**

—who, with his orchestra will furnish music for the fifth annual New Year's Eve Charity Ball to be held in the State Armory, Geneva, on Monday, Dec. 31.

With the orchestra will appear the Lang Sisters, vocal harmonists, of the National Broadcasting Co.

**Depends**

"Henry," said his nagging wife as he prepared to retire, "is everything shut up for the night?"

"That depends on you," muttered Henry, "everything else is."

We Specialize in  
**Radio Repairing  
 and Batteries**  
 NATIONAL BATTERIES  
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**COLONEL CHEERIO**

**"We-all" Wish "You-all"**

**A Very, Very Happy New Year**



148 CASTLE ST. Phone 2054

**We Give Christmas Club Thrifties**

*Our Best Wishes to All  
for  
A Very Happy and Most Prosperous New Year*

**T. J. COMISKY**

Wine and Liquor Store

OPEN NEW YEAR'S DAY

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

EACH WEEK WE ARE OFFERING

**\$5.00**

IN MERCHANDISE TO OUR READERS

What number was under the heading "Here is Your Number" in the December 20 issue of the GENEVA COMMUNITY NEWS YOU received?

Was it one of the following:

537; 1401; 1913; 3001; 4241?

If you hold one of these copies mail it to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE you wish to receive \$1.00 in merchandise or service. We will then mail you an order on the advertiser you select.

Remember—the above winning numbers are taken from our issue of December 20 and the advertiser you select must have an ad in today's issue.

It pays to ADVERTISE in the GENEVA COMMUNITY NEWS.

It pays to READ the GENEVA COMMUNITY NEWS.

#### War Notes in Pipe

The most ingenious device for concealing notes was used by a spy during the World War. It was a pipe which, although constantly smoked, carried numerous tissue paper memorandums in a secret space between the interior and exterior walls of the bowl. In an emergency, an innocent twist of the overlapping rim would have caused the burning tobacco to consume the papers.

—*Collier's Weekly*.

#### Cause of Crimes

In the light of the teachings of psychology, most crimes are greatly influenced by physical or psychological abnormality or by social factors over which the individual may have comparatively little control.

#### Seventeenth Century Clock

A Seventeenth century clock which belonged to Catherine II and which had been silent since 1915 was repaired in Leningrad. At noon a peacock spreads a golden tail, a rooster crows and an owl, sitting on a tree branch, strikes a chime.

#### No Time to Sleep

"He who dozes on his doorstep", said Hi Ho, the sage of Chinatown, "may awaken to find that creditors have taken possession of the house behind him."

#### Cradle of Mass Production

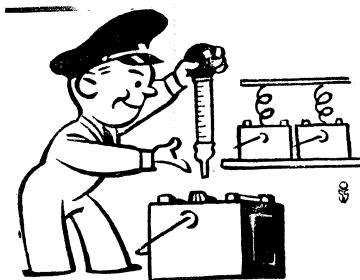
The cradle of mass production is Jonkoping, Sweden, where in 1872 the standardized Lagerman match making machine innocently started the controversial subject of technological unemployment.

Wishing All of Our Friends and Patrons

**A Happy and Prosperous  
New Year**

**MARION'S RESTAURANT**

471 Exchange St. (opp. Kirkwood Hotel)



**ATLAS  
BATTERIES**

Charging  
and  
Testing  
By Most Modern  
Equipment

**Wilson's Esso Station**

Privately Operated

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Phone 4082

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"THE NEWS"

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Save this complete copy  
and watch for next  
week's issue

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**Quick CASH LOANS**

**4 LOAN PLANS**  
**20 REPAYMENT PLANS**

Emergency need for money? See us—we are specialists in Furniture, Auto, Co-maker and Combination Loans. No red tape. Quick, friendly service. Even if your need is not so pressing, our service is convenient. If you can use \$300 or less for house improvements, doctor's bills, or other purposes, come in and see us. You repay from income ... in 3, 6, 8, 10, or even 20 months. One small installment monthly covers everything.

**\$100  
\$150  
\$200  
OR MORE**  
**24 to 48 HOURS**

**PERSONAL FINANCE COMPANY**  
OF NEW YORK  
Room 304 National Bank Bldg.  
AUBURN, N. Y.  
Phone Auburn 251 120 Genesee St.

#### Salt Produced in U. S.

About 1,500,000 tons of salt are produced each year in the United States, 30 per cent being obtained from evaporation of brines, either natural or artificial.

#### Largest Salt Lake

The Caspian sea, the largest salt lake in the world, has no connection whatever with the ocean. Its surplus waters are lost through evaporation alone.



**WHEELER'S**

Opposite Post Office

ON JANUARY 1ST 1935

We will enter our 50th year as

**PRINTERS  
PUBLISHERS  
BOOKBINDERS**

**THE  
HUMPHREY PRESS**  
GENEVA, NEW YORK

SINCE 1885

Today we also handle a  
complete line of

**BINDERS  
LOOSE LEAF FORMS  
FILE SYSTEMS, ETC.**

See and  
Drive  
The New  
1935



V  
8

# Phillips Motor Company

351 N. EXCHANGE ST. GENEVA, N. Y. PHONE 2255

EXTENDS YOU AN INVITATION TO SEE

## The New Ford V-8 For 1935

—ON DISPLAY AT OUR SHOWROOMS— SATURDAY, DEC. 29, 1934—

Longer . . Wider . . Roomier . . with Distinctive  
Body Lines and a New Idea in Motor Car Comfort.

Greet the . . .

NEW YEAR

at the

KIRKWOOD HOTEL  
GRILL

MAKE YOUR RESERVATIONS NOW  
\$1.25 per plate

DINING - DANCING - FAVORS

-: Music by :-

GEORGE FISCHER and HIS ORCHESTRA

Featuring

JOE LAFARO, Violinist  
of Leading New York Bands

—Enjoy the Advent of 1935  
in Pleasant Surroundings—

Giving You for the First Time Your Individual-  
ized Body Size as Well as Your Neck Size and  
Sleeve Length.

## Third Dimension Shirt

SANFORIZED SHRUNK

Made in Extra Fine White Broadcloth—with and  
without Collars—Three Body Sizes for Each  
Neck Size—Small, Medium, and Large Bodies.  
Let Us Show You This Splendid Shirt.

**\$1.95**



489 Exchange St.

North Regent Theatre

—: IN 1935 :—  
**ADVERTISE**  
in

**The Geneva Community News**

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,000 COPIES DISTRIBUTED IN GENEVA, WATERLOO, PHELPS, OVID and WILLARD

CALL 2108 FOR RATES

# THE GENEVA COMMUNITY NEWS

Jan. 3, 1935

5000 Copies

## Who's Boss . . . *you or your salary?*

**D**OES your salary hold you back? Never seem to get ahead? Then your salary is bossing you. Why not boss your salary? You work for it—make it work for you.

Put part of your salary to work as savings in The Loan and watch how quickly it grows into a sizeable amount with which you can really do things.

**5** plans for savers—any plan you may desire is here for you at The Loan—or any combination of plans—weekly, monthly, hit or miss, or \$100 certificates or Christmas Club. Try one of them this year.

Begin now—the sooner begun, the sooner you have your reserve funds as a protection against unforeseen difficulties and a start for independence.

In 1935 . . .

Work For Your Savings That  
They May Work For You.

GENEVA PERMANENT  
LOAN AND SAVING ASSN.

89 Seneca St., West

Geneva, N. Y.

THE BUILDING WITH THE GREEN WINDOW BARS



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Jan. 3

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

## ALMANAC



"Never ask a man a favor until he  
has had his dinner."

### JANUARY



8—General Jackson whips the  
British at New Orleans,  
1815.



9—First trolley electric cars  
run in Richmond, Va., 1888.



10—League of Nations holds  
its first meeting, 1920.



11—Bayard Taylor, author and  
traveler, born 1825.



12—First public museum in  
U. S. opens at Charleston,  
S. C., 1773.



13—Great Central Italy earth-  
quake kills 30,000, 1915.



14—Daniel Webster makes his  
first speech in Congress,  
1814.

© WNU

### THIS AND THAT

It is said that a "real" salesman  
says something good about his  
competitors or makes no mention  
of them whatever.

Beard's new electric sign is at-  
tracting considerable attention at  
93 Castle St.

Are you advised on one of the  
foremost subjects before the Amer-  
ican public today—the Townsend  
Old Age Pension plan? It vitally

affects all citizens. Are you for it  
or against it? A good opportunity  
to learn about the plan will be of-  
fered this coming Sunday. (See ad,  
page 3).

Well, the hustle and bustle of  
Christmas buying is over. About  
the only ones who are not well  
pleased with their business this  
year are the merchants who made  
no effort to induce buyers to come  
in.

Mr. J. Freedman, Furrier, of 114  
Seneca Street, has just returned  
from New York City, where he  
purchased a quantity of sample fur  
coats which he is offering at at-  
tractive prices. (See his ad on an-  
other page of this issue).

The Christmas and New Years  
Holidays may be over, but the day  
(and nights) when a modern radio  
can be a source of education and  
amusement are never over. The  
performance of the 1935 Philco,  
with its short wave reception of  
foreign stations is a revelation.  
Stop in at the Maytag Sales &  
Service, 324 Exchange Street, for  
a demonstration.

Have you joined a 1935 Christ-  
mas Savings Club? Also, are you  
saving Christmas Club Thrifties?  
With this latter plan you can Save  
as You Spend.

An opportunity to secure first  
quality Enna Jettick Shoes at a re-  
duction in price is presented on  
page 4.

Our instructions to deliverymen  
are, to place "The News" behind  
storm or screen doors, or fasten in  
door knob. If your copy is not de-  
livered in that way will you kindly  
advise us?

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### Banana Leaves

The long, narrow leaves of the  
banana have a cool, refreshing green  
all their own, which lends a tropical  
atmosphere. They are put to a novel  
and amusing use by negro children  
in Bermuda, who are seen walking  
down a road during a rain, balanc-  
ing on their heads a banana leaf for  
an umbrella. The leaf is frequently  
larger than the child and it affords  
ample protection.

The science of manners is prob-  
ably more important than we gener-  
ally believe to the happiness and the  
virtue of men. If virtue leads to con-  
duct, conduct leads to virtue: now  
manners are an essential part of con-  
duct. Therefore let us train our-  
selves on all occasions, in fine, sim-  
ple, fitting manners, if we would  
reach the heights of goodness.—  
Joubert.

### CUT FLOWERS — PLANTS and

Designs for All Occasions

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

IS YOURS A safe WINTER OIL?  
**TEXACO**  
FLOWS FREELY AT ZERO



SEE US FOR  
A FILLING

## RICKELS

Service Station

LAKE STREET Phone 2920

EACH WEEK WE ARE OFFERING

**\$5.00**

IN MERCHANDISE TO OUR READERS

What number was under the heading "Here is Your Number" in the December 27 issue of the GENEVA COMMUNITY NEWS YOU received?

Was it one of the following:

24; 1605; 2845; 4205; 4930?

If you hold one of these copies mail it to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE you wish to receive \$1.00 in merchandise or service. We will then mail you an order on the advertiser you select.

Remember—the above winning numbers are taken from our issue of December 27 and the advertiser you select must have an ad in today's issue.

It pays to ADVERTISE in the GENEVA COMMUNITY NEWS.

It pays to READ the GENEVA COMMUNITY NEWS.

### Geographically Speaking

Waitress—Hawaii, gentlemen. You must be Hungary.

First Customer—Yes Siam, and we can't Rumania long, either. Venice lunch ready?

Waitress—I'll Russia to a table. What will you Havana?

Second Customer—Anything at all, but can't Jamaica little speed?

Waitress—I don't think we can Fiji that fast, but Alaska.

First Customer—Never mind asking anyone. Just put a Cuba sugar in our Java.

Waitress—Sweden it yourself. I'm only here to Serbia.

Second Customer—Denmark our bill and call the Bosphorus. He'll probably Kanya. I don't Bolivia know whom I am.

## HOTEL SENECA

GENEVA, N. Y.

Now Under Management of

**MR. G. ALLEN SMITH**

Announces a Dancing Party Every Saturday Night

Featuring JIMMY LYNCH and His Music

Dancing 9:00 to 1

(Couples Only)

25c Per Person Couvert

Waitress—No, and I don't Carribean. You fellows sure Armenia.

Boss—Samoa your wise cracks is it? What's got India? You think maybe this arguing Alps business.

Both Customers—Canada noise. Spain in de neck.

### The Needles in Black Hills

The Needles in the Black Hills are rock formations and consist of tall spires of fantastic shapes and sizes. They are located near Sylvan lake and the game lodge.

## Ontario Business Institute

Mid-Year Term

Begins Jan 7th

Courses in Shorthand, Typewriting, Bookkeeping, Accounting, and Secretarial Work.

Seneca & Linden Sts.

Phone 2284

## \$ -- MONEY -- \$

deposited ON OR BEFORE

Saturday, January 12

Will Earn Dividends from January 1

Deposits Insured

## Geneva Savings Bank

24 LINDEN STREET

## TOWNSEND OLD AGE REVOLVING PENSIONS

PUBLIC MEETING, ODD FELLOW'S HALL

Sunday, January 6, 2:30 P. M.

SPEAKER

**GLENN SIMPSON**

President of Rochester Townsend Club

Come and hear the Plan fully explained and get the latest news of the movement which is sweeping the country.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Angel Food Pie

4 whites of eggs  
1 cup sugar  
¼ teaspoon cream of tartar

Beat whites of eggs very stiff. Add the cream of tartar to the beaten whites and beat well. Add sugar, one teaspoon at a time, beating well after each addition, until all of sugar is used. Bake mixture in greased pudding pan in slow oven for 45 to 60 minutes. When done, take from oven and cool. Serve topped with whipped cream into which has been folded any favorite fruit.

A. M. H., Genesee St.

## Peppermint Mousse

½ lb. peppermint candy (shiny brittle sticks or wheels)  
1 cup plain cream  
2 cups whipping cream

Method: Crush peppermint candy in cloth bag. Partially dissolve candy in plain cream over hot water. While there are still some larger chunks apparent remove from the hot water and chill. Whip cream until stiff and fold in syrup. Place in tray of mechanical refrigerator or freeze in equal parts of salt and ice. Amount—6 servings.

E. C., Exchange St.

## Date and Nut Torte

1 cup sugar  
½ cup milk  
2 eggs  
1 heaping tablespoon flour  
1 teaspoon baking powder  
1 cup dates (chopped)  
1 cup nut meats (chopped)

Mix in order given and bake in slow oven for one-half hour.

Mrs. J. E. H., Lyceum St.

## Fruit Pudding

¼ cup shortening  
1 cup molasses  
1 cup milk  
2 eggs  
3 cups whole wheat flour  
1 teaspoon soda  
1 teaspoon salt  
2 cups raisins

Melt shortening, add molasses, milk and beaten eggs. Add dry ingredients which have been sifted together, then raisins. Mix well, pour into mold or individual molds and steam for 1½ hours. Serves 12. Serve with pudding sauce.

## Chicken Loaf

1 egg, well beaten  
½ teaspoon salt  
¼ cup milk, scalded  
1½ cups mashed potato  
1½ cups cooked chicken (chopped)  
1 teaspoon minced parsley  
¼ teaspoon paprika

Add beaten egg, salt and scalded milk to mashed potato. Add chicken, parsley and paprika. Turn into greased baking dish and bake in moderate oven until brown. Serves 6.

## Whale Is a Mammal

One of the commonest popular errors of zoology is a notion that the whale is some sort of fish. It is not; it is a mammal which went to sea, asserts a writer in the *Cleveland Plain Dealer*. The whale is warm-blooded, has a well-developed brain and in all other respects shows a far higher organization than any of the fishes. Its young are born alive, and are suckled and cared for by the mother as with land mammals.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

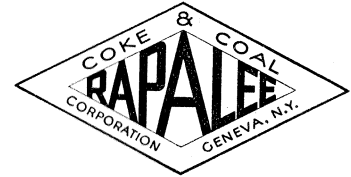
The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Some Heavy Building Blocks

Building blocks weighing over 40 tons were used in constructing the terrace for the great palace of Persian emperors at Persepolis.



FOR THE BEST

In

HEAT VALUE

D & H ANTHRACITE

&

EMPIRE COKE

\*\*\*\*\*

Phone 2221

**RAPALEE**  
COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

SEMI-ANNUAL :: NATION-WIDE

❖ SALE ❖

Discontinued Styles

OF

**ENNA JETTICK  
SHOES**

January 2nd to 19th

**\$2.95 and \$3.95**

Main Floor

**J. W. SMITH DRY GOODS CO.**

F. A. Chappell, Mgr.

**"Stone Kindling" Starts Fires**

Stone "kindling" is used to start fires. It is in the form of a synthetic stone which, when soaked in kerosene, burns for ten minutes. It can be used repeatedly, as it does not break down in the heat and absorbs the fuel, thus permitting it to burn gradually when soaked in lard for the same purpose and when coal oil was first employed as fuel, deposit of a peculiar granite was found which was used in the same manner.

**Flotsam and Jetsam**

Goods lost at sea and found floating are called flotsam. Goods thrown overboard or jettisoned during a storm, or washed up from a wreck, are called jetsam.

**Serve WIDMER'S**

Today—from the famous Widmer Cellars come rare vintages produced from choice Naples Valley Grapes. Because Widmer's supplied part of America's special licensed requirements—there was no interruption in the production of Widmer Wines during prohibition.

Ask for Widmer's.

Port, Claret, St. Julien, Dry Sauterne, Sweet Sauterne, Sherry, Muscatel, Angelica, Tokay, Madeira, Sweet Catawba, Widmer-heimer White and Red Rhine Wines . . . and Sparkling Moselle and Sparkling Burgundy.

**Widmer's**

AMERICA'S FINEST WINES!

Always in Good Taste  
... Since 1888

**Gleaned from Here and There**

(The 22nd of a series of quotations from the collection of M. F. Devaney)

"A hard boiled egg is generally yellow inside."

"Ask any politician and he will tell you: give the people what they want and they don't want it."

"Envy is the mud which failure throws at success." Also "Envy is the feeling one has when he failed to see the chance the other fellow took."

Einstein's theory of success is: "X plus Y equals Z. X being hard work, B play and Z the ability to keep one's mouth shut."

"The man who hangs on to the bull's tail gets there as fast as the one who hangs on to the horns and it is easier to let go."—*Dawes*.

"Ride it through."

"Keep a stiff upper lip."

"Look as though you had already succeeded."

"Nobility lies in the mind not in the blood."

"Talk health, happiness and success to everyone you meet."

(To be continued)

**Pluto to Brighten**

The planet Pluto, science says, will continue to grow in brightness until 1989 and then gradually dim.

Someone has written that love makes people believe in immortality, because there seems not to be room enough in life for so great a tenderness, and it is inconceivable that the most masterful of our emotions should have no more than the spare moments of a few years.—*R. L. Stevenson*.

**Castle Street Market**

Phone 251

Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.**

**TRAUTMAN & SMITH**

**FLOWERS OF QUALITY**

149 No. Exchange St.

Phone 2026

(Member F. T. D.)

**"DID YOU KNOW"**

That the recipe for sausage, referred to under the above heading in a previous issue of "The News" and which was used to advantage by a Meat Dealer in St. Catharines, Ont. came from and is the one used by

**FRED BAUMGARTNER & SONS**

354 Exchange Street

Geneva, N. Y.

Our sausage is used by folks far and wide and contains no cereals, but only the best pork obtainable.

**JANUARY SALE**

BLANKETS—SHEETS—CASES

QUILTS—COMFORTABLES

BEDSPREADS—TOWELS

**15% Discount**

Even Greater Savings on Slightly Soiled and Counter Tossed Merchandise

**HOWARD DRY GOODS CO.**

(Christmas Club Thrifties)

## \* DOROTHY GOES SHOPPING \*

If you are in need of an Overcoat, Suit, Heavy Underwear, Winter Jackets, Flannel Shirts, Lined Gloves, or Dress Shirts, you should take advantage of the real savings offered by **Baker & Stark, Inc.**, during their January sale.

Men . . . resolve that in 1935 you will keep your appearance tip-top from day to day! Expert dry cleaning does it and actually makes your garments wear much longer.

Overcoats .....\$1.00  
Suits .....\$1.00  
Hats ..... 75c

Skillful repairing, relining and altering.

**A. P. Peterson, 476 Exchange St., Geneva, N. Y.**

Have you ever tried **Ringer's** high quality, home-made bread? If you haven't, I urge you to do so. It's as delicious as it looks and is of such fine quality because, as in all their bake goods, the purest and finest of ingredients are used. Call 2011.

Are you having a new dress? **Mrs. Barbour, 60 Colt St.**, has a

reputation for her fine dressmaking. Select your own pattern and material. Why don't you have one of your old dresses made over? She repairs and relines both coats and dresses.

"George's" announces a new feature, "**Emerson Radios**", the largest selling little radio. Prices from \$19.95 up. Drop in anytime and see them. Try one out!

**George's Candy Kitchen, 364 Exchange St.**

For work that pleases, stop at **Carl's Shoe Repair Shop**. He will make your shoes like new. Experienced labor by a competent person enables you to have the highest grade of shoe repairs.

To find the service you desire, I advise you to take all watches, clocks and jewelry needing repair work to **Prince's Jewelry Store, 20 Linden St.** Also any pictures to be framed.

Are you taking advantage of the new fare policy now in effect on the **City Bus Line** under which it is

possible to purchase a six-day ticket good for an unlimited number of rides—for **\$1.00**? These tickets may be purchased at any time and are good for six consecutive business days. They are also transferable.

If you have been looking for a new or rebuilt cleaner, call at **Z. N. David's, 23 Castle St.** (Kirkwood Hotel Bldg.) They are reasonably priced and guaranteed for 1 year. Parts for all nationally advertised makes of cleaners can also be had. Expert repair service in your own home.

For information regarding the "Dorothy Goes Shopping" pages, address **Miss Dorothy Frautz, c/o Geneva Community News, or Telephone 2108.**

When making purchases from any of the advertisers on this page I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the **GENEVA COMMUNITY NEWS**.—"DOROTHY".

### THE NORMA SHOP

ANNOUNCES

### GREAT REDUCTIONS

ON ALL

### WINTER COATS

### THE NORMA SHOP

66 Seneca St. Phone 2711

"Exclusive But Not Expensive"



FRI AND SAT—JAN. 4-5  
**5 GREAT ACTS VODVIL**

Featuring  
THE VOGUES OF 1935, SETTING  
THE FASHIONS IN DANCE

On the Screen  
SINCLAIR LEWIS NOVEL "BABBITT"

SUNDAY—MONDAY—TUESDAY

Clark Joan Robert  
**GABLE · CRAWFORD · MONTGOMERY**  
in  
*"forsaking"* **ALL OTHERS**  
METRO · GOLDWYN · MAYER · PICTURE

WED. & THUR. | William Powell | Myrna Loy | **IN EVELYN PRENTICE**



# JANUARY FUR SALE

## SPECIAL SALE SAMPLE FUR COATS

At Wonderfully Low Prices

A special offering of Fine Furs personally selected by MR. FREEDMAN, who has just returned from New York

All Coats Guaranteed 2 Years

# J. FREEDMAN

The Only Practical Furrier in Geneva

114 Seneca St.

Phone 2172

FINE FURS

## HOUSING HINTS

### Tips on How and What to Improve

#### Light for Laundry

A reflector and a 100-wat bulb, installed over the washing machine and laundry tubs, makes it easier to inspect soiled pieces.

#### Illuminate Porches

Illuminated porches makes them safer, more convenient, and usable. The house number, placed within the range of the electric light or individually illuminated, makes it easier to locate the house at night.

#### Light in Closet

An electric light, installed in each closet, makes it more convenient, as well as safer, and is an aid to cleaning.

#### Save Trees' Lives

Have you a cherished tree that is dying? Intelligent surgery may yet save it. Look over all of the trees on your property for broken limbs, dry rot, and boring parasites. Remember that fine, healthy trees add to the value of your property.

#### Fix Up Approaches

Business buildings, apartments, and rooming houses with unattractive approaches labor under a heavy handicap in their bid for patronage. In most cases comparatively simple alterations would remedy matters. The increase in custom would speedily repay the loan needed for this renovation.

#### Improve Lighting

Stair lighting can be materially bettered by the placing of windows at the bottom, side and top of stair cases whenever the construction of the building permits. Modernization work of this character is eligible for financing under the credit plan of the Federal Housing Administration. Such windows also make possible improved ventilation.

#### Paint Kills Germs

One advantage in painting that is seldom appreciated is its healthfulness. Painting kills germs, it has been pointed out by the National Tuberculosis Association.

PROF. MOONSHINE THE NOTED ASTRONOMER, WILL NOW GIVE A TALK ENTITLED "THE STARS AS I SEE THEM"

OOPS, SORRY!

© BAKER & BAKER INC., N.Y.

This program is being broadcast by  
**FOOTES CLEANERS**

If you've had an accident and spilled something on your good suit don't worry . . . send it to us for dry cleaning and pressing. We'll take every trace of stain out of the cloth and deliver it to you clean and fresh.

(We give Christmas Thrifties)

78 Castle St. **HARRY D. TARBELL** Phone 2910

MR. MERCHANT:

## THE GENEVA COMMUNITY NEWS

"An Advertising Medium of Distinction"  
reaches the buyers you wish to reach — every week.





## THE FUNNYBONE



### Effective Discipline

He was talking vigorously against corporal punishment for boys, which he declared never did any good.

"Take my own case," he said. "I was never caned but once in my life and that was for speaking the truth."

"Well," came a voice from the rear, "it certainly cured you."

### Honesty in Business

"There's only one honest way to make a living."

"And what's that?"

"I thought you wouldn't know."

### The High Cost of Language

"Your doctor's out here with a flat tire."

"Diagnose the case as flatulency of the perimeter, and charge him accordingly," ordered the garage man. "That's the way he does."—Ex.

### Carrying It Too Far

Indignant Father: "Do you think it's fair, Tommy, after I told you there wasn't any Santa Claus to go and tell the neighbors I laid your Easter eggs too?"

### Ex-Businessman

"What did they throw you in jail for?"

"Competition."

"Wadye mean, competition?"

"I made the same kind of ten-dollar bills the Government does."

### Tardy Service

Bellhop (after guest has rung for ten minutes): "Did you ring, sir?"

Guest: "No, I was only tolling. I thought you were dead."—Tiger.

### Not Much Change

Read—Well, Biff, how are you feeling today?

Holye—Well, I feel about the same every day except pay-day, when I feel a little change.

### Come Over on Our Side

"Mr. Chairman," said the speaker, "there are so many ribald interruptions I can scarcely hear myself speaking."

"Cheer up, guv'nor," said a voice. "You ain't missin' much!"

### Hardly

"What makes you think there is a woman in the moon?"

"No man would stay up there that long alone, and be out every night."—Ex.

### Confusing

Blonde—I can't find a single pin. Where do they all go to, anyway?

Matty—It's hard to tell, because they're pointed in one direction and they're headed in another.

**That's My Barber Shop**  
**HOTEL SENECA**  
**JOE and TONY**

**"It Pays to Look Well"**  
**(CHILDREN'S HAIRCUTS, 25c)**

### R. S. GUILLE

General Auto Repairing—Battery  
Service—Towing Service

10 SEYMOUR ST. Phone 2065

**HARRY M. MOYER**  
**PRINTER**

69 Oak Street Phone 4189

### He's Hungrier

"What are you doing here?" said the woman to the tramp who had got over the wall just in time to escape the bulldog.

"Madam," he said with dignity, "I did intend to request something to eat, but all I ask now is that, in the interest of humanity, you'll feed that dog."

### TEXACO GRILLE

Lake Street (Just off Exchange)  
**REGULAR MEALS SERVED DAILY**  
Including  
**SPECIAL SUNDAY DINNER**  
Always Open. Plenty Parking Space.



*The exacting owner finds our washing and polishing service really satisfactory—gentle, thoro removal of travel stains are effected without injury to the finest service.*



"The Only Independent in Geneva"

### WHY PUT UP WITH

Soiled fingers and teeth, coughing, possibility of unsightly burns on furniture and draperies and the smell of smouldering cigarettes when all this can be prevented by the use of the

**IN-N-OUT CIGARETTEE SMOKING TUBE AND EXTINGUISHER**

Bring your next shoe repair job to

**CARL SHOE REPAIR**  
111 Castle Street  
and get an In-N-Out free

We Specialize in

## Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

### Geo. F. Bruzee

"The Battery Man"  
23 E. Castle St.  
Phone 6522 Geneva, N. Y.

### Three Great Monuments

The three great monuments of Byzantine architecture are the church, now mosque, of St. Sophia, Istanbul, begun in 522; St. Mark's, Venice, under construction from 977 to 1085, and St. Antonio's, Padua, built between 1237 and 1307.

FOR—

**BETTER MEATS  
CLEANER MEATS**

and

**QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

### LOOK OUT!

More Cold Weather Ahead!!

Let Us Fill Your Bins with

**'blue coal'**

Why live in a house too chilly for comfort? 'blue coal' will fill every room with clean, healthful heat and save money for you beside.

**P. O'Malley  
& Son**

Phones 6232 or 6187  
Office 27 Castle St.

### Crackles

Sambo—"Say, Snowball, why do dey call dat town up in Michigan Battle Creek?"

Snowball—"Dunno, 'les it's 'cause dey start so many breakfast feuds up dar."—*The Thunderbird*.

### Not Heaven-Bound

Passenger—Why has the boat stopped, Captain?

Captain—Because of this fog, we can't see up the harbor, madam.

Passenger—Oh, but I can see the stars.

Captain—Well, lady, unless our boilers blow up, we ain't going that way.

### Egypt's Mickey Mouse

Among Egyptian records over 3000 years old have been found drawings on a scrap of papyrus of a cat acting as a goosehead, with a hooked stick and with geese waddling along under the cat's control—the equivalent of the Mickey Mouse of today.

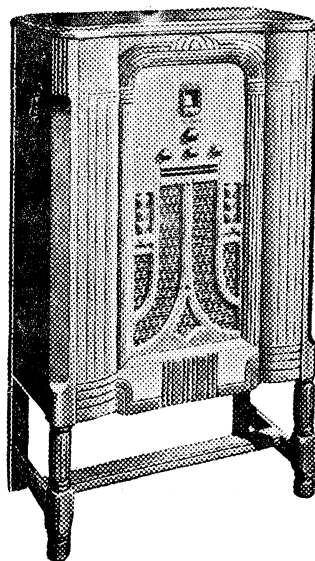
**Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories**

**Ernest Baumgartner**

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

(Christmas Club Thrifties here)



## THE NEW 1935 PHILCO

UNTIL you have thrilled to stirring programs from abroad, and listened to PHILCO'S glorious, natural tone, you cannot appreciate what enjoyment modern radio can give.

**NEW PHILCO 45L  
\$59.95**

Curving side panels lend elegance to this specially designed Lowboy that brings you GUARANTEED foreign reception, in addition to your favorite American programs. Latest features provide exceptional performance! See it today.

**MAYTAG SALES & SERVICE**

324 EXCHANGE ST.

PHONE 2005

## —: IN 1935 :— ADVERTISE in The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,000 COPIES DISTRIBUTED IN GENEVA, WATERLOO, PHELPS, OVID and WILLARD

CALL 2108 FOR RATES

## RADIO FLASHES

By Ralph Le Brun



Richard Bonelli, who sings a leading role in the Opera Guild's "Tales of Hoffman" to be broadcast over NBC-WEAF Sunday at 8:00 P. M. Bonelli is a native of New York State. He worked his way thru Syracuse University by singing in a church choir and clerking in a bank.

Under the title of "Club Romance", is a new musical and dramatic serial, with a night-club as the center of its activity, will be launched over the Columbia network Sunday from 8:00 to 8:30 P. M., until February 3, when the new CBS series featuring Eddie Cantor will occupy that time and "Club Romance" will move to the next half-hour, from 8:30 to 9:00 P. M. Lois Bennett, soprano, and Conrad Thibault, baritone—both prominent stars of the air—will be featured as the singing leads of this program.

Completing the first 10,000 miles in search for material for Death Valley Days, Ruth Cornwall, author of the sketches broadcast over NBC networks, returned to New York recently from her fourth trip to Death Valley and the desert country of California and Nevada. An actual gold rush in which Miss Cornwall joined was one of the high spots of this last trip. The strike, characterized by old mining men as the biggest of the twentieth century, drew thousands to the old terminus of the 20-mule teams haul. But it was a twentieth century gold rush, Miss Cornwall says, with prospectors arriving in automobiles and busses.

Fred Waring and his Pennsylvanians, whose half-hour broadcasts of popular music have been sponsored over the Columbia network for almost a year by the

"Tinker Tim" with his pliers and screw-driver may be able to get a dead radio started. BUT when you want that radio to perform as its maker intended it should—accurate testing instruments and the knowledge of correct servicing procedure is necessary.

**RALPH LE BRUN**

123 Pulteney St.

Phone 3921

Ford Dealers of America, now are presented by the same sponsors in a new and enlarged full-hour show. The program will be heard from 9:30 to 10:30 every Thursday. Most important of the talent additions to be made to the Waring cast is that of a Girl's Glee Club under Fred Waring's personal direction.

Columbia Broadcasting System announces two important changes in broadcasting time—Will Rogers will now be heard at 7:30 Sundays; and the Ford Symphony Hour will be heard at 9:00 P. M. Sundays.

### Tennants Cook as They Move

Cooking and performing other household tasks as usual, 370 tennants in a four-story stone building in Moscow, Russia, enjoyed life while the building was being moved 117 feet recently. They occupied the apartments during the change, and the water and electricity were not cut off. The building is estimated to weigh 6,000 tons.

### Map Collection

The largest collection of maps in this country is the property of the military intelligence division of the army, and consists of a million maps. The Library of Congress owns 688,000; the engineer's office of the War department, 260,000; and the Interstate Commerce commission, 175,000. The University of Chicago around a nucleus of 50,000 sheet maps expect to build up a collection of 400,000.—*Los Angeles Times*.

## ATLAS ANNOUNCES

A NEW BATTERY WITH EXTRA PLATES  
FOR QUICKER STARTS  
THE LAST WORD IN BATTERY CHARG-  
ING AND TESTING EQUIPMENT

**Wilson's Esso Station**

Privately Operated

LAKE STREET

Phone 4082

## S. & T. D. BEARD

*Jeddo-Highland Coal*

Paints  
Mason Supplies  
Coke



Phone 2651

93 Castle Street

Geneva, N. Y.

## REGARDING ADVERTISING

## Too Successful

Crossroads Merchant—No, sir, I ain't a-goin' to advertise.

Stranger—Why not?

Merchant—I tried it once, an' it nearly ruined me. People come from miles around an' they bought nearly all the stuff I had.—*Royal Arcanum.*

## Unusual Ad Sold Them

A furniture store in Lynden, Wash., recently carried a nice size ad, about one-half of the space of which was devoted to pictures of a new model automobile. The ad ran: "No—this is not an automobile advertisement. You consider it good business to trade in your old car each year for a newer model. Why isn't it good business, too, to trade in your old furniture on the same plan?" The ad brought results.—*Minnesota Press.*

## Elephants Are Delicate

Elephants are delicate creatures despite their great strength and tough hides, writes Frances Ernst, Bellevue, Iowa, in Collier's Weekly. Those working in the teak lumber camps of Siam not only have to rest two days out of three and be given a long summer vacation, but they constantly suffer from wounds inflicted by wild turkeys.

## Doctors Were Common

A hundred years ago, few states in the Union placed any restrictions on any person who might wish to pose as a "doctor," and there is no record showing how many physicians there were in this country then.

Grand-Pa says  
Thrifties mean  
Cash Savings  
from Cash  
Spending



## GET A CASH RETURN NEXT CHRISTMAS FROM WHAT YOU SPEND ALL YEAR

Come In Today and Get a **THRIFTIES** Pass Book

L. H. Barth, Jeweler  
Ernest Baumgartner, Service Station  
C. J. Brady Ice Co., Ice  
Charles Brunskill, Harness and Horse  
Furnishings  
Carroll's, Meat Market  
W. & T. Cass, Florist & Nurserymen  
Cooks Feed Store, Feed, Fertilizer,  
Seeds and Baskets  
Cooney, Watts & Cooney, Hardware  
Davidson's, Ice Cream  
Daylight Grocery, Thomas Grocery  
Co., Inc., Groceries  
Frank Dwyer, Coal, Coke and Wood  
Foote's Cleaners, Dry Cleaning  
Howard Dry Goods Co., Department  
Store  
Jeanette Shoppe, Lingerie and Gifts

Walter B. Jewett, Service Station  
The Lynch Furniture Co., Complete  
House Furnishings  
New Castle Market (Fred Baumgart-  
ner, Jr., Prop.), Meat Market  
The O. K. News Corp., Sporting Goods,  
News, Magazines and Tobaccos  
Homer R. Ostrander, Sheet Metal,  
Furnace and Roofing  
George M. Peters, Liquor Dealer  
Riggs & Jensen, Plumbing and Heating  
Mary L. Rogan, Ladies' Millinery  
Seneca Drug Co., Drugs and Drug  
Sundries  
Stubbs Lumber Co., Inc., Lumber  
Toole Bros., Shoes

Agency for the  
**POST-INDEX SYSTEM**

The  
**W. F. HUMPHREY PRESS**

General Printing  
and Office Supplies

300 Pulteney St.

Phone 2662

GENEVA, N. Y.

## Advertising Space

in the

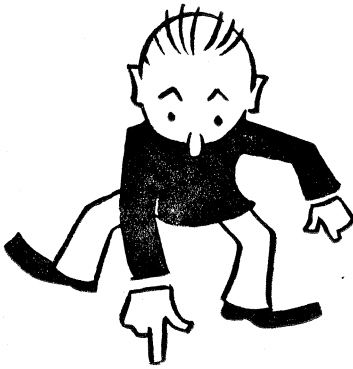
## Geneva Community News

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 —:



IT PAYS to read  
"THE NEWS"

HERE IS YOUR NUMBER

Nº 905

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

EACH WINNING COPY  
GOOD FOR \$1.00 IN  
MERCHANDISE OR SERVICE  
FROM THIS WEEK'S  
ADVERTISERS

SPECIAL—Friday and Saturday  
DOUGHNUTS and COFFEE.....5¢  
(When this ad is presented)

**DOWNYFLAKE COFFEE SHOPPE**  
39 Linden Street

**Quick  
CASH  
LOANS**

**\$100  
\$150  
\$200  
OR MORE**

**24 to 48  
HOURS**

**4 LOAN PLANS  
20 REPAYMENT PLANS**

Emergency need for money? See us—we are specialists in Furniture, Auto, Co-maker and Combination Loans. No red tape. Quick, friendly service. Even if your need is not so pressing, our service is convenient. If you can use \$300 or less for house improvements, doctor's bills, or other purposes, come in and see us. You repay from income ... in 3, 6, 8, 10, or even 20 months. One small installment monthly covers everything.

**PERSONAL FINANCE COMPANY**

OF NEW YORK  
Room 304 National Bank Bldg.  
AUBURN, N. Y.  
Phone Auburn 251 120 Genesee St.

— THE LARGEST CLOTHING STORE IN ONTARIO COUNTY —

ANNOUNCING OUR ANNUAL

# JANUARY SALE

The Once-A-Year Event So Many Men Wait For.  
If You Choose Early You Will Be Able To Get  
Almost Anything You Have in Mind in Suits,  
Overcoats or Winter Furnishings.

**Baker & Stark Inc.**  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre

\*\*\*\*\*

WILL YOU KINDLY MENTION  
GENEVA COMMUNITY NEWS  
WHEN PURCHASING  
FROM OUR ADVERTISERS?

\*\*\*\*\*

# THE GENEVA COMMUNITY NEWS

Jan. 10, 1935

5000 Copies

## January Clearance of INFANTS' WEAR

BLANKETS—BUNTINGS—SNOW SUITS—  
CARRIAGE SETS—BONNETS—  
HELMETS—MITTENS—BOOTEES—  
BATHROBES—SACQUES—  
SWEATERS—JERSEY SUITS

All at Half Price for January 11 and 12

Not all colors in snow suits—and some blankets  
are counter soiled. But all are splendid values  
at these prices

FRIDAY and SATURDAY Only

**HOWARD DRY GOODS CO.**

(We give Christmas Club Thrifties)

A HOST OF MEN FROM GENEVA  
AND VICINITY ARE TAKING AD-  
VANTAGE OF OUR

## JANUARY SALE

All of Which Proves that Most Men  
Know Where the BETTER VALUES  
Are . . .

 **Baker & Stark** Inc.  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre

## DEPENDABLE

**USED CARS**



1933 Chevrolet Coach  
1931 Chevrolet Sedan  
1930 Chevrolet Coupe  
1930 Pontiac Sport Roadster

One of these may be just the car you have been  
looking for, at just the price you have in mind.

—o—  
Have you seen the new  
1935 Chevrolet?  
—o—

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

Phone 6621

## Hotel Seneca

GENEVA, N. Y.

## DANCING PARTY

Every Saturday Night

## JIMMIE LYNCH

AND HIS MUSIC



Dancing 9:00 to 1  
25c Per Person Couvert

—  
(Couples Only)



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Jan. 10

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Willard, Waterloo and Phelps.

## ALMANAC



"Industry is fortune's right hand and frugality is her left."

### JANUARY



15—The Territory of Vermont is established, 1777.



16—Russia sends her ex-leader, Trotsky, to exile, 1928.



17—United States buys the Virgin Islands from Denmark, 1917.



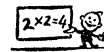
18—65" meteor falls near Grand Forks, N. D., 1910.



19—Capitol Building at Washington burns, 1801.



20—John Marshall becomes Supreme Court Chief Justice, 1801.



21—Euclid writes the first book on arithmetic, B. C. 300.

© WNU

## THIS AND THAT

A perusal of the ads in today's NEWS will result in the discovery of a number of "money-saving" sales.

Another electric sign blazes forth to glorify Castle Street. This time it is at number 78 and reads: "Phone 2910. H. D. Tarbell—FOOTE'S DRY-CLEANERS—Quality Cleaning — Satisfactory Service."

Mr. Frank Phillips, of the Phillips Motor Co., visited the New York Auto Show over the past week end.

Should you leave when the man on the platform says what you don't believe or should you stay and shout, "Boo!"?

One of our Willard readers discovered a week or so ago that she held a winning number and was in the city Saturday to take advantage of her good fortune. She told the sales girl that she didn't follow the numbers for some time and had wondered if the proposition was "on the level." The sales girl advised her that it surely was "on the level" and that their store (one of our regular advertisers) had received several orders for merchandise brought in by lucky News readers.

Experience becomes the great test of truth and is perpetually contradicting the theories of men. —Samuel Johnson.

Some additional models have now been added to the new 1935 Philco Radio line. Philco is offering a Radio Atlas of the World, FREE. (See ad on another page.)

It takes good sense to make any system of government work.

One of our regular advertisers has been named by nearly a dozen holders of winning numbers as the place where the \$1.00 worth of merchandise was desired.

"One in a thousand". You are, when you hold a winning number. So-o-o, if you haven't been lucky yet, don't lose hope. There are 5000 copies of our paper distributed each week and five winning

numbers named. One man (on Elm Street) received a winning copy two weeks in succession. The Castle Street Market and Lynch Bros. got the orders.

## Fish Used as Art Design

The fish was used as an art design as far back as 4000 B. C., at Ur of the Chaldees.

## USED RADIOS

FADA—RCA—  
ATWATER-KENT—  
MAJESTIC

Sets from \$9.95 up

## BOLIN MUSIC HOUSE

CUT FLOWERS — PLANTS  
and

Designs for All Occasions

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

ANSWERS THE first  
SPARK FLASH!



IT'S QUICK-STARTING. GET IT HERE

## RICKELS

Service Station

LAKE STREET Phone 2920

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## RADIO FLASHES

By RALPH LE BRUN

For the first time in history, the American radio audience will receive a direct description of a momentous European election when the Columbia network will relay an eye-witness account of the balloting which will decide the historic Saar Basin question—whether France, Germany or the League of Nations shall rule the rich industrial valley. A portion of the broadcast, scheduled Sunday, January 13 at 12:45 P. M. will originate in the Saarbrücken headquarters of Sarah Wambaugh, expert adviser and member of the Saar Plebiscite Commission.

Jimmie Fidler's Hollywood News, bringing the radio audience all the latest gossip from the movie lots, will be available to listeners over NBC-WHAM direct from Hollywood in a new series to be inaugurated by Fidler on Wednesday, Jan. 16, at 10:00 P. M. Fidler, editor of screen magazines and veteran radio commentator, is well known to radio listeners who have heard him in the past as the Hollywood Tattler.

The new American Broadcasting System will broadcast the Boxing Bouts from Madison Square Garden Friday at 10:00 P. M. This can be heard from Station W1XBS at Waterbury, Conn., just a little over 1500 Kcs.

Cliff Soubier, versatile broadcaster heard on many programs originating in the Chicago NBC studios, made his professional debut in his youth in his father's medicine show when he donned a blond wig and played Little Eva in "Uncle Tom's Cabin". He has appeared in every type of amuse-

ment from carnival to concert and everywhere from Bonner Springs, Kansas, to Broadway. He was the original Papa Boule in the stage production of "Seventh Heaven."

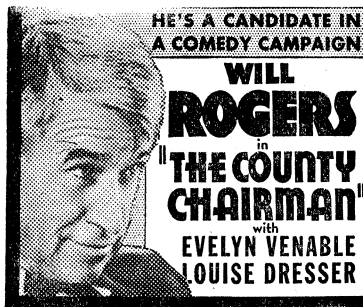
## The Easiest Way

"Goodness! How fat Betty is getting."

"That's because she daily doesn't."



4 DAYS, STARTS  
SUNDAY, JAN. 13

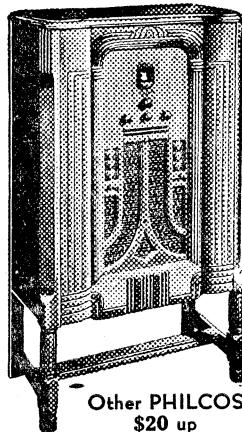


FRIDAY AND SATURDAY

BING  
CROSBY  
KITTY CARLISLE  
ALISON SKIPWORTH  
ROLAND YOUNG



THURS.-FRI.-SAT.  
JAN. 17-18-19



Other PHILCOS  
\$20 up

Liberal Trade-in  
Allowance  
EASY TERMS

# It's Here!

Sensational New 1935

## PHILCO

The World's Leading Radio

Come in—see the latest PHILCOS! Every one a spectacular value that only PHILCO'S unequalled production and sales leadership could make possible! Tune-in the world with the new PHILCO 45L, shown here. Marvelous tone!

### \$59.95

## Free Radio Atlas Coupon

(To be presented to any PHILCO Dealer)

Yes, I would like to have a Free PHILCO Radio Atlas of the World. I am filling in this coupon and will present it to a PHILCO Dealer. It is understood this does not put me under the slightest obligation.

NAME.....

STREET.....

CITY.....

Check whether or not you now own a radio. } YES ☐ NO ☐

"Tinker Tim" with his pliers and screw-driver may be able to get a dead radio started. BUT when you want that radio to perform as its maker intended it should—accurate testing instruments and the knowledge of correct servicing procedure is necessary.

### RALPH LE BRUN

123 Pulteney St. Phone 3921

## Maytag Sales & Service

324 Exchange St.

Phone 2005

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Luncheon Cheese Dish

- 4 slices bread
- 1 teaspoon prepared mustard
- 2 tablespoons butter
- 2 eggs
- 1 teaspoon salt
- ¼ teaspoon paprika
- 1½ cups milk
- ½ lb. cheese
- 2 slices bacon

Mix mustard with butter and spread on bread. Cut bread into pieces to fit baking dish. Put cheese through food chopper and sprinkle over bread. Beat eggs and add salt, paprika and milk. Pour this mixture over bread and cheese. Cut bacon in one inch pieces and lay on top and bake for 30 minutes in 350° oven

H. B., Hillcrest Ave.

## Black Walnut Taffy

- 1 cup light molasses
- 2 cups sugar
- ¼ teaspoon salt
- 1 cup evaporated milk
- 1 tablespoon butter
- 1 teaspoon vanilla
- ½ cup walnuts, chopped

Boil molasses, sugar, salt, milk and butter together until a firm ball is formed in cold water. Add vanilla. Spread nuts over bottom of greased pan and pour taffy over them. When cool enough to handle, pull until stiff and creamy. Cut in pieces and wrap in waxed paper.

Shampooing - Scalp Treatments -  
Facials - Manicuring - Marcelling  
Finger and Water Waving -  
Harper Method Permanent Waving

**THE HARPER METHOD  
BEAUTY SALON**

10 Seneca Street Telephone, 6783

## Suet Pudding

- 4 cups flour
- 2 cups suet (chopped)
- $\frac{2}{3}$  cup molasses
- 1 cup raisins
- 1 cup sweet milk
- 1 teaspoon soda and cinnamon
- ½ teaspoon cloves and salt

Blend all ingredients and steam for three hours.

Mrs. J. K., Lyceum St.

## Milk Baked Veal

- Veal chops
- Egg, salt and pepper
- Milk and bread crumbs

Season chops well, dip in crumbs, then in egg and milk beaten together. Dip again in crumbs and fry until golden brown. Drain, lay in baking pan, partially cover with milk and bake until tender.

Mrs. D. L. W., Genesee St.

## Nadir Opposite Zenith

Nadir is an Arabic word used to designate the opposite of zenith. In other words, a plum bob the string of which points directly upward to the zenith, points directly at the nadir beneath.

## Ireland and Christianity

The devotion of Ireland to the cause of Christianity has been greater than that of almost any other country, writes W. R. Blance, Chicago, Ill., in Collier's Weekly. In the Sixth century, when Latinized lands seemed to be sinking back into pagan barbarism, Ireland sent missionaries to England, Scotland, Wales and France, the Netherlands, Germany, Austria, Switzerland and even Italy.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

**ICE**

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

# Pre-Inventory SALE

Entire stock of WOMEN'S and CHILDREN'S SHOES, RUBBER FOOTWEAR and SLIPPERS reduced for quick action.

Sale Starts Tomorrow  
(Friday)

BE HERE EARLY

**J. W. SMITH  
DRY GOODS CO.**

Basement Shoe Dept.



PHONE 2221

**TRY OUR  
SERVICE**

**RAPALEE**  
COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

**Gleaned from Here and There**

(The 23rd of a series of quotations from the collection of M. F. Devaney)

"Wisdom is knowing what to do; skill is knowing how to do it and virtue is in doing it."

"When things go wrong as they sometimes will and the road you're trudging seems all up hill, when funds are low and debts are high and you want to smile but you have to cry, when care is bearing down a bit, pull up your belt another notch but don't you quit."

"Laughter is feeling good on the inside and showing it on the outside."

"There are two sides to every story."

"Don't hide your light under a bushel."

"Our enemies will tell us things that our friends will tell to every body else."

**TEXACO GRILLE**

Lake Street (Just off Exchange)  
REGULAR MEALS SERVED DAILY  
Including  
SPECIAL SUNDAY DINNER  
Always Open. Plenty Parking Space.

We Specialize in

**Radio Repairing and Batteries**

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

**Castle Street Market**

Phone 251

Near Main

BEST QUALITY MEATS

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.**

"The two F's which will pull us through are faith and fight."

"Where's happiness that city fair I sought in vain to find? A friend pointed it out to me, it's in the state of mind."

"Courtesy is the one medium of exchange that is accepted at par by the best people of every country in the world."

"To err is human, to forgive divine."

**HERE IS YOUR NUMBER**

**No 1142**

Save this complete copy  
and watch for next  
week's issue

FREEDMAN'S

**NOW GOING ON**

SPECIAL SALE

**SAMPLE FUR COATS**

These Coats Were Personally Selected by MR. FREEDMAN in New York, and Can Be Bought at a Very Low Price.

All Coats Guaranteed 2 Years

**J. FREEDMAN**

The Only Practical Furrier in Geneva

114 Seneca St.

Phone 2172

**SALE! Starting Friday, January 11**  
**FLORSHEIM SHOES**

FOR  
**MEN**

**\$7<sup>45</sup>**  
A Few Styles  
\$7<sup>95</sup>

FOR  
**WOMEN**

● If you're a Florsheim customer you'll know that this saving is a big one . . . and if you're not, this is a great time to get acquainted with the famous Florsheim quality.

● Florsheim Shoes cost less by the year right along, and still less by the year RIGHT NOW!

**TOOLE BROS.**

508 Exchange St.

Geneva, N. Y.

(We give Christmas Club Thrifties)



## THE FUNNYBONE



### Quickest Way

"Did you get that recipe on how to prevent your hair from falling out you sent the dollar for?"

"I did. The recipe read: Quarrel with your wife and get it pulled out."

### Epitaphs All Complimentary

"Don't the wicked ever die?"

"What makes you ask that?"

"I just walked through a cemetery."

### Bridge

Maris—Does your husband play cards for money?

Doris—No, but his opponents do.

### Changed Hands

Sam—Is it true that por old Bill has married again?

Pete—Yes, He's under entirely new management.

### For Candidates

Politician—Congratulate me, dear, I got the nomination.

His Wife—Honestly?

Politician—Why bring that up?

## It Pays to Buy 'blue coal'

Buy your coal where quality in every lump means economy in every lump. 'blue coal' comes from the richest veins and is delivered dust free, in lumps that burn slowly and evenly—with more warmth and less waste.

Think twice before you order your next coal—then order 'blue coal' from

**P. O'Malley  
& Son**

Where quality saves you money  
Phones 6232 or 6187  
Office 27 Castle St.

### Generous

Nurse—Why, Bobby, you selfish little boy! Why didn't you give your sister a piece of your apple?

Bobby—I gave her the seeds. She can plant 'em and have a whole orchard.

### Wish Fulfilled

Cannibal: "We've just captured an actor."

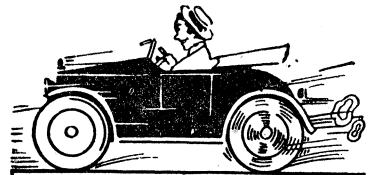
Chief: "Hurray! I was hoping for a ham sandwich."

### Forewarned

"What happened, George?" she asked her husband, who had got out of the car to investigate.

"Puncture," he said briefly.

"You ought to have been looking out for this," she remarked. "Didn't you remember the guide told you there was a fork in the road?"



**REAL LUBRICATION  
RESTORES  
PEP!**

**FINK'S SUPER  
SERVICE STATION  
LAKE ST.  
PHONE 2448**

"The Only Independent in Geneva"

### WHY PUT UP WITH

Soiled fingers and teeth, coughing, possibility of unsightly burns on furniture and draperies and the smell of smouldering cigarettes when all this can be prevented by the use of the IN-N-OUT CIGARETTE SAFETY HOLDER

## COLONEL CHEERIO



**"ALTHOUGH I'VE NOT BEEN HERE BEFORE...  
I LIKE THE SERVICE IN THIS STORE!"**

BACK of our friendly smile is a sincere desire to please... and a realization that you will go elsewhere if we do not give you **QUALITY every time.** So we select with care, making

certain that each wine and liquor is well known and reliable.

*WE give Christmas Club Thrifties*

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

**Corsets Long Known**

Corsets were first worn in France at the time of the Revolution—1789—but had been worn previously in Germany, where they were invented.

**Afterglow Is Reflection**

The afterglow is the reflection of sunlight from distant high clouds after sunset.

**Paint in Pharaohs' Tombs**

Science has learned the paint used in the tombs of the Pharaohs was of virtually the same composition as the paint of today. It was commonly employed in those early days to preserve materials as well as to decorate.

**Designed by Greek Architect**

The celebrated Cretan Labyrinth, one of the most curiously intricate structures ever raised is supposed to have been designed by the Greek architect, Daedalus about 1250 B. C.

**Wearing Quality of Textiles**

In a test of the wearing quality of various textiles it was found that for every 100 days of wear given by cotton, linen gave 43 days, wool 23, silk 4, and rayon 2.

FOR—

**BETTER MEATS  
CLEANER MEATS  
and**

**QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

**HARRY M. MOYER**

PRINTER

69 Oak Street

Phone 4189

**SPECIAL -- FRIDAY and SATURDAY**

SOUP, SANDWICH, COFFEE AND PIE

**25c**

**DOWNYFLAKE COFFEE SHOPPE**

39 Linden Street

# AUTO LOANS

UP TO \$300

If you want a loan on your car, see us. Loans made to employed, single or married people. Here you can get the cash in 24 to 48 hours or sooner in special emergencies. We "Refinance" unpaid balances on cars. Our charges on Auto Loans are surprisingly reasonable.

We also make Furniture and Co-Maker Loans.

Come in—Write—or 'Phone.

Loans Made in All Nearby Towns.

**PERSONAL FINANCE CO.**

of New York

ROOM 304—NATIONAL BANK BLDG.

120 GENESEE ST.

PHONE 251

AUBURN, N. Y.

Licensed Pursuant to Article IX of the Banking Law

ANNOUNCING THE RE-OPENING

of the

**BLUE MOON RESTAURANT**

326 EXCHANGE ST.

**WED. EVENING, JANUARY 16**

Dancing 9:00 to Closing

**FINEST OF FOODS—ITALIAN DISHES A SPECIALTY**

**ALL LEGAL BEVERAGES**

"The Guest Is Always Right"

**JAMES MADIA, Prop.**

Phone 2563

\*\*\*\*\*

**WILL YOU KINDLY MENTION**

**GENEVA COMMUNITY NEWS**

**WHEN PURCHASING**

**FROM OUR ADVERTISERS?**

\*\*\*\*\*



EACH WEEK WE ARE  
OFFERING

# \$5.00

IN MERCHANDISE TO OUR  
READERS

What number was under the heading "Here is Your Number" in the January 3 issue of the GENEVA COMMUNITY NEWS YOU received?

Was it one of the following:

2520; 2810; 3083; 3256; 4812?

If you hold one of these copies mail it to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE you wish to receive \$1.00 in merchandise or service. We will then mail you an order on the advertiser you select.

Remember—the above winning numbers are taken from our issue of January 3 and the advertiser you select must have an ad in today's issue.

It pays to ADVERTISE in the GENEVA COMMUNITY NEWS.

It pays to READ the GENEVA COMMUNITY NEWS.

### Mounting Mosquitoes

When mosquitoes are to be mounted for scientific study they are killed by electrocution because this process leaves the wings extended.

## TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

# IT IS HERE!!

# New-Value DODGE

## The Car That Made 175 Experts Guess Wrong

So much Luxury, Style and Value in the New 1935 Dodge, Experts Overguessed Its Price . . . Couldn't Believe It Would Sell for So Little!

Low Priced — Luxurious — Smartly Designed — Sturdily Built.  
95 Basic Advancements for New Comfort, New Economy, New High Speed with Safety.

# New-Value DODGE \$645\*

\*All prices F. O. B. Factory, Detroit, subject to change without notice. Special equipment extra. Time payments to fit your budget. Ask for the official Chrysler Motors Commercial Credit Plan. Coupe \$645, Coupe (with Rumble Seat) \$710, Sedan \$735, Sedan (2-Door) \$690, Touring Sedan (4-Door, with trunk) \$760, Touring Sedan (2-Door, with trunk) \$715.

Delivered Now For Just a Few Dollars More Than the Lowest-Priced Cars

NOW ON DISPLAY AT

# GENEVA AUTO CO.

145 Castle St.

Phone 2614

## ... SPECIAL ...

Men's Suede and Wool  
Blouses 20% off

Substantial Reductions on OVERCOATS

## WELCH'S

494 Exchange St.

Geneva, N. Y.

## MARION'S RESTAURANT

New Under Former Management

Specializing In

REGULAR DINNERS  
STEAKS AND CHOPS

KENNETH MARION, Mgr.

471 Exchange St.

(Opp. Kirkwood Hotel)

6:30 to 1:00

# THE GENEVA COMMUNITY NEWS

Jan. 17, 1935

5000 Copies



## OFFICIAL OPENING

OF THE BETTER HOUSING HOME  
ON EAST CASTLE STREET

Constructed by

Local Dealers and Merchants in Co-operation with  
THE NATIONAL HOUSING PROGRAM

Saturday, January 19

Everyone Is Cordially Invited -- Open Between Hours of 12-4 and 6-8, Daily

An attendant will gladly show you through this interesting house and answer all questions relative to the National Housing Act.

GENEVA BETTER HOUSING COMMITTEE

SPECIAL SALE

## MEN'S WOOL HOSE

(Discontinued Numbers)

From the Makers of a Famous Hose Whose  
Name We Are Obligated to Withhold.

All First Quality  
REGULAR 75c NUMBERS **44<sup>c</sup>** PAIR  
Sizes 10 to 12

If You Need Wool Hose You Should See These  
at Once. . . Values Like These Won't Last Long.



489 Exchange St.

North Regent Theatre

## DEPENDABLE



1934 CHEVROLET COUPE (Master Model)

1934 CHEVROLET COACH (Std. Model)

1933 CHEVROLET COACH (Master Model)

Our stock is low but constantly changing.  
If we do not have what you want let us  
know and we will have it soon.

—o—

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

Phone 6621

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Jan. 17

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

## ALMANAC



"It is far easier to prevent ill habits  
than to break them."

### JANUARY



22—Long-reigning Queen Vic-  
toria of England dies, 1901.



23—Hannah Montague invents  
the detachable collar, 1825.



24—Billie Burke opens in new  
play, "Mrs. Dot," 1910.



25—First cafeteria in world  
opens in Chicago, 1895.



26—Samuel Hopkins Adams,  
famed author, born 1871.

### KAΘ

27—Kappa Alpha Theta, first  
sorority, organized 1870.



28—Railway across Isthmus of  
Panama opens for traffic,  
1855. ©WNU

### THIS AND THAT

From all the activity on the east side of Exchange Street, the coming Saturday, the occasion might be called "The 1935 Opening of the East Side of Exchange St." Saturday, in addition to being the official opening day of the Better Housing Home, is also the second day of the "Grand Opening" of the new W. C. Demming Corp. store at 505 Exchange St. Other events are the continuation of the January Sale at

Baker & Stark, and the dress sale at the Mutual Clothing Co. All within one block.

You husbands who didn't give your wives that coat for Christmas can hardly kick if she refuses to darn your socks. You didn't give a wrap—why should she give a darn?

Are you saving as you spend by taking advantage of the Christmas Club Thrifties being offered by the merchants listed on page 11? Start now and get a cash return next Christmas.

"Japan Ready to Finance Big Navy"—Headline. This means, naturally, she has the yen for it.—*Nashville Tennessean*.

The Maytag Sales & Service, local representatives for Maytag Washers and Philco Radios, have an attractive window display at the Empire Gas & Electric Co., Castle Street.

So scientists don't know what causes thunder? Well, they've never slipped in from a poker game at 3 a. m.—*Wisconsin State Journal*.

Florsheim Shoes, for both Men and Women, are well known for their high quality. An opportunity to secure these shoes at a reduction in price is something to take advantage of. See Toole Bros. ad on another page.

It seems that the underworld these days has almost no interest in all the talk in Washington about old-

age pensions.—*Flint (Mich.) Journal*.

Good coffee—Downyflake Coffee Shoppe, Linden Street.

People have quit borrowing from Peter to pay Paul, as both of them are borrowing from the government.—Carey Williams in the *Greensboro (Ga.) Herald-Journal*.

Need a dress? Get two for an additional \$1.00 over the price of one.  
(Continued on Page 3)

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## Player Piano

USED

with Bench and Rolls

\$75

## BOLIN MUSIC HOUSE

CUT FLOWERS — PLANTS  
and

Designs for All Occasions

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

## PLAY safe with safe TEXACO



DRAIN  
and  
REFILL  
to-day

WE HAVE THE CORRECT  
WINTER GRADE FOR  
YOUR CAR. Say yes

RICKELS

Service Station  
Lake Street Phone 2920

HERE

**THIS AND THAT**

(Continued from Page 2)

Take advantage of the Mutual Clothing Co. sale.

When we instruct our deliverymen to place your copy of "THE NEWS" behind storm or screen doors, or fasten in door knob, that does not mean thrown on your porch, or placed in porch rail. It means just what we say and if YOUR copy is not delivered in accordance with our instructions will you kindly let us know?

"All the evidence indicates that the people are in a great spending mood," says John Dickinson, assistant secretary of commerce. Yes, and consider the immensity of the market among the whole population, repressed for five years!—*Editor and Publishers.*

The Better Housing Home will be open Saturday, January 19, and daily thereafter, from 12 to 4 and from 6 to 8.

Seeking to reach the stratosphere in a heavier-than-air machine, Mr. Wiley Post offers hope that an answer may be given to the perennial question, "How high is up?"—*Hartford Daily Courant.*

Ladies—be sure to read the W. C. Demming Corp. ad on another page of this issue. "Grand Opening"

Friday and Saturday, Jan. 18 and 19.

Those that claim to have seen that

sea serpent insist that it's four miles long. You've got to be mighty sober to think a sea serpent is any shorter. *Des Moines Register.*



SUN. - MON. - TUES.



THUR.  
FRI.  
SAT.



Wed. and Thur., Jan. 23-24—  
Anna Sten Fredric March  
in  
"WE LIVE AGAIN"

**REGENT** Fri. Sat.  
Laurel & Hardy  
in  
"BABES IN TOYLAND"

Sun. - Mon. - Tues.—  
Sylvia Sidney in  
"BEHOLD MY WIFE"

Wed and Thur., Jan. 23-24—  
Nancy Carroll in  
"JEALOUSY"

**Try These Deliciously Different Sandwiches**

Cream Cheese and Pineapple (or Date) Sandwich  
Marshmallow and Peanut Butter Sandwich

**DOWNYFLAKE COFFEE SHOPPE**

39 Linden Street

(We Serve Maxwell House Coffee)

**WALTER B. JEWETT**

GULF GASOLINE MOTOR OIL  
KEROSENE WASHING GREASING

Cars Called For and Delivered

Phone 2951 110 Lake Street

Geneva, New York

(We Give Christmas Club Thrifties)

\*\*\*\*\*  
WILL YOU KINDLY MENTION  
GENEVA COMMUNITY NEWS  
WHEN PURCHASING  
FROM OUR ADVERTISERS?  
\*\*\*\*\*

**S. & T. D. BEARD**

*Jeddo-Highland Coal*

Paints  
Mason Supplies  
Coke

Phone 2651

Geneva, N. Y.

93 Castle Street



# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Chicken Souffle

1 tablespoon butter  
2 tablespoons flour  
1½ cups milk, a little salt and pepper

1 small onion (grated)  
1 cup cooked chicken  
2 eggs, yolks and whites beaten separately.

Melt butter, add flour and cook. Add milk, salt, pepper, onion and meat, then cook for one minute. Add yolks of eggs and let cool. Fold in beaten whites of eggs and bake in buttered baking dish for 20 minutes.

E. S., Waterloo, N. Y.

## Chocolate Fudge Frosting

4 to 6 tablespoons evaporated milk  
2 cups confectioners sugar (sifted)  
2 squares bitter chocolate  
1 teaspoon vanilla  
1 tablespoon butter

Scald milk and add slowly to sugar until stiff enough to hold its shape. Add melted chocolate, butter and vanilla and beat well. For glossy surface let stand 10 minutes before using. Sufficient for 2 layer cakes.

## Chili Con Carne

1 pint dried lima beans or red kid-

ney beans (soaked over night)  
2 cups beef (chopped)  
1 teaspoon salt  
¼ cup suet, forced through food chopper  
1 red pepper (cut in strips)  
½ onion sliced  
⅛ teaspoon pepper  
½ teaspoon mustard  
1 tablespoon vinegar  
Tomatoes to cover

Arrange ingredients in layers in bean-pot, cover with water and bake slowly for 3 or 4 hours in 345° oven.

A. D., William St.

## Health Bread

1 cup bran  
1 cup white flour  
1 cup graham flour  
½ cup molasses  
2 tablespoons soda, a little salt  
1/3 cup sugar  
1 cup milk, sweet or sour

Dissolve the soda in 1/3 cup boiling water. Mix together dry ingredients, add milk, molasses and lastly soda and hot water. Bake in a moderate oven.

Mrs. D. W., Genesee St.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Southern Spicy Gingerbread

2 eggs  
¾ cup brown sugar  
¾ cup molasses  
¾ cup melted shortening  
1 cup boiling water  
2½ cups flour  
2 teaspoons soda  
2 teaspoons ginger  
1½ teaspoons cinnamon  
½ teaspoon cloves  
½ teaspoon nutmeg  
½ teaspoon baking powder

Add beaten eggs to sugar and molasses and melted shortening. Add dry ingredients which have been sifted together and lastly hot water. Bake in large, deep pan.

Mrs. E. B., William St.

## Florsheims Feel Better

....and cost less at the

## FLORSHEIM SHOE SALE

Its a real opportunity when you can buy all the style and wear and comfort of Florsheims at far less than regular Florsheim prices. Buy now ... save yourself regrets!

**\$7<sup>45</sup>**  
A Few Styles  
\$7<sup>95</sup>

For MEN and WOMEN

## TOOLE BROS.

508 Exchange St.

(We Give Christmas Club Thrifties)

## We Recommend and Guarantee

D & H  
CONE-CLEANED  
COAL

EMPIRE  
DOMESTIC  
COKE

Phone 2221

## RAPALEE COAL & COKE CORP.

30 GATES AVE.

—: Home Heating Headquarters :—

## WHITE LINEN LAUNDRIES, Inc.

Geneva, N. Y.

(READY-TO-WEAR-SPECIAL)

A Quality Bundle

FLAT WORK ..... 06c lb.

WEARING APPAREL ..... 20c lb.

Shirts with this service approximately 10c each

366 Exchange St.

Phone 2405

**The Better Housing Home**

The official opening of the Better Housing Home, located at the Miller Fountain, Castle and Exchange Streets, takes place on Saturday, January 19.

The following is a list of the contractors who actively engaged in the building of the home:

**Carpenters**

Wm. L. Vogt & Sons  
A. B. Hilkert  
D. H. Henry  
Walter C. Clark  
Harrison & Mowers  
Harold Hervieux  
John Polci

**Painters**

Fairfax Bros. Co.  
W. C. Demming Corp.

**Roofing and Sheet Metal**

John DeVries  
John Pontius  
Cooney, Watts & Cooney  
Harry Leader  
Dorchester & Rose  
Homer Ostrander

**Mason and Tile Flooring**

Wm. H. Frautz & Son

**Electrical**

Page Electric Co.  
R. H. Dadson

Geo. Bridges  
Wm. Maher

**Plumbing**

Riggs & Jensen  
L. H. Barth

**Gas Heating**

Empire Gas & Electric Co.

The Better Housing Home will be open each week day from 12 to 4 in the afternoon and from 6 to 8 in the evening. Visit the home and see the latest in household equipment.

**G. A. T. A.**

At a meeting of the G. A. T. A. (Geneva Auto Trades Association) held on January 8, the following officers were named: Harry E. Vail, president, and Chas. E. Cool, vice-president, re-elected for the ensuing

year; W. H. Hart, secretary; and Herbert Fink, treasurer. The following previously elected one-year directors were re-elected for three-year terms: W. H. Hart, Wm. Lerkins and Geo. Bruzee.

Other directors previously elected are: Herbert Fink, L. DelPapa, Chas. Scoon, Roger Goodwin, Harry E. Vail, Chas. E. Cool.

The G. A. T. A. now includes in its membership practically 100 per cent of the auto dealers, mechanics and parts dealers of the Geneva territory.

The Association was formed a little over a year ago for the purpose of eliminating unfair trade practices and for the protection of the public on prices, repairs, parts, service, etc. and is now functioning to the satisfaction of both members and the public.

**FREEDMAN'S****JANUARY FUR SALE**

ALL COATS PRICED FOR  
QUICK SALES

**SPECIAL SAMPLE FUR COATS**

To supply the great demand for these coats Mr. Freedman has been to New York and purchased another line. These coats are priced in accordance with the January Fur Sale.

ALL COATS GUARANTEED 2 YEARS

**J. FREEDMAN**

The Only Practical Furrier in Geneva



FINE FURS

114 Seneca St.

Phone 2172

**Castle Street Market**

Phone 251 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.**

**What Quality Cleaning Means to You . . .**

Real protection for your investment in clothes. That's one of the advantages of using quality service. Longer wear, better appearance and the asset of self confidence are other important considerations when your cleaning is done by

**FOOTES CLEANERS**

78 Castle St. (Harry D. Tarbell) Phone 2910

(We Give Christmas Thrifties)

**Great January Sale**

EXCEPTIONAL BARGAINS  
IN EVERY DEPARTMENT

**J. W. SMITH DRY GOODS CO.**



## \* DOROTHY GOES SHOPPING \*

Never discard shoes because of worn soles or rundown heels. Ask Carl first. Really, he rebuilds and repairs shoes and they are just as good as new. **Carl's Shoe Repair Shop** (next to Empire Gas Co.) **Castle St.**

—D—

For Spring, there is going to be a rush for dark, lacquered straws sometimes in off-the-face models, with turned up brims and trimming beneath.

—D—

Bake goods from **Ringer's Bakery** are delicious and nutritious because of good, wholesome ingredients. **Call 2011** and order some fresh, home made bread, cookies or cake. Every day is baking day at Ringer's.

—D—

Prints are blossoming forth in luscious-colored shades and are refreshing additions to present wardrobes, for wear now and early Spring . . . dazzling daisies, sly rosebuds, these are the brilliant blooms that blossom on the newest prints. Sharp, modern geometrics too.

—D—

You pay no more at **Prince's Jewelry Store**, 20 Linden St., for watch, clock and jewelry repairs or picture framing; yet, you receive the very best services. All work guaranteed. Now why go elsewhere?

—D—

Maybe you've forgotten how utterly bewitching lace at the wrist and throat can be; well, try an "Annie Laurie" set on a dark dress and see what happens.

—D—

A lovely assortment of studio couches, prices **\$18.50** up, is on sale at the **Seneca Furniture Mfg. Co.**, **Middle St.** New style, 1935 coverings are on display. The new style Living Room Suite with roll arm and scalloped front at **\$48.50** up is truly a wonderful bargain.

Healthy scalps are loose and movable. If your scalp is tight, the hair is not properly nourished and, as a result, the hair lacks lustre and color. A single scalp massage, night and morning, will help such a condition.

—D—

Extra trousers **free** with every suit you purchase during January and February. Stop in and look over the bargains. **A. P. Petersen**, **476 Exchange St., Geneva, N. Y.**

—D—

**McCarthy's Pharmacy**, 162 **Castle St.**, offers hot water bottles, full 2-quart capacity, in colors red, green and blue. They are guaranteed for 2 years and are now selling at only **89c.**

—D—

From the tip of your head to your finger tips: lovely hair, sparkling skin, beautiful hands. One treatment at the **Harper Method Beauty Salon**, 10 **Seneca St.**, and you will realize the satisfaction of knowing you look your loveliest. **Call 6783.**

—D—

When you are feeling down and out, touch up your cheeks with a little rouge, put on a little powder and lipstick. You will feel much better and things will look much brighter to you. Try it if you don't believe me.

—D—

The little girl arrives at the party with her mother. She wears a coat of the English type, fitted. It is double-breasted, has notched lapels, and neat pockets.

—D—

Her mother wears a dress with soft, flattering jabot. The panel front with the band that buttons up over the jabot contrives to make her look much slimmer.

—D—

Another little girl looks nicest in tailored clothes, so she is wearing a shirtwaist type dress with patch pockets, short sleeves and a boyish collar.

A certain young man is soon going to have all the girls around him. He looks so cute in his suit with the bolero-effect yoke, and shorts that button on to his blouse.

—D—

His sister wears a dress with collar and yoke like his suit, but her dress has feminine, puffed sleeves and pleats from the yoke. With panties to match.

—D—

The belle of the party is in a ruffled dress with a collar that covers her shoulders in the new way.

—D—

Again smart women in Paris have succumbed to the lure of the black ensemble. It seems that black invariably wins, in spite of the newer and more luscious looking shades of brown, green and red.

—D—

The black outfit has to be infinitely subtle, however, to be really chic. The note of relief is indispensable and here is where the woman with individuality scores.

—D—

For information regarding the "Dorothy Goes Shopping" pages, address **Miss Dorothy Frautz**, c/o Geneva Community News, or Telephone 2108.

—D—

When making purchases from any of the advertisers on this page I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the GENEVA COMMUNITY NEWS.—"DOROTHY".

—O—

### Introduced Ballet Skirt

Many years ago, Nasr-ed-din, the shah of Persia, attended the opera in Paris and was so delighted with the ballet that he ordered his attendants to purchase the entire front row for his extensive harem. Disappointed, he took home a supply of the costumes. The new "fashion" from Paris spread rapidly and for fifty years the indoor dress of all Persian ladies was the short, fluffy ballet skirt.—*Collier's Weekly*.



**MRS. DELIGHT SWENEY TRIMBLE**

**Special Representative**

**Federal Housing Administration**

who will address a large gathering of women Thursday, January 17 at 2:30 p. m. at the Empire Gas & Electric Company.

Mrs. Trimble, a specialist in the design of residences, is an authority on home planning and interior decoration, has invented many household gadgets, designed theater sets and is a contributor to many leading magazines.

She will be accompanied by Miss Martha E. Gordon, Director of Women's Activities of the Buffalo District, Federal Housing Administration.

Illustrating her talk with sketches of her own design, Mrs. Trimble will show how homes can be improved and beautified by clever remodeling of unused doorways, niches and corners in rooms.

She will discuss the importance of proper lighting, ventilation and heating in the home, and explain the Federal Housing plan which enables property owners to repair and modernize their property, install heating and lighting systems and improve their property through government-insured loans.

She will also set forth the aims of the Housing Act and its ultimate goal of reducing unemployment, increasing payrolls, and creating tangible wealth through a revival of the building trades.

The Following  
**Friends and Business Neighbors**  
of the

## **W. C. DEMMING CORP.**

Take This Opportunity Upon the Occasion of the Grand Opening

**Friday and Saturday, Jan. 18 and 19**

of the New Demming Paint and Wall Paper Store

at

505 EXCHANGE STREET GENEVA, N. Y.

To Extend to Mr. Demming and the W. C. Demming Corp.

**OUR VERY BEST WISHES FOR THEIR SUCCESS  
IN THEIR NEW LOCATION**

**REGENT THEATRE**

**Baker & Stark, Inc.**  
GENEVA N. Y.

**HOWARD  
LIQUOR STORE**

Next to Regent Theatre

**SAVAGE'S  
SHOE STORE**

(Regent Theatre Block)

**COONEY, WATTS &  
COONEY**

Hardware

**GENEVA  
STAR LAUNDRY**

L. A. Curry M. E. Tillema

**MUTUAL CLOTHING  
CO.**

509 Exchange St.

**S. A. GILBERT**

Jeweler

510 Exchange St.

**MARION'S  
RESTAURANT**

471 Exchange St.

**WELCH'S  
CLOTHING**

494 Exchange St.

**THE GENEVA COMMUNITY NEWS**



## THE FUNNYBONE



### Courting Disaster

"Wheah you-all bin?"  
 "Lookin' fo' work."  
 "Man! Man! Yoah cu'osity is gonna git yo' into trouble yit."

### Caught Her Underwears

"I want to buy a petticoat."  
 "Yes, miss; period costumes on the third floor."

### Some Trick

Advertisement: "Eskimo Spitz Pups for ten dollars apiece."  
 Admittedly an accomplishment, but we still think it's a horrid word.

### A New Breed

Jimmy had found a new pup, and the visitor was interested.  
 "Is it a setter or a pointer?" she asked.  
 "It's neither," replied Jimmy's mother. "It's an upsetter and a disappointer."

### Why Not Now?

Doctor—If this doesn't cure you come back and I'll give you something that will.  
 Patient—Couldn't you give it to me now, Doctor?

### A Melancholy Answer

Tommy: "Daddy, what is dew?"  
 Father: "The rent, the note at the bank, and the installment on the car."

### Nerve Balm

Green quiets the nerves, an oculist explains. Especially if its the color of a nice crisp piece of paper with a ten on it.

### The Blasé Student

Teacher: "Now if I subtract 25 from 37, what's the difference?"  
 Willie: "That's what I say; who cares?"

**That's My Barber Shop**  
**HOTEL SENECA**  
**JOE and TONY**

**"It Pays to Look Well"**  
**(CHILDREN'S HAIRCUTS, 25c)**

### Cart Before the Horse

"What is a budget?"  
 "Well, it's a method of worrying before you spend instead of afterward."

### Ain't No Such Animal

"You're a low-down, spineless jellyfish, and do you know what I'm going to do to you?"  
 "What?"

"I'm going to break every bone in your body!"—Ex.

### Ingratitude

Invalid—Doctor, don't you think it would be a good idea for me to pack up and go somewhere to a warmer climate?

Doctor—Great Heavens, man! I've been doing my level best to prevent that very thing since you became ill!

### Just Common Sense

"I want you to be sure, Eliza, that you use the thermometer to see that the water is the right temperature when you give the baby his bath," said Mrs. Blinks to her nurse girl.

"Land sakes!" replied Eliza cheerfully, "I don't need no thermometer. If the baby turns red, I know the water's too hot and if he turns blue, I know it's too cold—and there you are!"

**HARRY M. MOYER**  
**PRINTER**

69 Oak Street

Phone 4189

FOR—

**BETTER MEATS**  
**CLEANER MEATS**  
 and

**QUICKER SERVICE**

Come to  
**BERG'S MARKET**  
 96 Elm St. Phone 2864

### And a Nervous Breakdown

"Would you mind walking the other w'y and not passing the 'orse?" said a London cabman with exaggerated politeness to the fat lady who had just paid a minimum fare.

"Why?" she inquired.

"Because, if 'e sees wot 'e's been carrying for a shilling, 'e'll 'ave a fit."

### A Resemblance

"Until I met you my life has been a desert."

"Oh, that explains why I've been thinking of camels ever since we've been dancing."

### Only Book Without Errors

The only book in the world that contains no printers' errors is said to be the modern Oxford Bible.

### TEXACO GRILLE

Lake Street (Just off Exchange)  
**REGULAR MEALS SERVED DAILY**  
 Including  
**SPECIAL SUNDAY DINNER**  
 Always Open. Plenty Parking Space.

## WE SHALL BE GLAD

to assist our patrons in filling out their 1935 license blanks and install the new plates.

Don't forget to join the Jimmie Allen Flying Club.

**FINK'S SUPER  
SERVICE STATION**  
**LAKE ST.**  
**PHONE 2448**

"The Only Independent in Geneva"

### NOT INFREQUENTLY

A lover of cigarettes is in a position where one can be lighted occasionally but an interruption is likely to occur and it is either laid down lighted with the possibility of burning something or is extinguished altogether. With the use of the IN-N-OUT SAFETY CIGARETTE HOLDER Not only can the fire be extinguished instantly but the cigarette can be relighted.

**Bin** .....79c, 85c and 98c per pint  
 .....\$1.25, \$1.35 and \$1.45 per fifth

**Carioca Rum** \$1.25 pint; \$1.95 fifth  
 The Finest

**Old Smoothie** Fine Grade Straight Whiskey .....\$1.25 pint

**T. J. COMISKY**

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION—The law does not permit us to remain open on Sunday

## Homeward Bound for HEAT



It's a pleasure to stay inside when  
your home is heated with

**'BLUE COAL'**

It gives a steady, even heat. Don't  
run short. Order today. Prompt  
service.

**P. O'Malley  
& Son**

Phones 6232 or 6187

27 Castle St.

We Specialize in

**Radio Repairing  
and Batteries**

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

### Gleaned from Here and There

(The 24th of a series of quotations  
from the collection of M. F.  
Devaney)

"Youth and failures always at-  
tack."

"It is the hands that betray emo-  
tion, not the eyes."

"Success is a one way street."

"Just keep on keeping on."

"Looking backwards makes us  
better able to see forwards."

"Business that does not make for  
friendships is not good business."

"The door of opportunity is not  
locked, not even latched, push is the  
only opener needed, just push."

"Strange how folks will seek con-  
tentment then criticise the one who  
has it."

"The thrill is in the search, not  
in the finding."

"A chiseler is one who undersells  
you."

### Relics of Ancient Saharans

Rock drawings and paintings  
found by explorers in the Hoggar  
mountains of Africa are believed  
by a French professor to be relics  
of an advanced Saharan civilization  
of the Fourth century B. C.

### Michigan Protects Badger

Unlike most other states, Michi-  
gan includes the badger among its  
protected animals. Other communi-  
ties look upon it as highly predatory  
and constantly seek its elimination  
from game cover.

Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

**Ernest Baumgartner**

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

(Christmas Club Thrifties here)

**TRAUTMAN & SMITH**

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

We wish to announce to our many  
Friends and Patrons

THAT WE NOW HANDLE  
ALL LEGAL BEVERAGES

Legott's Restaurant

86 Avenue E

Phone 6280

### President's Ball

Geneva Post No. 2670, Veteran's  
Foreign Wars, will sponsor a Presi-  
dent Roosevelt's Birthday Ball, in  
the New York State Armory, Ge-  
neva, on Wednesday, January 30.  
The party will be informal, with  
dancing from 9 until 2, and the tick-  
ets are \$2.00 per couple. The pur-  
pose of the ball is to raise money for  
the care of those afflicted with In-  
fantile Paralysis.

### Jingoism

Jingoism is an expression which  
arose in England during the min-  
istry of Lord Beaconsfield, 1874-  
1880. The term was applied to those  
who wished Britain to take an ag-  
gressive foreign policy. It originated  
in a music hall song.

## RADIO FLASHES

By Ralph Le Brun



**Little Jackie Heller**—started out to be a prize fighter, dallied with the idea of becoming a jockey and eventually gave up all such notions to become a tenor. He is now heard each Monday at 10 p. m. over NBC-WHAM, accompanied by an orchestra under the direction of Harry Kogen.

Boake Carter, CBS news commentator, broadcasting nightly at 7:45 talks from Flemington, N. J., since the beginning of the Hauptmann trial, and was sworn in as deputy county clerk of Hunterdon county in order that he might occupy a seat in the official section of the courtroom.

Columbia Broadcasting System officials have just completed arrangements to bring to American radio listeners Vienna's famous carnival known as "The Fashing", Europe's gayest pre-war festivity. The colorful event, which still retains much of the romantic flavor and sparkle of the past will be broadcast to a nationwide WABC-CBS audience on Sunday at 12:45 p. m. Listeners first will hear a crack Viennese military band, followed by a so-called Schrammel band, composed of zithers and strange native instruments, playing music of a crude rural flavor. Bold in contrast, the Schrammel band will give way to the lilting and graceful strains of "The Blue Danube", interpreted in the original Strauss style by a Viennese string orchestra.

The whispered melodies of one of the most famous stars of radio's early days returned Tuesday when Whispering Jack Smith began a new three-a-week series over an NBC-WEAF network. The veteran entertainer will be accompanied by his own 12-piece orchestra in the new song programs to be broadcast from the NBC Radio City studios. A star of the crystal set and ear-phone days of radio, Whispering Jack Smith will be heard from 7:15 to 7:30 P. M.

Grace Hayes, star songstress of radio, stage and screen, will make a return appearance as guest star of the Chevrolet programs featuring Isham Jones and his orchestra on Tuesday at 9:30 p. m. over the Columbia network. Miss Hayes was presented as a guest last October during the premiere broadcast of the series.

The height of something or other was reached the other day when a lady in a small New York town informed Clara, Lu 'n Em, NBC's chatter stars, that she had named her three little pigs after them. She calls the reddish-gold one Lu, and the two white ones spotted with black, Clara and Em.

**Of Importance to Every Radio Owner**

Our Supreme Tube Tester will test all tubes for quality and leakage. Our Supreme Analyzer will make every test on any old or new Radio. Our new All-Wave Oscillator permits the accurate adjustment of any all-wave or broadcast Radio. In addition we have apparatus to test coils, condensers, resistors, and in fact every part of any Radio.

**RALPH LEBRUN**

123 Pulteney St.

Phone 3921

**HOTEL SENECA**

GENEVA, N. Y.

**DANCING PARTY**

Every Saturday Night

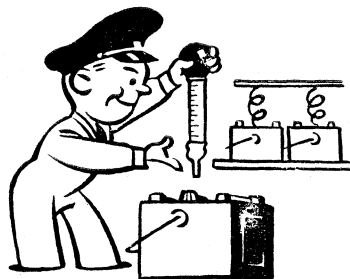
**JIMMIE LYNCH**

AND HIS MUSIC

Dancing 9:00 to 1

25c Per Person Couvert

(Couples Only)



"EDDIE"

**ATLAS BATTERIES**Charging  
and  
TestingBy Most Modern  
Equipment**Wilson's Esso Station**

Privately Operated

LAKE STREET

Phone 4082

EACH WEEK WE ARE  
OFFERING

# \$5.00

IN MERCHANDISE TO OUR  
READERS

What number was under the heading "Here is Your Number" in the January 10 issue of the GENEVA COMMUNITY NEWS YOU received?

Was it one of the following:

24; 1891; 2450; 3381; 4831?

If you hold one of these copies mail it to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE you wish to receive \$1.00 in merchandise or service. We will then mail you an order on the advertiser you select.

Remember—the above winning numbers are taken from our issue of January 10 and the advertiser you select must have an ad in today's issue.

It pays to ADVERTISE in the GENEVA COMMUNITY NEWS.

It pays to READ the GENEVA COMMUNITY NEWS.

### An Advertising Parable

Here's an advertising parable of the man and his furnace on a cold day: The man had a furnace and his house grew cold. So he said to the furnace, "Not another lump of coal do you get till you give more heat." The poor nut froze. And so did the merchant who cut down on his advertising to "save expense."—*Arkansas Publisher.*

*Everybody I know  
is saving  
Thrifties for a  
Paid-For-Christmas*



## GET A CASH RETURN NEXT CHRISTMAS FROM WHAT YOU SPEND ALL YEAR

Come In Today and Get a THRIFTIES Pass Book

L. H. Barth, Jeweler  
Ernest Baumgartner, Service Station  
C. J. Brady Ice Co., Ice  
Charles Brunskill, Harness and Horse  
Furnishings  
Carroll's, Meat Market  
W. & T. Cass, Florist & Nurserymen  
Cooks Feed Store, Feed, Fertilizer,  
Seeds and Baskets  
Cooney, Watts & Cooney, Hardware  
Davidson's, Ice Cream  
Daylight Grocery, Thomas Grocery  
Co., Inc., Groceries  
Frank Dwyer, Coal, Coke and Wood  
Foote's Cleaners, Dry Cleaning  
Howard Dry Goods Co., Department  
Store  
Jeanette Shoppe, Lingerie and Gifts

Walter B. Jewett, Service Station  
The Lynch Furniture Co., Complete  
House Furnishings  
New Castle Market (Fred Baumgartner, Jr., Prop.), Meat Market  
The O. K. News Corp., Sporting Goods,  
News, Magazines and Tobaccos  
Homer R. Ostrander, Sheet Metal,  
Furnace and Roofing  
George M. Peters, Liquor Dealer  
Riggs & Jensen, Plumbing and Heating  
Mary L. Rogan, Ladies' Millinery  
Seneca Drug Co., Drugs and Drug  
Sundries  
Stubbs Lumber Co., Inc., Lumber  
Toole Bros., Shoes

## MARION'S RESTAURANT

Now Under Former Management

Specializing In

REGULAR DINNERS  
STEAKS AND CHOPS

KENNETH MARION, Mgr.

471 Exchange St.

(Opp. Kirkwood Hotel)

6:30 to 1:00

Agency for the  
POST-INDEX SYSTEM

The  
W. F. HUMPHREY PRESS  
General Printing  
and Office Supplies

300 Pulteney St.

GENEVA, N. Y.

Phone 2662



## HERE IS YOUR NUMBER

Nº 1380

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

EACH WINNING COPY  
GOOD FOR \$1.00 IN  
MERCHANDISE OR SERVICE  
FROM THIS WEEK'S  
ADVERTISERS

# "They're so nice to Borrowers"

Mrs. B. said, telling of her experience with the  
Personal Finance Company.

**BORROW \$50 to  
\$300**

Know our friendly and confidential service. Let us  
arrange the kind of a loan you want after a study  
of your affairs. When you deal with "Personal  
Finance" you can choose from a wide variety of  
loan and payment plans to suit your needs.

Auto • Co-Maker • Furniture • Combination Loans

See us today,  
write  
or phone—

## PERSONAL FINANCE COMPANY

OF NEW YORK

Room 304 National Bank Bldg.

AUBURN, N. Y.

Phone Auburn 251

120 Genesee St.

*Loans Made In Nearby Towns*

## GRAND OPENING

of our New Store at  
505 EXCHANGE STREET  
January 18 and 19

2 Prizes—FREE—2 Prizes

Two beautiful solid Walnut Coffee Tables finished with  
McDougall-Butler Swab-it-On—(1 gloss) - (1 dull)—  
will be given away absolutely Free to the lucky coupon  
holders on Saturday, January 19, at 9 p. m. Simply visit  
our store and sign a ticket for your free chance.

## To The Ladies

FREE—Bottle of Varnish Food—FREE

To the first 500 women entering our store the two open-  
ing days we will give, absolutely free, one 4-ounce  
bottle of McDougall-Butler Varnish Food. A wonderful  
preparation for polishing woodwork, floors and furni-  
ture.

Special—BEST GRADE WALL PAPERS—Special

10c to 15c Kitchen Papers, per roll.....	4½c
15c to 25c Bedroom Papers, per roll.....	7½c
18 in. Plastic Paper, per roll.....	8c
30 in. Plastic Paper (Embossed), per roll.....	15c
Embossed Washable Papers, per roll.....	22½c

50 Room-lots, good grade \$1.00  
Enough for the average room per room

## W. C. DEMMING CORP.

505 Exchange St.

Phone 2998

## \$1 DRESS SALE!

FRIDAY and SATURDAY

YOU DO NOT NEED CASH  
... JUST CHARGE IT

This offer includes our entire  
stock of FALL AND WINTER  
DRESSES ... and the NEW  
SPRING DRESSES, too ...  
You'll find the LATEST  
STYLES in the much wanted  
Pastel Shades ... Plain and  
Printed Silks ... Frock Dresses,  
etc.

Buy one dress at regular price  
and get an ADDITIONAL \$1  
DRESS of like value for

If you require only one dress  
bring a friend and share in this  
splendid value.



## Mutual Clothing Co.

509 Exchange St.

# THE GENEVA COMMUNITY NEWS

Jan. 24, 1935

5100 Copies



## WE ARE CO-OPERATING

WITH THE GOVERNMENT  
in the

### National Housing Program

#### VISIT THE BETTER HOUSING HOME

East Castle Street

Open, Daily, 1:15 p. m. to 5 p. m. and 6 p. m. to 8 p. m. (Sat. 9 p. m.)



????

### Find the Central Heating Plant in This Modern Home

(without any basement)

### EMPIRE GAS & ELECTRIC CO.

## WE STAND READY

To Help You Secure a Loan Under the  
National Housing Act

### Wm. L. Vogt & Sons

Lumber, Coal, Coke & Builders Supplies

Phone 2008

124 N. Genesee St.

"Everything To Build Anything"

### INCLUDE IN YOUR BETTER HOME PROGRAM

an ANDES Gas Range  
Combination Range  
or Warm Air Furnace

Made in Geneva — Sold Everywhere

### ANDES RANGE & FURNACE CORP.



## Kitchen Plumbing Equipment

in the

### BETTER HOUSING HOME

installed by

### CHAS. F. BARTH

PLUMBING and HEATING

425 Exchange St.

Phone 2126

## MODERN KITCHEN CABINETS

in the

### BETTER HOUSING HOME

installed by

### STUBBS LUMBER CO., Inc.

41 Lewis St.

Phone 2430

Units Furnished to Fit Any Space  
(We Give Christmas Club Thrifties)

## HEATING INSTALLED

in the

### BETTER HOUSING HOME

by

### COONEY, WATTS & COONEY

ROOFING, SHEET METAL WORK,  
HEATING and HARDWARE

513 Exchange St.

Phone 2170

(We Give Christmas Club Thrifties)

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Jan. 24

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"Plough deep while sluggards sleep and  
you will have corn to sell and keep."

### JANUARY



29—Congress bans all titles of  
nobility in United States,  
1795.



30—Franklin Delano Roose-  
velt, forceful president,  
born 1882.



31—Benjamin Franklin invents  
the rocking chair, 1760.

### FEBRUARY



1—Confederate dollar quoted  
today at 20c, 1863.



2—"Arctics" are patented by  
Thomas Wales, 1858.



3—Kansas suffers in thirty de-  
gree below zero cold wave,  
1856.



4—Start of the Philippine-  
American war, 1899.

## THIS AND THAT

Nearly 1300 people visited the  
Better Housing Home on East Cas-  
tle Street last Saturday, the opening  
day. Visitors were not confined to  
local residents, the register showing  
a surprising number of out-of-town  
callers. All were greatly interested  
and there is no question but that the

better housing idea is catching on  
and that the efforts of the local Bet-  
ter Housing Committee will not  
prove in vain.

Have you stopped at the Maytag  
Sales & Service, 324 Exchange St.,  
for your Free copy of the Philco  
Radio Atlas of the World?

An Ohio man says he has been  
reading the Congressional Record  
for 30 years and still he can't figure  
out its editorial policy. — *Kansas  
City Star*.

The GENEVA COMMUNITY NEWS  
was favored during the past week  
with an advance copy of a map of  
"Weber City". These maps are be-  
ing featured in an Amos 'n' Andy  
contest which started January 18.  
Shortly after publishing a "Weber  
City" advertisement in our radio  
column on November 8 we received  
a letter of appreciation from Cor-  
rell and Gosden (Amos 'n' Andy).

Poorly fitted windows and doors  
increase heating costs, cleaning work  
and costs. Good weather-stripping,  
according to the Federal Housing  
Administration, will bring comfort  
into the home, insure a more uni-  
form temperature, make the home  
healthier, and reduce costs. Insured  
modernization loans for this purpose  
are available.

Are you saving Christmas Club  
Thrifties? By this method you can  
Save as You Spend—securing a  
cash return next Christmas from  
what you spend all the year. The  
Geneva Star Laundry has now been  
added to the list of Geneva mer-  
chants giving Christmas Thrifties.

Weather reports are now given  
each evening, except Sunday, at  
6:35 p. m. over WGY, Schenectady,  
by courtesy of D. & H. Anthracite.  
(Handled locally by Rapalee Coke  
& Coal Corp.)

The White Linen Laundries, Inc.,  
are featuring a "Ready-to-Wear"  
special at the present time. (See ad,  
page 4).

"Five Hundred Dams Required in  
New Power Plan." — Headline.  
That's the job for General Johnson.  
— *Los Angeles Examiner*.

## Mason & Hamlin Piano Conover Piano

Both Mahogany Case

Bargains for Quick Sale

## BOLIN MUSIC HOUSE

CUT FLOWERS — PLANTS  
and

Designs for All Occasions

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

## When It's 10° Below

(or even only when down to  
10° above) —

Your car needs proper Winter  
Lubrication —

Transmission

Differential

Motor Oils

We have the proper winter grade  
for Your Car.

## RICKELS

Service Station

LAKE STREET Phone 2920

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### National Recognition

The following item was clipped from a sheet of publicity sent out from the Federal Housing Administration at Washington to all weekly papers thruout the United States:

### Designed Like Emblem

The Geneva (N. Y.) Better Housing Committee, instead of remodeling a dilapidated house as a publicity stunt, is building a new house in the public square that is designed along the lines of the dwelling illustrated in the Better Housing emblem of the Federal Housing Administration.

### 100,000 Butterflies

The most enthusiastic butterfly hunter who ever lived, a Swiss named Hans Fruhstorfer, made a wonderful collection of 100,000 butterflies, and this has been lent to the Natural History museum in Paris. He began his collection in Brazil when he was twenty-two; then took his net to Java, where he spent three years; then he followed his pursuit for two years in the Malay archipelago. He traveled through South America, Japan, China and Siam, darting about with that abstracted look of the butterfly-hunter here, and everywhere until he had brought his net over some of the rarest creations in the world. His 100,000 specimens have nearly 7,000 varieties.

### Forces Oil From Ground

Natural gas dissolved in crude oil is believed to supply the motive power for forcing oil from the ground.

## YOU DON'T HAVE TO HAVE A LOT OF MONEY, IN ORDER TO SAVE MONEY DURING OUR JANUARY SALE

Savings As High As \$6.50 Per Garment On  
SUITS & OVERCOATS  
Are Worth Taking Advantage of

**Baker & Stark** Inc.  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St.

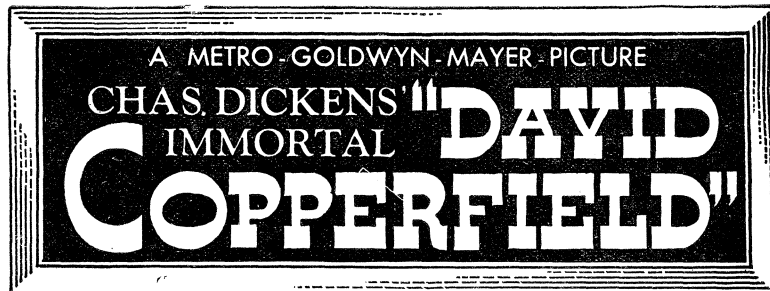
North Regent Theatre



Thur. - Fri. - Sat.

**ANNE OF GREEN GABLES** with ANNE SHIRLEY, TOM BROWN, O. P. HEGGIE, Gertrude Messinger

SUNDAY - MONDAY - TUESDAY



Next  
Wed. & Thur.

Ann Harding and Robt. Montgomery  
in "BIOGRAPHY OF A BACHELOR GIRL"

## JANUARY SALE SPECIALS

### JACQUARD BLANKETS

Large jacquard designs in the special reversible \$1.49 blanket. Use it in the car, at camp, at home—you can't afford to miss such an excellent buy.

### ALL WOOL BLANKETS

Solid pastel blanket, 70x80—rose, blue, green, orchid, gold and peach. Deep sateen binding—regular \$3.98 \$5.00 value—sale priced at

**J. W. Smith Dry Goods Co.**

GENEVA, N. Y.

## HOTEL SENECA

GENEVA, N. Y.

Announcing change of orchestra for the  
SATURDAY NIGHT

## DANCING PARTY

Now Featuring

THE SENECA SERENADERS

Dancing 9:00 to 1

25c Per Person Couvert (Couples Only)

DON'T FORGET THE VALENTINE PARTY  
SATURDAY, FEBRUARY 16th

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Deep Sea Salad

1 package lime jello dissolved in one half cup hot pear juice  
 ½ cup hot water  
 1 teaspoon vinegar  
 ¼ teaspoon ginger

Pour one half of mixture in mold. Whip the remaining portion until creamy with 2 packages of cream cheese. Fold in one cup of diced pears and add to plain jello. Serves 8.

Mrs. W. R., Lyceum St.

## Potato Pan Cakes

6 medium sized potatoes  
 2 eggs, separated  
 2 tablespoons fine bread crumbs  
 1 teaspoon salt

Grate the pared potatoes, add well beaten egg yolks, crumbs and salt. Fold in stiffly beaten egg whites and drop by spoonfuls in hot fat in frying pan. Brown well on both sides.

Mrs. C. L., Geneva St.

## Ham Piquant

1 pound thinly sliced cooked ham  
 4 tablespoons dry mustard  
 Dash of cayenne  
 2 tablespoons milk

2/3 cup Parmesan cheese  
 ¼ teaspoon pepper

Mix mustard to a paste with milk and seasonings. Spread on slices of ham and sprinkle with cheese. Arrange slices one on top of the other in brick form. Fasten together and place in baking dish. Bake for twenty-five minutes in a 400° oven. Chill and cut in slices down through the layers. Serves 6.

L. A., Lafayette Ave.

## English Tea Sweets

½ cup condensed milk  
 ½ cup nut meats (chopped)  
 14 crisp, salted crackers

Cook condensed milk in top of double boiler until thick. Remove from fire, stir in nut meats and spread on crackers. Place on baking sheet and bake in hot oven for 5 minutes or until slightly browned. May be served hot or cold.

M. T., Andes Ave.

## Butterscotch Biscuits

Roll plain biscuit dough to ¼ inch thickness. Spread surface with 4 tablespoons melted butter and ¾

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

cup of brown sugar. Sprinkle with chopped nuts and roll up like jelly roll. Cut crosswise in ¾ inch slices and bake in greased muffin pans for 12 to 15 minutes.

G. C., Pulteney St.

## Rubber Belting

Rubber belting is made of layers of canvas folded lengthwise and thoroughly vulcanized together with rubber, which acts as a binder and also equalizes the strain through the thickness of the belt as it passes around the pulley.

## First to Give Women Vote

New Zealand was the first country in the world to give women the vote (1893), and a small island town also claims the first woman mayor.

## Castle Street Market

Phone 251

Near Main

BEST QUALITY MEATS

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

FRED BAUMGARTNER, JR.

A DESSERT

That's Different

A FOOD

That's Nutritious

DOWNYFLAKE

DOUGHNUTS

"Take Home A Box"

Downyflake Coffee Shoppe

39 LINDEN ST.

(We Serve Maxwell House Coffee)

## WHITE LINEN LAUNDRIES, Inc.

Geneva, N. Y.

(READY-TO-WEAR-SPECIAL)

A Quality Bundle

FLAT WORK ..... 06c lb.

WEARING APPAREL ..... 20c lb.

Shirts with this service approximately 10c each

366 Exchange St.

Phone 2405

## RAPALEE COAL & COKE CORP.

EXCLUSIVE AGENTS

For

D & H  
 CONE-CLEANED  
 COAL

EMPIRE  
 DOMESTIC  
 COKE

PHONE 2221

—: Home Heating Headquarters :—

**Gleaned from Here and There**

(The 25th of a series of quotations from the collection of M. F. Devaney)

"A Statistician is one who helps the fellow who cannot lie alone."

"Let every man look upon his past as a guide post to the future."

"Until we attempt more we will not accomplish more."

"Dignity is the outward mark of self respect." "It is the thing folks use to impress upon others their importance."

"The only fear we have is fear." Pres. Roosevelt.

"Today's trials and troubles will pass."

"Nothing is as good or as bad as it seems."

"Pluck is a man's best defense, lack of perseverance his own worst enemy."

"It is easier to form one good habit than to change a dozen bad ones."

"Nothing is hopeless but being hopeless."

(To be continued)

**WINNING NUMBERS**

Here are the winning numbers—picked from our issue of January 17:

1830; 2770; 3825;  
4001; 4200.

If you find one of these numbers under the heading "Here is Your Number" in our issue of January 17, mail it to us, complete, at once, and tell us from which advertiser IN TODAY'S ISSUE you wish to receive \$1.00 in merchandise or service. We will then mail you an order on the advertiser you select.

Remember—the above numbers are taken from our issue of January 17 and the advertiser you select must have an ad in today's issue.

**TRAUTMAN & SMITH**

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

Each week we are offering \$5.00 in merchandise to our readers.

It pays to READ the GENEVA COMMUNITY NEWS. The copy you are now reading may be a winner next week.

One of our regular advertisers has been named about a dozen times by holders of winning numbers; some of them four and five times; several three times and others once and twice.

**"Just Once" Schedule**

Jud Tunkins says he'd like to go up in an airplane just once, only he's afraid it would be the kind of a trip that would crash and hold you strictly to the "just once" schedule.

**Coffee at High Altitudes**

The finest flavored coffee is grown in high altitudes—as high as 5,000 feet—and much of it on the fertile slopes of volcanoes.

**CLOSING OUT SALE**

of

MARSHALL FIELD'S "La FRANCE"

**ALL SILK**

Chiffon and Service Weight

**HOSE**

REGULARLY 89 CENTS

on Sale Friday and Saturday for

**69c CENTS**

**HOWARD DRY GOODS CO.**

(We Give Christmas Club Thrifties)

FREEDMAN'S

A FEW MORE DAYS . . . A FEW MORE COATS

**January Fur Sale**  
**SPECIAL SAMPLE FUR COATS**

Priced For Quick Sales!

Only a Few Days More in which to take advantage of these exceptional offerings . . . Buy Now! . . . Furs are certain to be much higher another season.

ALL COATS GUARANTEED 2 YEARS

**J. FREEDMAN**

The Only Practical Furrier in Geneva



FINE FURS

114 Seneca St.

Phone 2172



Supreme for Dancing  
**SILVER SANDALS**

Featherweight Sandals that will help make every moment of the evening a happy one.

**\$3.98**

White crepe or Faille Sandals, to be dyed any color.....\$2.98

**J. W. Smith Dry Goods Co.**  
BASEMENT SHOE DEPT.

Be Ready for the  
**PRESIDENT'S BIRTHDAY PARTY**  
**YOUR EVENING CLOTHES**

Reflect Your Personality

Keep them radiantly lovely with

**Foote's Quality Cleaning**  
(Harry D. Tarbell)

Our Phone 2910      Our Store 78 Castle St.  
(We Give Xmas Thrifties)

**Success to the**  
**President's Ball**

We Have Arranged  
A Special Intermission Menu  
at Popular Prices

**Marion's Restaurant**

Ken Marion, Mgr.  
471 Exchange St. (Opp. Kirkwood Hotel)

NEW YORK STATE WINE  
**"OLD PORTAGE"**

Port, Sherry, Muscatel, Tokay  
Fifths, 55c; two for \$1.00

●  
**T. J. COMISKY**

Wine and Liquor Store  
97 Seneca St. (opp. Schine's Geneva Theatre)  
PHONE 2635

**Y-O-U**

**ARE INVITED**

to the

See Our Fine Assortment of  
**EARRINGS, NECKLACE**  
and  
**BRACELETS**

that you should wear at the  
**PRESIDENT'S BALL**

**S. A. GILBERT**

510 Exchange St.      Geneva, N. Y.

**President's Birthday Party**

**STATE ARMORY      -:-      GENEVA, N. Y.**

**Wednesday, January 30**

Sponsored by

**GENEVA POST, No. 2670**  
**VETERAN'S FOREIGN WARS**

PAIRING AND REMODELING

**EDMAN**

Phone 2172

Furrier in Geneva"

**FREEDMAN'S JAN**

114 Seneca St.

TAKE ADV.

50% REDUCTION ON FUR RE  
**J. FREI**  
 "The Only Practical"  
 114 Seneca St.

ADVANTAGE OF  
**ANNUARY FUR SALE**  
 Geneva, N. Y.

VETERAN'S FOREIGN WARS

Proceeds to  
**NATIONAL AND LOCAL COMMITTEES**

For research work in prevention of, and for aid of persons  
 afflicted with, Infantile Paralysis.

**INSPIRING MELODIES**

by

**JIMMIE LYNCH and HIS MUSIC**

(ORCHESTRA OF 12 PIECES)

**If You Want to Look Your Best at  
 the President's Birthday Party**

Why Not Let Us Help You  
 With Your Clothing Needs

Remember Our Prices Are the Lowest You Will  
 Find Anywhere, With Values the Best.

**Baker & Stark, Inc.**  
 GENEVA, N. Y.

489 Exchange St. North Regent Theatre

**Dancing 9 'till 2**

(INFORMAL)

**\$2.00 PER COUPLE**

**SALE OF FORMALS**

Now you can purchase any formal or semi-formal  
 in stock at substantial reductions.

DO COME IN AT ONCE

and see the lovely creations now priced  
 \$10.95 and \$12.95

**THE SENECA SHOP**

JAMES F. HOBBS

**COOLEY'S GRILL**

Opp. State Armory

**All Legal Beverages**

**Finest of Foods**

Have Your

**SHIRTS COLLARS  
 DRESS SHIRTS**

For the PRESIDENT'S BALL

Laundered at

**Geneva Star Laundry**

L. A. Currey M. E. Tillema

511 Exchange St. Phone 2112  
 (We Give Xmas Thrifties)

**ALWAYS BEST**

Best families look for our label when they ask  
 for "The Best" in Bottled Beverages. These best  
 Beverages are expected by, and of, them! Pure  
 food authorities add their endorsement of "Pure"  
 to our **ACHILLES PALE DRY GINGER ALE**,  
 just as Beverage connoisseurs offer their verdict  
 of "Perfect" to its finer flavor.

**Howdy Bottling Works**

Mfg. of Fine Carbonated Beverages  
 50 Exchange St. Phone 6152

## \* DOROTHY GOES SHOPPING \*

When making purchases from any of the advertisers on this page I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the GENEVA COMMUNITY NEWS.—**"DOROTHY"**.

—D—

You pay no more at **Prince's Jewelry Store, 20 Linden St.**, for watch, clock and jewelry repairs or picture framing; yet you receive the very best services. All work is guaranteed. Now why go elsewhere?

—D—

One of the best things to cure an unhappy frame of mind is a hobby. Many fascinating things may be done. Refinishing furniture, for instance, often leads to the study of the history of furniture. Collections of all kinds also offer delightful diversion. Plan on a period of leisure and let this time be spent in developing some hobby. It will

do much to make things seem brighter and more cheerful.

—D—

### FREE FREE

Extra trousers **free** with every suit you purchase during January and February. Stop in and look over the bargains. New Spring samples just arrived. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

—D—

Fashion says we will be wearing capes over our spring dresses. The new cape might be called a wrap-rascal—the grand old word used for those cloaks that villains wore in old-time melodramas. Ours will be made of heavy ribbed silk with pockets in the stole.

—D—

If you're entertaining and want to serve something especially attractive and delicious, serve pattie shells, almond macaroons, lady fin-

gers and party rolls from **Ringer's Bakery**. Call 2011 and leave your order.

—D—

Early spring collections of cotton frocks show authentic and exclusive fashions which are becoming to both miss and matron. Right—in fashion—color—and fabric—you'll find gayly colored wash dresses in plaids, stripes and floral designs of seersuckers, eyelets, gaberdeen, and gingham.

—D—

**Lynch's, 485 Exchange St.**, wish to announce that the new **Bargain Basement** is open. Don't fail to pay a visit to this new department, where wonderful bargains will be found.

—D—

For information regarding the "Dorothy Goes Shopping" pages, address **Miss Dorothy Frautz, c/o Geneva Community News**, or Telephone 2108.

### President's Birthday Party

Lively interest is being displayed in the arrangements for the President's Birthday Party to be held in the State Armory, Geneva, on the night of Wednesday, January 30, under the auspices of Geneva Post No. 2670, Veteran's of Foreign Wars.

Carrollton A. Roberts is general chairman, acting with a committee of 125 prominent citizens.

Jimmie Lynch, well known orchestra leader, has been engaged to furnish music and he will direct an orchestra of twelve pieces.

The proceeds of the affair are to be divided as follows: 30% to a National Committee for use in research work for the prevention of Infantile Paralysis; 70% to remain locally for the aid of persons afflicted with the disease.

This latter amount is to be handled by a board of directors elected by the general committee of local citizens and it is the desire of the sponsors that the committee elect officers and carry on the work indefinitely, adding to the fund from year to year with affairs similar to the one to be held January 30. (See page 6 and 7.)

—O—

### 5,000 Cars Daily Is January Mark Set by Ford

With production for January set at 5,000 cars daily, the Dearborn branch of the Ford Motor Company reports that all production difficulties on the new model have been eliminated and that plants are in full swing.

The company reported that from 1,200 to 7,000 persons visited showrooms in many cities throughout Michigan and Ohio the day the cars were announced.

## ADVERTISE

in

## The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,100 COPIES

DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

CALL 2108 FOR RATES

## RADIO FLASHES

By Ralph Le Brun



Ruth Etting, glamorous blonde star who sang her way to fame on stage, air, and screen, will come to the NBC microphone as the star of the new Kellogg College Prom. With Red Nichols and his College Prom orchestra, Miss Etting will be on the air every Thursday over an NBC-WJZ network at 7:45 P. M. for a half-hour of songs and dance rhythms. Each week a noted college coach or athlete will be presented as a guest speaker in the broadcast. The United States Naval Academy at Annapolis will be the first stop and Coach Tom Hamilton of the Navy football team will be the initial guest speaker.

Charles Winninger, veteran of the stage renowned as the original "Captain Andy" of the outstanding Ziegfeld stage hit, "Show Boat," will headline an all-star cast in a brilliant cycle of "Gulf Headliners" variety programs to be broadcast over the WABC-Columbia network at 7:30 P. M. on Sundays, starting February 10. Winninger will pilot the variety programs as master-of-ceremonies, and also will be featured in a specialty of his own on each broadcast. The performers whose specialties he will introduce include Frank Parker, tenor soloist; the Revelers; the Pickens Sisters, and Frank Tours and his orchestra.

The experiences of Major Herbert O. Yardley, organizer of the American Black Chamber, which de-

ciphered thousands of code messages and paved the way for the capture of many spies during the World War, will be dramatized for radio listeners for the first time in a new series to be presented over an NBC-WEAF network on Monday at 7:15 P. M. Major Yardley's exploits have won him international fame. The American Cryptographic Bureau, as the Black Chamber was officially known, deciphered some 40,000 code messages of enemy and friendly powers and developed hundreds of secret ink spy letters.

## SPECIAL SALE ROYAL CLEANERS

During this Sale we are giving FREE with each purchase of a ROYAL FLOOR CLEANER at \$39.50, one \$14.00 Royal Hand Cleaner.

This is YOUR OPPORTUNITY to replace your old cleaner with the Famous New Royal—featuring the beating, sweeping brush. See its outstanding performance.—Ask for Free Trial.

## WHEELER'S

OPPOSITE POST OFFICE

## KIRKWOOD HOTEL GRILL

Regular Dinners — Also a la carte Service  
7 A. M. to 1 A. M.

SPECIAL SUNDAY DINNERS

## DINING :- DANCING

— Every Evening —  
George Fischer and His Music

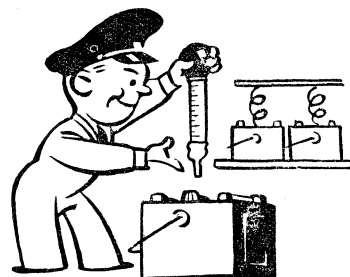
## Of Importance to Every Radio Owner

Our Supreme Tube Tester will test all tubes for quality and leakage. Our Supreme Analyzer will make every test on any old or new Radio. Our new All-Wave Oscillator permits the accurate adjustment of any all-wave or broadcast Radio. In addition we have apparatus to test coils, condensers, resistors, and in fact every part of any Radio.

## RALPH LE BRUN

123 Pulteney St.

Phone 3921



"EDDIE"

## ATLAS BATTERIES

Charging  
and  
Testing

By Most Modern  
Equipment

## Wilson's Esso Station

Privately Operated

LAKE STREET

Phone 4082



## THE FUNNYBONE



### Misleading

The class had been instructed to write an essay on winter. One child's attempt read as follows:

"In winter it is very cold. Many old people die in winter, and many birds also go to a warmer climate."

### Another Theory Blasted

Ronald: "When you throw a match into the air, does it light?"

Ramona: "Why, no."

Ronald: "Newton must be wrong then."

### Out of Range

Professor: "Why don't you answer me?"

Stude: "I did, sir. I shook my head."

Professor: "Well, you don't expect me to hear it rattle up here, do you?"

### The Good Host, Canine Style

"Yes, sir, said the proud dog owner, "Rover is the most hospitable bull in the country."

"What do you mean 'hospitable'?"

"Why, he'd give you a bite any time."

### Hard To Say

Mistress—Come, come, Mary, how much longer is it going to take you to fill that pepper box?

Mary—Sure, ma'am, and it's me-self can't say how long it will take to get all this sneezy stuff through the little holes in the top of this thing.

### Immune to 'Em Now

"Your daughter is very modern, isn't she?" remarked the visitor.

"Yes," sighed the mother: "I have reached the point now where I doubt if I could even be shocked by a live wire, no matter what the voltage was."

### TEXACO GRILLE

Lake Street (Just off Exchange)  
REGULAR MEALS SERVED DAILY

Including

SPECIAL SUNDAY DINNER

Always Open. Plenty Parking Space.

### The Nose Knows

"Have a cigar?" asked the man with the smiling face.

"Don't mind if I do," said his friend. "What's the occasion?"

"Oh, I've had an addition to the family."

"You don't say so. Congratulations!" said the friend enthusiastically as he put a match to the smoke. After a few puffs he observed, "About the fifth child I should say."

### Assumed as Much

She was interviewing an applicant for the position of cook.

"Well, Jane, you seem suitable in every respect, and I have decided to engage you. The work will be light, and you will find the master is very easily pleased."

"Yes, mum," replied Jane, "I thought that the moment I saw you."

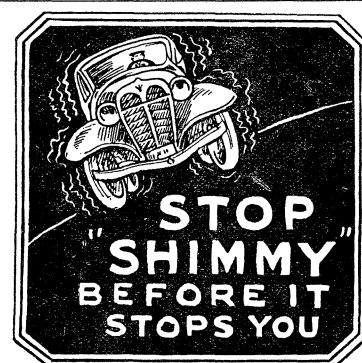
### Spoke Too Soon

She—Remember you? Of course I do. Didn't we meet at that ghastly party at the Jenkinsops?

He—Quite likely. My name is Jenkinsop.

### NOT INFREQUENTLY

A lover of cigarettes is in a position where one can be lighted occasionally but an interruption is likely to occur and it is either laid down lighted with the possibility of burning something or is extinguished altogether. With the use of the IN-N-OUT SAFETY CIGARETTE HOLDER Not only can the fire be extinguished instantly but the cigarette can be relighted.



*Shimmy causes serious accidents—it hastens tire wear—its nerve racking. Have this specially equipped shop correct it perfectly the first time. Latest equipment*

**FINK'S SUPER SERVICE STATION**  
LAKE ST.  
PHONE 2448

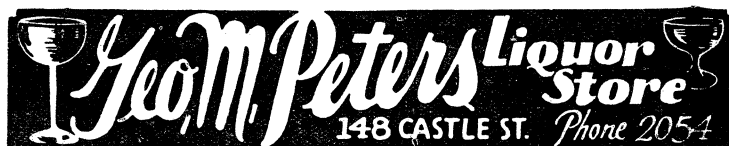
"The Only Independent in Geneva"

## COLONEL CHEERIO

SAYS:

We Have

WHISKEY .....	\$ .80 Pint up
BRANDY .....	1.25 Pint up
RUM .....	1.00 Pint up
GIN .....	.80 Pint up
WINE .....	.59 5th up



(We Give Christmas Thrifties)

## HERE IS YOUR NUMBER

Nº 2354

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

FOR—

BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE

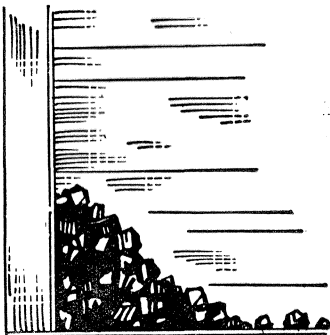
Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

## Almost Empty?



Cold weather ahead! Don't  
run low on coal! Be sure to  
order

**'BLUE COAL'**

as it actually gives you  
more heat per ton . . . and  
'blue coal' is clean Coal;

**P. O'Malley  
& Son**

Phones 6232 or 6187  
27 Castle St.

## LOANS

\$50 to \$300 privately arranged

Loans made  
in all  
nearby  
towns

Quick, courteous service. No red tape. Cash  
in your hands within 48 hours. Small monthly  
payments—over a 3, 6, 8, 10 or 20 month  
period. You are charged only on the unpaid  
balance . . . and only for the time you owe  
that amount.

Come in and talk it over. Write or 'phone if  
more convenient, and ask us to send a repre-  
sentative to your house.

Auto, Co-maker and Furniture Loans

**Personal Finance Company**

OF NEW YORK

Room 304 National Bank Bldg.

Phone Auburn 251

AUBURN, N. Y.

120 Genesee St.

## HOUSING HINTS

Tips on How and What  
to Improve

Julian M. Gerard, New York  
State Director of the Federal Hous-  
ing Administration says:

"There is everywhere a sharply  
growing interest in kitchen improve-  
ments. In fact, the kitchen is rapidly  
returning to its former importance  
as the hub about which the ordinary  
family activities revolve. If it is  
made bright, cheerful and an attrac-  
tive place to work in, its influence on  
the family life will be important.

Since all the work necessary can  
be done indoors, the remodeling of  
kitchens fits perfectly into the plan  
to keep the modernization move-  
ment in full operation throughout  
the winter. Later doubtless will fol-  
low laundry, bath, dining room, liv-  
ing room and bedrooms.

All of these improvements can be  
financed under the modernization  
credit plan of the Federal Housing  
Administration.

HARRY M. MOYER  
PRINTER

69 Oak Street

Phone 4189

We Specialize in

**Radio Repairing  
and Batteries**

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

## WALTER B. JEWETT

GULF GASOLINE  
MOTOR OIL KEROSENE  
WASHING GREASING

Cars Called For and Delivered  
Phone 2951 110 Lake Street

Geneva, New York

(We Give Xmas Club Thrifties)



### Rustless Hardware Comes Into Demand

Better housing means houses built of better materials.

According to a report of the Lock and Building Hardware Manufacturers' Association, there has been a sharp demand for housing hardware of bronze and brass and the higher grades of iron appliances since the Better Housing Program began. Window hardware, formerly almost entirely of iron, is now generously sprinkled with the new metal, especially fasteners, sash lifts, etc. Even in low-priced houses there is developing a sharp demand for the more durable metals.

### Door With Mirror

A door with a full-length mirror is a convenience in a home or apartment where there is insufficient space for a dressing table with a large mirror. It also is popular as guest-room equipment when milady entertains at tea or bridge. Such building equipment, if included in a property improvement project, is eligible for an insured modernization loan under the National Housing Act.

### Condition Floors

The finish of every floor should be kept in the best of condition. It isn't always the floor itself which must stand the wear, but the finish on its surface.

### Liars the Worst of All

Murder is treated as a minor offense by the Nagas of Assam, but the perjurer, apart from being allowed to commit suicide, is sentenced to have his head struck off.

"Small Down Payment -- Easy Terms"

# Prices Smashed on USED CARS

We're loaded, and we need the room. So for 10 Days. . . .

*Priced Way Below Their  
Real Worth*

**"NO TRADE INS"**

If you want a car for the spring, now is the time, and here is the place to buy it.

## Phillips Motor Company

351 Exchange St. -- Geneva, N. Y. -- Phone 2255

Agency for the  
**POST-INDEX SYSTEM**

The  
**W. F. HUMPHREY PRESS**

*General Printing  
and Office Supplies*

300 Pulteney St.

GENEVA, N. Y.

Phone 2662

## Advertising Space

in the

## Geneva Community News

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day, Which Is Thursday

—: PHONE 2108 :—

# THE GENEVA COMMUNITY NEWS

Jan. 31, 1935

5100 Copies



## WE ARE CO-OPERATING

WITH THE GOVERNMENT  
in the

### National Housing Program

### VISIT THE BETTER HOUSING HOME

East Castle Street

Open, Daily, 1:15 p. m. to 5 p. m. and 6 p. m. to 8 p. m. (Sat. 9 p. m.)



#### KELVINATOR

IN THE KITCHEN

—o—

#### STROMBERG-CARLSON

IN THE LIVING ROOM

"There is Nothing Finer"

—o—

#### BOLIN MUSIC HOUSE

On Display in the

**BETTER HOUSING HOME**

Electric Mantle Clock — Spring Wind Kitchen Clock  
IN OUR STORE—

on Display for Your Approval

ELECTRIC and SPRING WIND \$9.95 to \$50.00  
MAHOGANY MANTLE CLOCKS

ELECTRIC and SPRING WIND \$4.95 and \$5.25  
KITCHEN CLOCKS

Colors to match your kitchen

#### S. A. GILBERT

510 Exchange St.

JEWELER

Geneva, N. Y.

We Are in a Position to Help You Arrange for  
**FEDERAL LOANS**

for

Painting, Papering or  
Decorating

Why Not Have This Work Done NOW?  
Let's Talk It Over

#### FAIRFAX BROS. CO.

87 Castle St.

Phone 2441

#### HEAT YOUR HOME

with

#### GAS

The Ideal Fuel

#### EMPIRE GAS & ELECTRIC CO.

SEE THE MODERN FURNISHINGS  
IN THE  
BETTER HOUSING HOME

We invite you to visit our store to see our  
complete line. Several items purchasable  
under F.H.A. Plan.

#### WHEELER'S

Opposite Post Office

#### HEATING INSTALLED

in the

**BETTER HOUSING HOME**

by

#### COONEY, WATTS & COONEY

ROOFING, SHEET METAL WORK,  
HEATING and HARDWARE

513 Exchange St.

Phone 2170

(We Give Christmas Club Thrifties)

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Jan. 31

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"He who judges between two friends  
loses one of them."

### FEBRUARY



5—Sweden recognizes United  
States' independence, 1783.



6—LaSalle starts exploration  
of Illinois River, 1682.



7—Milliard Fillmore, 13th  
president, born 1800.



8—Boy Scouts of America in-  
corporated at Washington,  
1910.



9—Mississippi Valley tornado  
kills 800, 1884.



10—Crane patents the first fire  
extinguisher, 1863.



11—First of Canada's troops  
reach France, 1915. ©WNU

### THIS AND THAT

Fairfax Bros. Co. believe in prac-  
ticing what they preach. The interior  
of their store has just been com-  
pletely redecorated. (See their ad on  
page one.) Painting, papering and  
decorating are some of the things  
that can be done with Federal Hous-  
ing Loans.

The National Housing Act pro-  
vides the ways and means for own-  
ers of property to save the values of  
their investments, and while benefit-  
ing themselves they also provide  
work and income for a great body  
of their fellow men.

The Dionne quintuplets are the  
first serious threat to the prestige  
of the Floradora sextette.—*Omaha  
World-Herald.*

Daily visitors at the Better Hous-  
ing Home on East Castle Street  
continue to exceed all expectations.  
If YOU have not yet visited the  
Home do not fail to do so. (See  
page one.)

The identity of the forgotten man  
is constantly changing. Just now, it  
is hard to guess whether he is Gen-  
eral Johnson or Upton Sinclair.—  
*Hartford Courant.*

Winning numbers, picked from  
our issue of January 24, are 241,  
1546, 2178, 2380 and 4475. If you  
hold a copy containing one of these  
numbers mail it to us at once, com-  
plete, and tell us from which one  
of the advertisers in today's issue  
you wish to receive \$1.00 in mer-  
chandise or service. Order on the  
merchant will be forwarded to you.  
Each week we offer our readers  
\$5.00 in merchandise or service  
from our advertisers.

A business man is a fellow who  
sort of hopes congress won't do  
what he is pretty sure it will.—*The  
Memphis Commercial Appeal.*

Four developments giving what  
is known as the "soft" ride in the  
new 1935 Plymouth are balanced  
car weight, new thin leaf spring,  
double-action shock absorbers and  
a new front-end ride stabilizer. (See  
ad, page 8).

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### Has Largest Families

Kerry has the largest families in  
the Irish Free State.

### WE OFFER YOU

Prompt Service Reasonable Prices  
Efficient Workmanship

—LET US REPAIR YOUR SHOES—

## HUB SHOE REPAIR

10 Castle St.

### STEAKS - CHOPS

SEA FOODS - REGULAR DINNERS

## MARION'S RESTAURANT

471 Exchange St., opp. Kirkwood Hotel

## INCOME TAX REPORTS

HARRY D. TARBELL

ACCOUNTANT

Phone 6296

78 Castle St.

### CUT FLOWERS — PLANTS

and

Designs for All Occasions

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

## When It's 10° Below

(or even only when down to  
10° above)—

Your car needs proper Winter  
Lubrication—

Transmission

Differential

Motor Oils

We have the proper winter grade  
for Your Car.

## RICKELS

Service Station

LAKE STREET Phone 2920

## RADIO FLASHES

By Ralph Le Brun

Jack Pearl, casting aside the baronial panoply and the fabulous fancies of his previous role on the air, will emerge in the entirely different character of "Peter Pfeiffer" when he returns to the microphone over the nationwide WABC-Columbia network on February 13, to be heard every Wednesday from 10 to 10:30 P. M. under the sponsorship of Frigidaire. Cliff Hall, known in the past as "Sharlie" will again be at Pearl's side, also in a new role. He will be heard as Cliff (Peter pronounces it "Gliff"), tenant of the Family Hotel and friend and constant companion of its proprietor.

John Charles Thomas' tailor, has turned composer and the famous baritone is going to offer a song made by the man who makes his clothes, when he returns to the air as the star of the Vince Program over an NBC-WJZ network on Wednesday, February 6, at 9:30 P. M. Earl Benham, well known tailor to actors and musicians, also is an amateur musician of merit. Thomas always has been keenly interested in Benham's compositions, and as soon as he heard "Curly Locks" asked Benham's permission to use the selection in one of his broadcasts.

We do not buy old radios for parts. We do not use second hand parts in repairing radios. We use only new, factory guaranteed parts of equal or better quality than the original.

## RALPH LE BRUN

RADIO TUBES SERVICE  
Phone 3921

*My Mother says she is  
saving Christmas  
Club Thrifties so  
Santa'll visit me  
next Christmas*



## GET A CASH RETURN NEXT CHRISTMAS FROM WHAT YOU SPEND ALL YEAR

Come In Today and Get a THRIFTIES Pass Book

L. H. Barth, Jeweler  
Ernest Baumgartner, Service Station  
C. J. Brady Ice Co., Ice  
Charles Brunskill, Harness and Horse  
Furnishings  
Carroll's, Meat Market  
W. & T. Cass, Florist & Nurserymen  
Cooks Feed Store, Feed, Fertilizer,  
Seeds and Baskets  
Cooney, Watts & Cooney, Hardware  
Davidson's, Ice Cream  
Daylight Grocery, Thomas Grocery  
Co., Inc., Groceries  
Frank Dwyer, Coal, Coke and Wood  
Foote's Cleaners, Dry Cleaning  
Howard Dry Goods Co., Department  
Store  
Jeanette Shoppe, Lingerie and Gifts

Walter B. Jewett, Service Station  
The Lynch Furniture Co., Complete  
House Furnishings  
New Castle Market (Fred Baumgart-  
ner, Jr., Prop.), Meat Market  
The O. K. News Corp., Sporting Goods,  
News, Magazines and Tobaccos  
Homer R. Ostrander, Sheet Metal,  
Furnace and Roofing  
George M. Peters, Liquor Dealer  
Riggs & Jensen, Plumbing and Heating  
Mary L. Rogan, Ladies' Millinery  
Seneca Drug Co., Drugs and Drug  
Sundries  
Stubbs Lumber Co., Inc., Lumber  
Toole Bros., Shoes

Agency for the  
POST INDEX SYSTEM

The  
W. F. HUMPHREY PRESS  
General Printing  
and Office Supplies

300 Pulteney St.

Phone 2662

GENEVA, N. Y.

## HOTEL SENECA

GENEVA, N. Y.

SATURDAY NIGHT

## DANCING PARTY

Featuring  
THE SENECA SERENADERS

Dancing 9:00 to 1

25c Per Person Couvert (Couples Only)

DON'T FORGET THE VALENTINE PARTY  
SATURDAY, FEBRUARY 16th

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Jelly Surprise Muffins

1 cup flour  
1 tablespoon baking powder  
1/4 teaspoon salt  
2 tablespoons sugar  
1 cup graham flour  
1 egg  
1 1/4 cup milk  
3 tablespoons shortening (melted)  
Currant, apple or other jelly

Sift together flour, baking powder, salt and sugar. Add graham flour. Add beaten egg, milk and melted shortening to dry ingredients and stir only enough to blend. Place spoonful of batter, a scant spoonful of jelly and another spoonful of batter in each greased muffin pan. Bake 25 minutes in moderate oven. Makes 12 medium muffins.

E. C., Exchange St.

## Frosted Apples

Pare and core large red apples. Roll each in melted butter, sugar and cocoanut. Fill center with chopped dates and nuts. Place in pan and pour over all a syrup made of 1/2 cup sugar and 1 cup water. Cover pan and bake 45 minutes. Decorate each apple with a cherry and whipped cream just before serving.

M. K., William St.

## Almond Cream Pie with Graham Cracker Crust

18 graham crackers (rolled)  
1/2 cup butter  
1/2 cup sugar  
1/4 teaspoon salt

Mix ingredients and pat firmly into pie tin. Cover with a second pie tin to hold shape and bake in moderate oven about 15 minutes. Allow to cool in tin.

## Almond Filling

2 cups milk (boiling)  
1/2 cup sugar  
3 level teaspoons cornstarch  
Pinch of salt  
3 egg yolks  
3/4 teaspoon almond flavoring  
1/2 teaspoon vanilla flavoring

Cook sugar, cornstarch and milk in double boiler until thick and smooth, stirring until boiling point is reached. Boil for 3 minutes, stir into beaten egg yolks, return to fire and boil 1 minute. Cool, add extract and when cold, pour into graham cracker crust. Cover with sweetened whipped cream and then cover completely with shredded salted almonds.

R. B., S. Main St.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Mother Shipton

Mother Shipton was a so-called prophetess who was first heard of in a tract of 1641, in which she is said to have lived in the reign of Henry VIII, and to have foretold the death of Wolsey, Cromwell, Lord Percy, etc. In 1677 the pamphleteering publisher, Richard Head brought out a new edition, in which she is credited with having predicted steam engines, the telegraph and other modern inventions, as well as the end of the world in 1881.

## TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

## Castle Street Market

Phone 251 Near Main

BEST QUALITY MEATS

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

FRED BAUMGARTNER, JR.

Try

SOMETHING DIFFERENT

Oatmeal and Date Cookies

Home Made Cottage Bread

★

Downyflake Coffee Shoppe

39 LINDEN ST.

(Try Our Maxwell House Coffee)

IF YOU LIKE OUR FUELS

TELL YOUR FRIENDS—

IF NOT — TELL US

## RAPALEE COAL & COKE CORP.

PHONE 2221

Satisfaction Guaranteed with Superior Fuels

## WHITE LINEN LAUNDRIES, Inc.

Geneva, N. Y.

(READY-TO-WEAR-SPECIAL)

A Quality Bundle

FLAT WORK ..... 06c lb.

WEARING APPAREL ..... 20c lb.

Shirts with this service approximately 10c each

366 Exchange St.

Phone 2405

## \* DOROTHY GOES SHOPPING \*

When making purchases from any of the advertisers on this page I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the GENEVA COMMUNITY NEWS.—**"DOROTHY"**

—D—  
**McCarthy's Pharmacy** scores again with a large selection of **Valentine Greeting Cards** for sweet-hearts, friends and family. Make your selection early and choose from a complete assortment.

—D—  
 Winter cruise styles foreshadow fairly accurately the kind of fashions that will be in vogue this spring and summer.

### FREE FREE

Extra trousers **free** with every suit you purchase during January and February. Stop in and look over the bargains. New Spring samples just arrived. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

—D—  
 Look the cruise styles over carefully, you'll get a good idea of what you'll want to wear in May and June.

Never discard shoes because of worn soles or rundown heels. Ask **Carl** first. Really, he rebuilds and repairs shoes and they are just as good as new. **Carl's Shoe Repair Shop** (next to Empire Gas Co.) **Castle St.**

—D—  
 You'll find that **Ringer's** cakes are just as delicious as they look. Try a silver cake, solid chocolate, orange layer or coconut layer, or a date and nut cake with butter-scotch icing. All are made with butter. Call 2011, **Ringer's Bakery** and order.

—D—  
 You pay no more at **Prince's Jewelry Store, 20 Linden St.**, for watch, clock and jewelry repairs or picture framing; yet you receive the very best services. All work is guaranteed. Now why go elsewhere?

—D—  
 You will find the February Sale tags on **Rugs & Carpets** at **Lynch's** now. This event has been planned for quite some time . . . and the beauty of the new rugs and the low prices on the tags will urge you to buy now.

Don't forget that **Z. N. David** is still at **23 Castle St.** with a fine line of Vacuum Cleaners, bought, sold and exchanged. New Roosevelt, Crown, Eureka and rebuilt cleaners of all makes. Parts and expert repairs guaranteed.

—D—  
 Loose, casual jackets will be good all summer long. Linen and hand-knit fabrics are style-right. Pink, peach and yellow are the highlighted colors. Also the various shades of blue.

—D—  
 A lovely assortment of **Twin Studio Couches** are on display at show rooms of **Seneca Furniture Mfg. Co., Middle Street.** Also new 1935 coverings for **Living Room Suites.** Wholesale factory prices on Studio Couches run from \$18.50. Prices on New Factory made Living Room Suites are from \$48.50 up.

—D—  
**Baker & Stark** are featuring the "Third Dimension Shirt" in White Broadcloth, Collar Attached . . . Three body sizes for each collar size and all sleeve lengths . . . This shirt solves the problem for the men who are hard to fit.

—D—  
 For information regarding the "Dorothy Goes Shopping" pages, address **Miss Dorothy Frautz, c/o Geneva Community News, or Telephone 2108.**

### FOOTE'S HARRY D. TARBELL

Specializes in Cleaning and Blocking  
 Knitted Garments  
 And  
 Cleaning and Steaming Velvet Dresses  
 —: For Particular People :—  
 Phone 2910 78 Castle St.  
 (We Give Christmas Thrifties)

Sunoco, Tydol, Socony, Gulf  
 Gas, Oil, Tires, Accessories

**Ernest Baumgartner**

Canandaigua Highway, Next  
 to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

(Christmas Club Thrifties here)



**Fri. - Sat. - Feb. 1-2**

**Grand GOLD GIRL** WITH MAY ROBSON  
 Mary Carlisle  
 Alan HALE

**Sun. - Mon. - Tues.**

Amazing adventure  
 and excitement



**The LIVES OF A  
 BENGAL  
 LANCER**

GARY COOPER  
 FRANCHOT TONE  
 RICHARD CROMWELL  
 SIR GUY STANDING  
 C. AUBREY SMITH

**Wed.-Thur. - Feb. 6-7**



A STORY OF LIFE AND LOVE IN NEW YORK TENEMENTS





## THE FUNNYBONE



### The Give-Away

The newcomer rapped at the pearly gates.

"Who's there?" inquired a voice from within.

"It is I," was the answer.

"Go away. We don't want any more school teachers."

### Not So Loud

"My friend," remarked the physician, "you are suffering from a chronic complaint."

"I know it, Doc, but please lower your voice," cautioned the patient. "She's in the next room."

### Synagog

"Ve vill have none of your low talk," said the rabbi at the morning service, "This iss no time for ves-pers."

### Specials This Week

O. F. C. Blend, pint.....\$1.50  
SILVER BUCK, Blend, pint \$1.25  
RED FOX, Straight, 5th.....\$1.49  
ROYAL BOND, Straight, pt. 79c  
RUM, Caballero, pint.....\$1.25  
OLD PORTAGE WINE,  
5ths.....59c; gal.....\$1.15

### HOWARD LIQUOR STORE

(Next to Regent Theatre)  
Phone 5133

### The Cure

"No," replied the mother, "I don't think I'll buy a whistle for my little boy. He nearly swallowed one the other day."

"Well," said the insistent salesman, "we have some nice bass fiddles I could show you."

### Cause and Effect

"I wonder how many men will be miserable when I marry?"

"That all depends on how often you marry."

### History Repeats Itself

"Can you give me an example of a commercial appliance used in ancient times?"

"Yes, sir, the loose leaf system used in the garden of Eden."

### He Knew

A general and a colonel were walking down the street. They met many privates, and each time the colonel would salute he would mutter, "The same to you."

The general's curiosity soon got the better of him, and he asked:

"Why do you always say that?"

The colonel answered:

"I was once a private and I know what they are thinking."

### One Man's Choice

Teacher: "What is meant by Hobson's choice?"

Bright Pupil: "Mrs. Hobson, sir."

### TEXACO GRILLE

Lake Street (Just off Exchange)

REGULAR MEALS SERVED DAILY

Including

SPECIAL SUNDAY DINNER

Always Open. Plenty Parking Space.

### NOT INFREQUENTLY

A lover of cigarettes is in a position where one can be lighted occasionally but an interruption is likely to occur and it is either laid down lighted with the possibility of burning something or is extinguished altogether. With the use of the IN-N-OUT SAFETY CIGARETTE HOLDER Not only can the fire be extinguished instantly but the cigarette can be relighted.

### NOTICE

Eliminate bad temper, and late appointments these cold mornings.

Fill the car with Richfield Gasoline and Richlube 20-W Motor Oil.

**FINK'S SUPER  
SERVICE STATION**  
LAKE ST.  
PHONE 2448

"The Only Independent in Geneva"

That's My Barber Shop

**HOTEL SENECA**

JOE and TONY

"It Pays to Look Well"

(CHILDREN'S HAIRCUTS, 25c)

UNIFLO is THE oil which assures you a quick start and a sure arrival—instant fluidity—perfect lubrication at low temperatures—holds its body on warm days and at high speeds.

### Wilson's Esso Station

Privately Operated

LAKE STREET

Phone 4082

### S. & T. D. BEARD

Jeddo-Highland Coal

Paints

Mason Supplies

Coke



Phone 2651

93 Castle Street

Geneva, N. Y.

FOR—

BETTER MEATS  
CLEANER MEATS

and

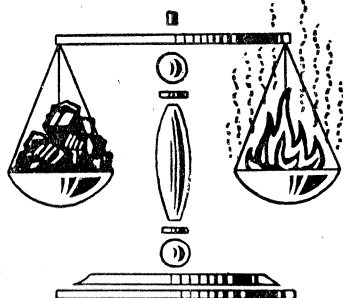
QUICKER SERVICE

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864



## More HEAT Per Pound of COAL!

It is cheaper to use  
'BLUE COAL'

because it delivers more heat per pound. And there is less ash and soot because 'blue coal' is thoroughly cleaned! Order some today.

**P. O'Malley  
& Son**

Phones 6232 or 6187  
27 Castle St.

## HERE IS YOUR NUMBER

**N? 1887**

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE

WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

# "They're so nice to Borrowers"

Mrs. B. said, telling of her experience with the  
Personal Finance Company.

**BORROW** \$50 to  
\$300

Know our friendly and confidential service. Let us  
arrange the kind of a loan you want after a study  
of your affairs. When you deal with "Personal  
Finance" you can choose from a wide variety of  
loan and payment plans to suit your needs.

See us today,  
write  
or phone—

**Auto • Co-Maker • Furniture • Combination Loans**

## PERSONAL FINANCE COMPANY

OF NEW YORK

Room 304 National Bank Bldg.

AUBURN, N. Y.

Phone Auburn 251

120 Genesee St.

*Loans Made In Nearby Towns*

### Gleaned from Here and There

(The 26th of a series of quotations  
from the collection of M. F.  
Devaney)

"A soft answer sheweth the other  
fellow up"—*Jimmy Walker*.

"Most of the best decisions of life  
are the outcome of hunches."

"More bodily ills are cured by a  
kind word and a friendly pat on the  
back than all the prescriptions that  
were ever written."—*American  
Magazine*.

"What's worth doing at all is  
worth doing well."

"A coach is a man who will lay  
down your life for the team."

"The wealth is still in the soil and  
it is yours for the digging."

"And richest of all is the man who  
still has faith and his friends."

"No depression ever hurt a man  
as much as he hurts himself during  
a depression."

"Familiarity breeds contempt."

"There's one satisfaction that  
when you reach the bottom there's  
no place to go but up."

## HARRY M. MOYER

PRINTER

69 Oak Street

Phone 4189

We Specialize in

## Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

## WALTER B. JEWETT

GULF GASOLINE  
MOTOR OIL KEROSENE  
WASHING GREASING

Cars Called For and Delivered  
Phone 2951 110 Lake Street

Geneva, New York

(We Give Xmas Club Thrifties)

Offering For Your Consideration Individualized Body Size as Well as Neck Size and Sleeve Length.

## Third Dimension Shirt

SANFORIZED SHRUNK

Made in Extra Fine White Broadcloth—with and without Collars—Three Body Sizes for Each Neck Size—Small, Medium, and Large Bodies. Let Us Show You This Splendid Shirt.

**\$1.95**



489 Exchange St., North Regent Theatre

### Rough Dry == 12 Lbs., 96c

This service includes flat work ironed, wearing apparel starched and ready for ironing. Shirts finished, approximately 10c each

2 DAY SERVICE

WET WASH (minimum 10 lbs.).....5c per lb.

This leaves only the ironing for you

1 DAY SERVICE

### GENEVA STAR LAUNDRY

L. A. CURREY M. E. TILLEMA

511 Exchange St. Phone 2112

We Give Christmas Thrifties

## \$ -- MONEY -- \$

deposited ON OR BEFORE

Monday, February 4

Will Earn Dividends from February 1

Deposits Insured

**Geneva Savings Bank**  
24 LINDEN STREET

# THE 1935 PLYMOUTH

- **STYLE**—the most beautiful low price car.
- **ROOMINESS**—wider—seats roomier—car longer. Lower with plenty of headroom.
- **FLOATING RIDE**—Front and rear springs carry same weight. All parts of chassis ride the same. Sidesway eliminated.
- **FLOATING POWER**—Engine tremors never reach passengers.
- **FUEL ECONOMY — OIL ECONOMY**—The 1935 Plymouth engine offers 15 to 20 per cent improvement in fuel economy and an increase in horsepower.
- **SYNCRO-SILENT TRANSMISSION**—Gives you new driving pleasure.

BEAUTY — COMFORT —  
SPEED with SAFETY —  
ECONOMY —  
EVERYTHING

CONSIDER NO OTHER LOW PRICE  
CAR — CONSIDER NO OTHER CAR  
AT ANY PRICE — BEFORE SEEING  
THE NEW

1935 PLYMOUTH

**GENEVA AUTO CO.**

145 Castle St.

Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

Feb. 7, 1935

5100 Copies

Fortunate Purchase

## IDE SHIRTS

Fancy Patterns — Collar Attached  
Specially Priced

**\$1.35**

2 for \$2.50

If You Need Shirts, We Suggest You  
See These Special Values . . . . They  
Won't Last Long At This Low Price.

**Baker & Stark** Inc.  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre

## HOTEL SENECA

GENEVA, N. Y.

PICK YOUR VALENTINE

and Bring Her to Our

### VALENTINE PARTY

SATURDAY EVENING, FEB. 16, 1935

\$1.25 PER PERSON

INCLUDES DANCING AND FAVORS

Also

Supper Served in a New, Attractive Manner

Special Music from 10 to 2

FOR COUPLES ONLY

MAKE RESERVATIONS EARLY

Dancing Every Saturday Night, Featuring the  
Seneca Serenaders. 25c per person. Couples only.

Visit Our

## BARGAIN BASEMENT

"Your Dollar Goes Farther Here"

### TAILORED MARQUISETTE CURTAINS

Novelty Weave—Full Width  
2 1/4 Yards Long—Cream or Ecru  
VERY SPECIAL 55c PAIR

### TABLE OILCLOTH—HEAVY QUALITY

45" Wide 28c Yd. — 54" Wide 39c Yd.  
54" Squares 39c Each

### OTHER EXCEPTIONAL "BUYS"

Rag Rugs, 10c each — Rubber Flooring, 39c yd.  
Majestic Carpet Sweepers, \$1.98

FEBRUARY SALE -- RUGS AND CARPETS -- NOW ON

## LYNCH BROS.

Exchange St.

Geneva, N. Y.

## = DEPENDABLE =



and TRUCKS

1933 CHEVROLET COACH

1932 PLYMOUTH COACH

1929 PONTIAC CABRIOLET

1933 CHEVROLET 1 1/2 TON TRUCK  
(with air brakes)

1929 INTERNATIONAL 1 1/2 TON TRUCK

## RUSSELL-HART CHEVROLET, Inc.

South Exchange St.

Geneva, N. Y.

Phone 6621

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Feb. 7

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"He who tastes every man's broth  
sometimes burns his mouth."

### FEBRUARY



12—First six day bicycle race  
is started at New York,  
1899.



13—Commercial food canning  
introduced in U. S., 1819.



14—Ohio River rises 71 feet  
at Cincinnati, 1884.



15—John Barrymore, stage and  
screen star, born 1882.



16—General U. S. Grant cap-  
tures Fort Donelson,  
Tenn., 1862.



17—Tennis is first played in  
United States, 1874.



18—Jefferson Davis inaugu-  
rated as Confederate  
president, 1861.

### THIS AND THAT

The Ladies Auxiliary of the  
American Legion will hold a card  
party at the Legion Home on Mil-  
ton Street on Monday evening,  
February 11. Various card games  
will be played and the public is in-  
vited. Admission 35c each.

Very few men were ever offered a  
job "just to see how they liked it."

Have you visited Lynch's new  
"Bargain Basement"? Every day is  
Sale Day there. Curtains, rag rugs,  
oilcloth and many other articles, all  
at real bargain prices. Stop in—visit  
the basement and see for yourself.

Whatever your skill earns is al-  
ways settled on by the tax gatherer.

The General Ice Cream Corp. are  
featuring Heart Center Brick Cream  
as a Valentine Special. (See ad on  
page 5). All of their local delivery  
orders are now being packed with  
"dry ice". No muss or fuss with  
"dry ice", which is 180 degrees  
colder than ordinary ice and does  
not "melt"—simply evaporates into  
air. "Fro-joy" Ice Cream bears the  
stamp of approval of the Good  
Housekeeping Institute.

A man wrapped up in himself  
makes a very small package.

A recent addition to the list of  
Geneva merchants giving Christmas  
Club Thrifties is the Geneva Star  
Laundry at 511 Exchange St. "Get  
a cash return next Christmas from  
what you spend all year."

### KIRKWOOD SHOE SHINE and HAT CLEANING PARLOR

Under New Management

Proprietors  
EBO ALBERTS and JOE GEORGE  
25 Castle St.

### INCOME TAX REPORTS

HARRY D. TARBELL  
ACCOUNTANT

Phone 6296 78 Castle St.  
Former Address—511 Exchange St.

G. H. PRINCE  
20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

Someone in the Southwestern  
part of the city passed up \$1.00 in  
merchandise last week. No. 241.  
picked from our delivery of Jan. 24,  
was not returned. Five winning  
numbers are published each week,  
each number good for \$1.00 in mer-  
chandise or service from our adver-  
tisers. Watch the numbers closely—  
every week.

### Borrow a Uke?

A lending library for musical in-  
struments is maintained in Madrid.  
It was inspired by the thought that  
no one should be compelled to fore-  
go training through lack of means  
to buy the requisite instrument.

### STEAKS - CHOPS

SEA FOODS - REGULAR DINNERS

### MARION'S RESTAURANT

471 Exchange St., opp. Kirkwood Hotel

### CUT FLOWERS — PLANTS and

Designs for All Occasions

### Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

## MAKE WINTER DRIVING A PLEASURE

We have the proper Winter Grade  
Lubrication for Your Car.

### TRANSMISSION DIFFERENTIAL MOTOR OILS

Then, with quick-starting Texaco  
"Fire-Chief" in the gas tank—  
ENJOY SUMMER PERFORM-  
ANCE.

## RICKELS

Service Station

LAKE STREET Phone 2920

**RADIO FLASHES**

By Ralph Le Brun

Very interesting travel talks by Malcolm LaPrade, "The Man from Cook's", may be heard on Sunday afternoons at 5:30 over WJZ-WHAM. Information regarding the Mediterranean Cruise referred to by Mr. LaPrade, may be secured from the Geneva Travel Bureau, 473 Exchange St., Phone 2716.

—o—

The life and adventures of Mr. and Mrs. Goodman Ace and their serial comedy of American home life and the great American bridge table resumed when "Easy Aces", radio's famous domestic comedy, returned to the air over WEAf, Monday, at 7:30 P. M. The Aces have been entertaining listeners with their household misunderstandings for the past six years. Written by Goodman Ace and featuring himself and his wife, Jane, the new series will be on the air from the Radio City studios each Monday, Tuesday and Wednesday.

—o—

Twenty thousand persons in Madison Square Garden the other night saw Ed Wynn become an honorary fire chief—for almost the hundredth time. The occasion was the eighteenth annual ball of the Uniformed Fireman's Association of Greater New York and the feature of the evening was the induction of Wynn as an honorary member in the International Association of Fire Fighters, composed of 28,000 men in the United States and Canada. Wynn, who assumes his Fire Chief role each Tuesday night over NBC-WEAf, is now a chief of more than ninety fire companies.

—o—

Fathers are showing as much interest as their sons in "Jimmy Allen's Flying Club". Every Monday, Wednesday and Friday at 6:30 finds them in front of the loud speaker tuned to WHAM. In between you can find them reading the "Flight Lessons" which are supplied gratis through the Richfield Gas Stations.

We do not buy old radios for parts. We do not use second hand parts in repairing radios. We use only new, factory guaranteed parts of equal or better quality than the original.

**RALPH LE BRUN**

RADIO TUBES

SERVICE

Phone 3921

We Are the Official

**EXIDE BATTERY SERVICE STATION**

Testing — Charging — Rentals

**EARL G. STRATTON**

Rear Texaco Grille

Phone 2028

Lake St.

**LADIES SPORT and DRESS COATS****1/2 PRICE**Regardless of Cost  
Every Winter Coat Must Be Sold

Coats As Low As

**\$12.95**

VALUES TO \$29.95

**Mutual Clothing Co.**

509 Exchange St.

Geneva, N. Y.

**KIRKWOOD HOTEL GRILL**Regular Dinners — Also a la carte Service  
7 A. M. to 1 A. M.

SPECIAL SUNDAY DINNERS

**DINING -:- DANCING**

— Every Evening —

George Fischer and His Music

**UNIFLO** is THE oil which assures you a quick start and a sure arrival—instant fluidity—perfect lubrication at low temperatures—holds its body on warm days and at high speeds.

**Wilson's Esso Station**

Privately Operated

LAKE STREET

Phone 4082

**Hand Hooked Rugs****\$4.25**

Size 24 x 48

Unusual and Attractive Patterns and Colorings  
An Ideal Scatter Rug for All Purposes**J. W. SMITH DRY GOODS CO.**



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—D—

Don't forget that **Z. N. David** is still at **23 Castle St.** with a fine line of Vacuum Cleaners, bought, sold and exchanged. New Roosevelt, Crown, Eureka and rebuilt cleaners of all makes. Parts and expert repairs guaranteed.

—D—

And again I remind you of **Ringer's** fine quality home-made bread. Did you know that fruit cake is available at all times for weddings? Have you tried Ringer's home-made potato chips, cream puffs, chocolate eclairs, and Charlotte Russe?

—D—

**A. P. Petersen**, 476 Exchange St., Geneva, N. Y., rates 100% in his ability to match your old coat and vest with new trousers. Perhaps you need a new coat or vest. Well, just take in a sample and it can be matched up.

**McCarthy's Pharmacy** scores again with a large selection of **Valentine Greeting Cards** for sweethearts, friends and family. Make your selection early and choose from a complete assortment.

—D—

**Baker & Stark, Inc.**, are offering a very attractive assortment of **Idle Shirts** in collar attached style and fancy patterns, at the special low price of **\$1.35 each or 2 for \$2.50**.

—D—

A new coiffure designed especially for very fine, soft hair, is arranged to make the hair seem thick.

The hair is divided into square sections. Each square is rolled into a flat ringlet curl which is then pinned close to the head. When dry, the hair is combed and brushed thoroughly and then casual looking waves are pushed into place with the comb. Naturally curly or permanently waved hair is necessary, of course. You can't push waves into straight hair.

The back can be sleek or sections of it can be combed around the forefingers to make rows of ringlets.

Let me remind you that you receive finer workmanship, for less money, in repair services on watches, clocks and jewelry at **Prince's Jewelry Store**, 20 Linden St. I also recommend **Prince's** for excellent picture framing.

—D—

Indeed, it's a pleasure having a Harper Method hot oil treatment or shampoo with which there's a special massage treatment. One treatment by a skilled operator and you'll understand the popularity of Harper Method System. **Call 6783, The Harper Method Beauty Salon, 10 Seneca St.**

—D—

When making purchases from any of the advertisers on this page I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the **GENEVA COMMUNITY NEWS**.—"DOROTHY".

—O—

### Carry Typhus Fever

It has been found that in addition to the of accused rat the virus causing typhus fever is carried by mice and woodchucks.



FRIDAY and SATURDAY — FEB. 8-9

Warner Oland

"CHARLIE CHAN IN PARIS"

Special Reel

DIONNE QUINTUPLETS

Sunday - Monday - Tuesday, February 10-11-12



Wed.  
Thur.

Cary Grant - Myrna Loy in  
"WINKS IN THE DARK"

IT PAYS to read  
"THE NEWS"

### Castle Street Market

Phone 251

Near Main

BEST QUALITY MEATS

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.**

### FOOTE'S

HARRY D. TARBELL

Specializes in Cleaning and Blocking  
Knitted Garments

And

Cleaning and Steaming Velvet Dresses

—: For Particular People :—

Phone 2910

78 Castle St.

(We Give Christmas Thrifties)

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Pulled Molasses Candy

- 1 cup molasses
- 2 cups brown sugar
- 1 cup water
- 3 tablespoons vinegar
- 3 tablespoons butter

Put molasses, sugar, water and vinegar in sauce pan, stir thoroughly and cook until brittle when dropped in cold water. Add butter and pour on buttered platter. When cool enough to handle, butter hands and pull until light colored. Cut in pieces with shears.

Mrs. C. A. M., Lewis St.

## Delicious Toasted Sandwich

- 2 eggs, scrambled until quite dry
- 3 or 4 celery stalks
- 1 small onion
- ½ small green pepper
- 1 teaspoon mint sauce, a little salt and pepper

Chop eggs and vegetables fine and add seasonings. Cream ½ lb. soft sharp cheese and blend with other ingredients. Spread on slices of bread (unbuttered) and toast on both sides and serve immediately. May be garnished with dill pickles and opened sardine. Serves 6.

G. M., N. Main St.

## Italian Spaghetti

- Fry in olive oil (or lard)
- 1 good sized onion
- ½ green pepper and 2 cloves of garlic which have been chopped fine

Add 1 can tomato paste

- 1 qt. tomatoes, a little salt and pepper

Cook very slowly, adding a little water if it cooks down too much.

Cook until tender in salted boiling water, one pound of spaghetti. When ready to serve, sprinkle grated Italian cheese on each serving.

Mrs. L. M., William St.

## Southern Chili-Con-Carne

- 1 large can kidney beans
- 1 large can tomatoes
- 1 pound round steak (ground)
- 1 medium onion (chopped fine)
- 2½ heaping tablespoons chili powder

Mix onion with meat and fry until brown. Mix powder, beans and tomatoes, add meat, salt and pepper to taste and cook slowly for 45 minutes. This amount serves 4 people.

E. S., St. Petersburg, Florida.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Baked Liver Loaf

- 1 lb. liver (beef or calf)
- 1 cup dried bread crumbs
- 2 tablespoons melted shortening
- 1 beaten egg
- ¾ teaspoon salt, a little pepper
- ⅛ tablespoon paprika
- 2 tablespoons minced onion
- 1½ cups hot water

Pour boiling water over liver and let stand 5 minutes. Drain and put thru food chopper. Add all other ingredients in order given, except hot water. Mix thoroughly and shape into loaf. Place in baking dish, add the boiling water and bake in moderate oven for 1 hour. Baste occasionally. Serves 4.

## LAST WEEK

of the

## FLORSHEIM SHOE SALE

This is a REAL Sale. The shoes are genuine Florsheims, famous for their quality, style, wear and comfort . . . the reductions are liberal and legitimate. But . . . Act Now!

**\$7.45**  
A Few Styles  
\$7.95

For MEN and WOMEN

## TOOLE BROS.

508 Exchange St.

(We Give Christmas Club Thrifties)

## RAPALEE COAL & COKE CORP.

EXCLUSIVE AGENTS

For

D & H  
CONE-CLEANED  
COAL

EMPIRE  
DOMESTIC  
COKE

PHONE 2221

—: Home Heating Headquarters :—

## "Fro-Joy"

VALENTINE'S DAY SPECIALS

All Kinds of Individual Moulds and  
HEART CENTER BRICKS

Ask Any "Fro-joy" Dealer About Our  
SPECIAL VALENTINE CAKE

Bulk Special for February  
COCOANUT CUSTARD

Order from "Fro-joy" Dealers or Call

**GENERAL ICE CREAM CORP.**  
(Phones 2161 and 2606)

## Why Take a Chance?

You are familiar with what has recently happened in New York State.  
ALL OF OUR STOCKS ARE PURCHASED FROM LICENSED WAREHOUSES, UNDER  
BOTH FEDERAL AND STATE SUPERVISION, AND WE GUARANTEE THEM 100% PURE.

We invite your inspection—whether or not you purchase

# T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

AS A REMINDER—Make your purchases during the week—the law does not allow us  
to remain open Sundays.

We Specialize in

## Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

### Geo. F. Bruzee

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

## WALTER B. JEWETT

GULF GASOLINE  
MOTOR OIL KEROSENE  
WASHING GREASING

Cars Called For and Delivered  
Phone 2951 110 Lake Street

Geneva, New York  
(We Give Xmas Club Thrifties)

### Specials This Week

O. F. C. Blend, pint.....\$1.50  
SILVER BUCK, Blend, pint \$1.25  
RED FOX, Straight, 5th.....\$1.49  
ROYAL BOND, Straight, pt. 79c  
RUM, Caballero, pint.....\$1.25  
OLD PORTAGE WINE,  
5ths.....59c; half gals.....\$1.15

## HOWARD LIQUOR STORE

(Next to Regent Theatre)  
Phone 5133

### Gleaned from Here and There

(The 27th of a series of quotations  
from the collection of M. F.  
Devaney)

"Conscience is that still soft voice  
in the dark that tells us we didn't  
get away with it."

"Permanent success takes time,  
perseverance and then more time."

"Enthusiasm is business itch."

"Just pull your head in like a tur-  
tle and wait."

"Nothing happening is the most  
soothing medicine in the world."

"Mighty rivers always have their  
sources in tiny streams."

"If you want the plums you must  
climb the tree to get them."

"Life is like baseball, make a  
home run today and they pat you  
on the back. Strike out tomorrow  
and they razz you and both times  
they are wrong."

"The chains of habit are seldom  
strong enough to be felt until they  
are too strong to be broken."

"On the fishing line the cork  
jumps around and gets attention,  
but it is the hook that gets the busi-  
ness."

### The Tomato

There is no known authentic his-  
tory of the first discovery of the to-  
mato, but writings, dated as the  
time of the American discovery, re-  
veal that the tomato made its ap-  
pearance in Europe about that time  
and was given by the French the  
highly imaginative name of "pom-  
mes d'Amour," or "love apple" in-  
dicative of their belief the tomato  
was most effective in love affairs.



## NO ASHES to Sift with 'blue coal'

'blue coal' is thoroughly screened  
—that means slate and other non-  
burning elements are removed.  
Thus you have less ashes to deal  
with—you have more heat—and  
at less cost.

## P. O'Malley & Son

Phones 6232 or 6187  
27 Castle St.

FOR—

BETTER MEATS  
CLEANER MEATS

and

QUICKER SERVICE

Come to

## BERG'S MARKET

96 Elm St.

Phone 2864



## THE FUNNYBONE



### Art Critic

Go slow on criticism of art—unless you know!

An art critic was speaking of the virtues of this painting and the faults of that one.

"Now you see in this picture the artist has not learned his trade—he lacks technique and understanding. He has resorted to a trick to catch the public eye and has attempted to paint a fly. I would not object to that had he been able to draw better and make it look like a fly. This looks like a lump of clay." At this point the fly took wing and flew away.—*E.x.*

### Another Candidate

Two lawyers were engaged in a heated quarrel. Epithets flew back and forth, and finally one of the barristers cried at the other, "You're the biggest ass in this room!"

"Order. Order!" called the Judge. "You forget that I'm here."

### Found

"Lady's purse left in my car while parked. Owner can have same by paying for this ad. If she will explain to my wife how the purse got there I will pay for the ad myself.

"Phone M-123 League City."—*Malteaser.*

### To Be Continued

"What did your wife say about your being out so late?"

"Ask me next week. She'll probably have finished by then.—*Farm and Ranch Review.*

## HARRY M. MOYER

### PRINTER

69 Oak Street

Phone 4189

## TRAUTMAN & SMITH

### FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

### Well Defined

"Can any of you," the teacher asked, "tell me what 'amphibious' means, and give a sentence to illustrate?"

A bright little negro held up his hand. "I know, sah! It's fibbing. Most fish stories am fibious!"

### Satisfied

Traffic Judge: "What, you here again? Aren't you ashamed?"

Motorist: "Not at all, sir. What's good enough for you is good enough for me."

### Passed the Test

"Have you the firmness of character that enables a person to go on and do his duty in the face of ingratitude, criticism, and heartless ridicule?"

"I ought to have. I cooked for a camping party last summer."

### The Deterrent

"Nurse, I'm in love with you. I don't want to get well."

"Cheer up, you won't, the doctor's in love with me too, and he saw you kiss me this morning."

## TEXACO GRILLE

Lake Street (Just off Exchange)

REGULAR MEALS SERVED DAILY

Including

SPECIAL SUNDAY DINNER

Always Open. Plenty Parking Space.



*Don't wait for a grind or squeal from your car's differential or transmission to tell you that you need new lubricant—its generally too late then. Every 2000 miles have us drain, flush and refill—and you'll enjoy better motoring.*

**FINK'S SUPER  
SERVICE STATION**  
LAKE ST.  
PHONE 2448

"The Only Independent in Geneva"

## COLONEL CHEERIO

SAYS  
We Have

"JEAN ROBERT" BRANDY (Bottled in Bond)

12 Yrs. Old .....\$3.00 5th

CALDWELL COCKTAIL RUM .....\$1.25 pt.

A COMPLETE LINE OF LIQUORS

From 85c up



Xmas Thrifties? SURE!

## HERE IS YOUR NUMBER

Nº 1297

Save this complete copy  
and watch for next  
week's issue

### WINNING NUMBERS

Here are the winning numbers  
picked from our issue of January  
31:

314 - 1664 - 2781  
3830 - 4357

If YOU hold a January 31 copy  
of "THE NEWS" containing one of  
these numbers mail it to us at once,  
complete, and tell us from which one  
of the advertisers IN TODAY'S  
ISSUE you wish to receive \$1.00  
in merchandise or service. Order on  
the advertiser you select will be for-  
warded to you. Each week we offer  
our readers \$5.00 in merchandise or  
service from our advertisers.

## AUTO LOANS UP TO \$300

If you want a loan on your car, see us. Loans made  
to employed, single or married people. Here you  
can get the cash in 24 to 48 hours or sooner in  
special emergencies. We "Refinance" unpaid bal-  
ances on cars. Our charges on Auto Loans are sur-  
prisingly reasonable.

We also make Furniture and Co-Maker Loans.  
Come in—Write—or 'Phone.  
Loans Made in All Nearby Towns.

## PERSONAL FINANCE CO.

of New York  
ROOM 304—NATIONAL BANK BLDG.  
120 GENESEE ST. PHONE 251 AUBURN, N. Y.  
Licensed Pursuant to Article IX of the Banking Law

### Rough Dry == 12 Lbs., 96c

This service includes flat work ironed, wearing  
apparel starched and ready for ironing.  
Shirts finished, approximately 10c each

2 DAY SERVICE

WET WASH (minimum 10 lbs.).....5c per lb.  
This leaves only the ironing for you

1 DAY SERVICE

### GENEVA STAR LAUNDRY

L. A. CURREY M. E. TILLEMA

511 Exchange St. Phone 2112  
We Give Christmas Thrifties

### Agency for the POST INDEX SYSTEM

The  
W. F. HUMPHREY PRESS

General Printing  
and Office Supplies

300 Pulteney St.

GENEVA, N. Y.

Phone 2662

## ADVERTISE

in

### The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,100 COPIES  
DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

CALL 2108 FOR RATES

# THE GENEVA COMMUNITY NEWS

Feb. 14, 1935

Special, This Issue, 6000 Copies

## Dollar Day Bargains at Howard's

ALL SILK CREPE  
NEW SPRING SHADES  
**59c** yd.

SILK PRINTS  
VALUES TO \$1.98  
**79c**

54-INCH WOOLENS  
VALUES TO \$3.50 **\$1.79**

GINGHAMS  
PLAIDS and CHECKED  
5 YARDS for - **\$1.00**

LINEN BRIDGE SETS  
COMPLETE - - **\$1.00**

LINEN DISH TOWELS  
5 FOR - - - **\$1.00**

New SPRING CURTAINS  
ALL STYLES  
PAIR - - - **\$1.00**

81 x 99 SHEETS  
EACH - - - **\$1.00**

79c SHEET BLANKETS  
2 FOR - - - **\$1.00**

89c CHIFFON HOSE  
**69c**

ALL PERCALES  
5 YARDS for - - **\$1.00**

STEPHEN'S  
ALL LINEN CRASH  
6 YARDS for - - **\$1.00**

All Infant's Winter Wear  
**HALF PRICE**

And a New Bargain Counter, Featuring Discontinued or Counter Soiled Merchandise and Remnants.

## HOWARD DRY GOODS CO.

We Give Christmas Club Thrifties Redeemable in Cash Next Christmas

Final Reductions — Baker & Stark

### SUITS and OVERCOATS

at the following low prices  
(FOR DOLLAR DAYS ONLY)

\$19.85 Garment .....	<b>\$13.50</b>
\$22.50 Garment .....	<b>\$15.50</b>
\$25.00 Garment .....	<b>\$16.50</b>
\$27.50 Garment .....	<b>\$18.50</b>
\$29.50 Garment .....	<b>\$20.50</b>
\$35.00 Garment .....	<b>\$23.50</b>

Also Special Prices on Entire Stock

Heavy Underwear - Flannel Shirts - Outing Pajamas -  
Lined Gloves and Mitts - Leather or Wool Jackets and  
Coats.

SEE OUR WINDOWS

**Baker & Stark**  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre

### DOLLAR DAYS are BASEMENT DAYS here

Our NEW BASEMENT is chuck full of Bargains for this event. And, of course, lower prices throughout the store.

COTTAGE SETS—fine quality Voile—green,  
gold, blue.....2 PAIR for \$1.00

CONGOLEUM and BIRD-NEPONSET RUGS  
—best quality, 9 x 12.....\$5.98

AXMINSTER RUGS, 27" x 54", fringed;  
\$3.50 value.....\$1.98

RUG BORDER—like oak floor, best quality,  
36" wide.....35c YD. 24" wide.....25c YD.

RAG RUGS  
10c each

SILK SOFA PILLOWS  
59c - 69c - 98c

## LYNCH BROS.

485-489 Exchange St.

Geneva, N. Y.



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Feb. 14

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"They who are often at the looking  
glass seldom spin."

### FEBRUARY



19—Knights of Pythias organ-  
ized at Washington, 1864.



20—Cuba revolts against cruel  
Spanish rule, 1895.



21—Congress authorizes coin-  
age of \$3 gold pieces, 1853.



22—Woolworth opens first  
"five and ten" store at  
Utica, 1879.



23—First free library in U. S.  
opens, Dublin, N. H., 1822.



24—Indians introduce colonists  
to pop-corn, 1630.



25—Hiram Revels, first negro  
senator, takes office, 1870.

©WNU

### Gold Mines Hot and Humid

Gold mines in South Africa have  
temperatures of 100 to 120 degrees,  
and the humidity is almost at the  
saturation point. Men can work in  
them only for a short period, and  
their efficiency is less than 30 per  
cent.

\*\*\*\*\*

## GENEVA DOLLAR DAYS



THURSDAY - FRIDAY -  
SATURDAY  
FEB. 14 - 15 - 16

\*\*\*\*\*

### By "Benefit of Clergy"

The expression by "benefit of  
clergy" refers to the privilege en-  
joyed by clergymen during the Mid-  
dle ages when accused of a crime,  
writes G. R. Turner in the *Kansas  
City Times*. So strong was the  
church in those times that it insisted  
the state had no right to sit in judg-  
ment of a representative of the  
church. In England, in 1330, benefit  
of clergy was extended to all who  
could read, but gradually in that  
country it was nullified and finally,  
in 1827, abolished altogether. In  
Spain it existed until the fall of the  
monarchy in 1931. Of the major  
countries only Italy recognizes it.

## INCOME TAX REPORTS

HARRY D. TARBELL  
ACCOUNTANT

Phone 6296 78 Castle St.  
Former Address—511 Exchange St.

G. H. PRINCE  
20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### Etching Glass

Many things are discovered by  
accident. In 1670 some aquafortis  
fell by accident on the spectacles  
owned by an artist named Schwan-  
hard. The glass was corroded, and  
this taught him how to make a  
liquid to etch figures upon glass.

—o—

### Bullet Chewed to Ease Pain

In Colonial days it was the cus-  
tom to give a man who was being  
flogged or upon whom a major op-  
eration was being performed a bul-  
let to chew. The theory was that it  
lessened the pain.

### WE OFFER YOU

Prompt Service Reasonable Prices  
Efficient Workmanship

—LET US REPAIR YOUR SHOES—

HUB SHOE REPAIR

10 Castle St.

CUT FLOWERS — PLANTS  
and

Designs for All Occasions

Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

## MAKE WINTER DRIVING A PLEASURE

—o—

We have the proper Winter Grade  
Lubrication for Your Car.

TRANSMISSION  
DIFFERENTIAL  
MOTOR OILS

Then, with quick-starting Texaco  
"Fire-Chief" in the gas tank—  
ENJOY SUMMER PERFORM-  
ANCE.

—o—

RICKELS

Service Station

LAKE STREET Phone 2920

## THIS AND THAT

Geneva's "Dollar Days" are this week Thursday, Friday and Saturday, February 14, 15 and 16. Read today's issue of THE NEWS carefully from cover to cover. You will find many "Special Offers" for the three days named. A majority of Geneva's leading merchants are represented in this issue.

Have you visited the "Better Housing Home" on East Castle Street? If not, don't fail to do so. It is open every afternoon and evening.

Utopias seek to make room for all at the top—even if there isn't room.

Skates sharpened at Hub Shoe Repair, 10 Castle Street—20c.

Most of the high-hatting is done without saying a word.

"Fro-joy", the product of General Ice Cream Corp., is approved by the Good Housekeeping Institute. (See ad, page 4).

Pessimism is the salt that flavors optimism.

We have recently received a number of requests from people asking to be placed on our mailing list and offering to pay a year's subscription. While THE NEWS is, first, "An Advertising Medium", we are glad to know that we have also made it sufficiently interesting that people wish to pay for it. Thanks, very much. However, our paper is distributed "FREE". The merchants advertising are glad to take this "distinctive" way of bringing their messages to you and all that we, or the merchants, ask is that you kindly read the ads and take advantage of the offers you find therein.

*Dad says of course there is a Santa Claus if you save Thrifties all year*



## GET A CASH RETURN NEXT CHRISTMAS FROM WHAT YOU SPEND ALL YEAR

Come In Today and Get a **THRIFTIES** Pass Book

L. H. Barth, Jeweler  
Ernest Baumgartner, Service Station  
C. J. Brady Ice Co., Ice  
Charles Brunskill, Harness and Horse  
Furnishings  
Carroll's, Meat Market  
W. & T. Cass, Florist & Nurserymen  
Cooks Feed Store, Feed, Fertilizer,  
Seeds and Baskets  
Cooney, Watts & Cooney, Hardware  
Davidson's, Ice Cream  
Daylight Grocery, Thomas Grocery  
Co., Inc., Groceries  
Frank Dwyer, Coal, Coke and Wood  
Foote's Cleaners, Dry Cleaning  
Geneva Star Laundry  
Howard Dry Goods Co., Department  
Store

Jeanette Shoppe, Lingerie and Gifts  
Walter B. Jewett, Service Station  
The Lynch Furniture Co., Complete  
House Furnishings  
New Castle Market (Fred Baumgart-  
ner, Jr., Prop.), Meat Market  
The O. K. News Corp., Sporting Goods,  
News, Magazines and Tobaccos  
Homer R. Ostrander, Sheet Metal,  
Furnace and Roofing  
George M. Peters, Liquor Dealer  
Riggs & Jensen, Plumbing and Heating  
Mary L. Rogan, Ladies' Millinery  
Seneca Drug Co., Drugs and Drug  
Sundries  
Stubbs Lumber Co., Inc., Lumber  
Toole Bros., Shoes

## 20% DISCOUNT

—on—

DIAMONDS RINGS  
WATCHES NECKLACES  
NOVELTIES, Etc.

## S. A. GILBERT

—: Jeweler —:

510 Exchange St.

Geneva, N. Y.

## What Quality Cleaning Means to You . . .

Real protection for your investment in clothes. That's one of the advantages of using quality service. Longer wear, better appearance and the asset of self confidence are other important considerations when your cleaning is done by

## FOOTES CLEANERS

78 Castle St.

(Harry D. Tarbell)

Phone 2910

(We Give Christmas Thrifties)



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Peanut Butter and Date Muffins

4 tablespoons peanut butter  
1 tablespoon shortening  
 $\frac{1}{4}$  cup sugar  
1 egg  
1 cup milk  
 $1\frac{3}{4}$  cups flour  
3 teaspoons baking powder, a little salt  
 $\frac{3}{4}$  cups date (chopped)

Cream peanut butter and shortening and add sugar. Add beaten egg and milk and then flour which has been sifted with baking powder and salt. Add dates and turn into greased muffin pans and bake in moderate oven.

E. V., Gates Ave.

## Topsy Cream

2 milk chocolate bars  
1 cup milk  
 $\frac{1}{2}$  pt. whipping cream  
 $\frac{1}{2}$  cup nut meats

Melt chocolate bars in hot milk in double boiler. Beat well with rotary egg beater. When cool fold in whipped cream and add nut meats. Pour into refrigerator trays and freeze. Serves 10.

E. C., Exchange St.

## Corn Meal Griddle Cakes

$1\frac{1}{2}$  cups corn meal  
 $\frac{1}{2}$  cup flour  
4 teaspoons baking powder, a little salt  
 $1\frac{1}{2}$  cups milk  
1 tablespoon molasses  
1 egg  
1 tablespoon melted shortening

Mix and sift dry ingredients, add milk and molasses gradually, then well beaten egg. Beat thoroughly and add melted shortening. Pour on hot greased griddle and when puffed and full of bubbles, turn and cook other side. Makes 12 cakes about 3 inches in diameter.

## Carrot Ring Mould

Thoroughly drain 2 cups of cooked and shredded carrots. Add  $1\frac{1}{2}$  cups grated American cheese, 2 beaten eggs and salt and pepper to taste. Combine with 1 cup of milk and 1 cup of fine bread crumbs. Pour into buttered mold. Place in pan of hot water and bake in moderate oven for 1 hour. Serve hot.

A. C., S. Main St.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Quick Bran Bread

2 cups bran  
1 cup sifted flour  
1 teaspoon soda  
 $\frac{1}{2}$  teaspoon salt  
1 cup sour milk or buttermilk  
 $\frac{1}{4}$  cup molasses  
2 tablespoons melted butter

Add bran to sifted flour, salt and soda. Combine with sour milk, molasses and butter. Mix well and turn mixture into greased loaf pan and bake in moderate oven 45 to 50 minutes.

Mrs. W. B., Cortland St.



PHONE 2221

TRY OUR  
SERVICE

**RAPALEE**  
COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

## "Fro-Joy"

VALENTINE'S DAY SPECIALS

All Kinds of Individual Moulds and  
HEART CENTER BRICKS

Ask Any "Fro-joy" Dealer About Our  
SPECIAL VALENTINE CAKE

Bulk Special for February  
COCOANUT BISQUE

Order from "Fro-joy" Dealers or Call  
**GENERAL ICE CREAM CORP.**  
(Phones 2161 and 2606)

WILL YOU KINDLY MENTION

GENEVA COMMUNITY NEWS

WHEN PURCHASING

FROM OUR ADVERTISERS?

**Castle Street Market**

Phone 251 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.****TRAUTMAN & SMITH****FLOWERS OF QUALITY**149 No. Exchange St. Phone 2026  
(Member F. T. D.)**SPECIALS For  
DOLLAR DAYS**Bigger and Better Values  
Than Ever Before**DRESSES** specially priced at  
\$1.00 \$1.98 \$3.98 \$5.95**COATS**5 Fur trimmed Coats at  
\$5.00 EACH9 Fur trimmed Coats at  
ONE-HALF PRICE

—O—

**BURNS & MURPHY**

Women's Ready-to-Wear

25 Seneca St. Geneva, N. Y.

IT PAYS to read  
"THE NEWS"**SHOWS WAY TO****IMPROVE FARMS**New Federal Housing Booklet Helps in  
Making Complete Check-up

How every responsible farm owner can improve his properties and increase their value by participation in the Better Housing Program of the Federal Housing Administration is shown in a new illustrated booklet which has just been published. It will be available through County Better Housing Campaign Committees, through many local agencies and through the offices of State and District Directors of the Federal Housing Administration.

**Answers Many Questions**

This booklet contains answers to many questions on important phases of the Better Housing Program, especially as it relates to farmers. It deals with the benefits of repairs and renovation of existing buildings and the construction of necessary new buildings. It tells how these can be financed under the provisions of Title I of the National Housing Act, up to a maximum of \$2,000 for each individual property. It was prepared to help the farmer plan wisely and profitably in making farm improvements.

The Better Housing Program and its possible benefits to the farmer are outlined in the booklet. Detailed instructions as to how to obtain a modernization loan for financing the improvements are given, together with question-and-answer information concerning the terms of such loans and their cost.

**Advice on Planning**

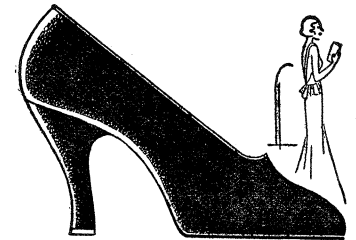
Among other features of the booklet are specific advice on how to plan  
(Continued on Page 7)

**YOUR PATRONAGE  
WILL BE  
APPRECIATED**

-at-

**THE MODERN QUICK SHOE  
REPAIR SHOP**

22 Linden St. Geneva, N. Y.

Quality Workmanship  
and Materials  
MINOR REPAIRS MADE  
WHILE YOU WAIT**DOLLAR DAYS****WOMEN'S SHOES****\$1.00** pair**PUMPS, TIES, STRAPS**

If you need an extra pair of shoes for any purpose, be here early and get in on a real buy for only  
\$1.00 A PAIR

**J. W. SMITH DRY  
GOODS CO.****BASEMENT SHOE DEPT.****KIRKWOOD HOTEL GRILL**Regular Dinners — Also a la carte Service  
7 A. M. to 1 A. M.**SPECIAL SUNDAY DINNERS****DINING -:- DANCING**— Every Evening —  
George Fischer and His Music**Rough Dry -- 12 Lbs., 96c**

This service includes flat work ironed, wearing apparel starched and ready for ironing.  
Shirts finished, approximately 10c each

**2 DAY SERVICE**

**WET WASH** (minimum 10 lbs.).....5c per lb.  
This leaves only the ironing for you

**1 DAY SERVICE****GENEVA STAR LAUNDRY**

L. A. CURREY M. E. TILLEMA

511 Exchange St. Phone 2112  
We Give Christmas Thrifties

## \* DOROTHY GOES SHOPPING \*

For information regarding this page address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, or Phone 2108.

—D—

**This ad is worth  
\$1.00**

Bring this ad to **Z. N. David**, 23 Castle St. It's good for \$1.00 on any \$10.00 purchase of new or rebuilt vacuum cleaners during Dollar Days—Thursday, Friday, Saturday.

—D—

### Capes

Capes are everywhere. They are important in all lengths—from fitted shoulder styles to finger tip and full lengths.

—D—

Complexions begin to feel tired this time of year. And a Facial does wonders toward perking up not only the complexion but also the spirits. **The Harper Method Beauty Salon** is located at 10 Seneca St. Call 6783.

—D—

### Touch of White

Bits of pique, lace, crepe and moire—all in white, contribute to the ultra feminine mode. They combine delightfully with navy blue.

## Advertising Space

in the

## GENEVA COMMUNITY NEWS

Must Be Reserved

BY SATURDAY NOON

Preceding Publication Day,  
which is Thursday

PHONE  
2 1 0 8

Never discard shoes because of worn soles or rundown heels. Ask Carl first. Really, he rebuilds and repairs shoes and they are just as good as new. **Carl's Shoe Repair Shop** (next to Empire Gas Co.) Castle St.

—D—

### Blue

Navy blue, favored by the Duchess of Kent, bids fair to steal spring color honors.

—D—

Dressmaking, coats, suits and all kinds of plain and fancy sewing is done by **Edna Jerrett** at 8 Pulteney St., just around the corner from Castle. Phone 5857.

—D—

### Flat Crowns

Foolish little flat crowns, and off the face types are the two definite spring trends—with poke bonnets for the very young.

—D—

It's fun to serve food with confidence and pride. And it's fun to serve bake goods from **Ringer's Bakery**. Fine quality, home-made bread that is deliciously different, doughnuts, and all kinds of rolls. 18 different varieties of cookies. Call 2011 and order.

—D—

### Suits

Spring suits have very short trim jackets—sometimes a cape will take the place of the jacket and a frock that of the blouse and skirt.

—D—

Let me remind you that you receive finer workmanship, for less money, in repair services on watches, clocks and jewelry at **Prince's Jewelry Store**, 20 Linden St. I also recommend **Prince's** for excellent picture framing.

—D—

### Cotton Tweed

Materials that look knitted but aren't—cotton tweed in sand colors.

—D—

The special this week at **George's Candy Kitchen**, 364 Exchange St., is a real bargain. 6 bottles (pints) **Widmer's Grape Juice** for \$1.00. Thrifty shoppers will take advantage of this bargain.

**A. P. Petersen**, 476 Exchange St., Geneva, N. Y., rates 100% in his ability to match your old coat and vest with new trousers. If it's new trousers you need, bring in your old coat or vest to get a sample from.

—D—

**Baker & Stark, Inc.**, are offering some wonderful values for Dollar Days in Suits, Overcoats and Furnishings . . . It's only once each Winter you can choose from varieties so complete and at such low prices.

—D—

Square, black and silver alarm clocks are selling for 89c at **McCarthy's Pharmacy**, 162 Castle St. Coty' face powder, the regular \$1.10 size, is selling for 75c. All odors and shades. Stop in and look over the other Dollar Day Specials.

—D—

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the GENEVA COMMUNITY NEWS when making purchases from any of the advertisers on this page.

"Dorothy".

## DOLLAR DAYS

are the last days of the

## FLORSHEIM SHOE SALE

A REAL Sale. Genuine Florsheims, famous for their quality, wear and comfort.

Reductions liberal and legitimate.

Don't pass up this opportunity.

**\$7<sup>45</sup>**  
A Few Styles  
\$7<sup>95</sup>

For MEN and WOMEN

## TOOLE BROS.

508 Exchange St.

(We Give Christmas Club  
Thrifties)

## SHOWS WAY TO IMPROVE FARMS

(Continued from Page 5)

a program of farm improvement, a number of suggested improvements which should be considered in this plan, and regulations concerning eligible home and farm equipment.

A section is devoted to a description of the division of functions of Government housing and lending agencies, as there has been some confusion in the public mind on this matter.

The title of the booklet is, "Open This Door to Farm Property Improvement." Its official order number is "FHA 136."

### Snow Crystals

The whiteness of the snow crystals is due to the reflection of light from their many facets.

## Dollar Day Specials

ROYAL BOND, Straight Rye	
Whiskey, pt. ....	75c
EMPIRE CLUB GIN,	
pt. ....	75c
CALIFORNIA BRANDY,	
pt. ....	\$1.05
APPLEJACK BRANDY,	
pt. ....	\$1.10
14 YR. OLD WINE,	
5th ....	\$1.00

Largest Choice of Liquors in Geneva

## HOWARD LIQUOR STORE

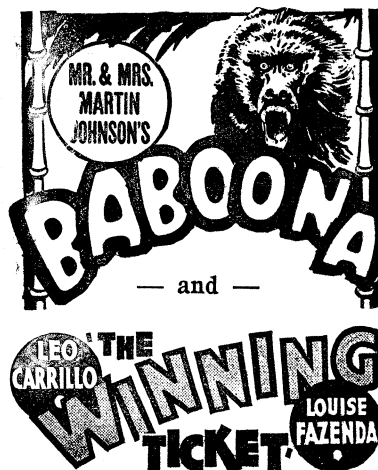
(Next to Regent Theatre)  
Phone 5133

## Schine's GENEVA THEATRE

Sun. - Mon. - Tues.



Friday - Saturday  
DOUBLE FEATURE



## ~ DOLLAR DAYS ~ Thursday • Friday • Saturday

DOLLAR DAYS MEAN VALUE DAYS—special bargains in all departments—come in and take advantage of these great savings.

LADIES SILK HOSE 2 for \$1.00

Full fashioned, pure silk hose—values up to \$1.00 — Service and Chiffon weights — wide assortment of colors.

ALL SILK CREPE 2 yds. for \$1.00

39" wide, washable silk crepe — 25 different shades to choose from — just the thing for a new Spring outfit.

SILK SLIPS 88c each

You can't have too many slips — ask to see these special values — all the popular features — white and tea rose.

MEN'S SHIRTS \$1.00

Regularly \$1.39. Pre-shrunk broadcloth shirts — collar attached. Full cut — full size range — white, tan, blue.

## J. W. Smith Dry Goods Co.

## PUT YOUR SAVINGS IN A SAVINGS BANK

## Geneva Savings Bank

24 LINDEN STREET

Deposits Insured

## S. & T. D. BEARD

Jeddo-Highland Coal

Paints

Mason Supplies

Coke



Phone 2651

93 Castle Street

Geneva, N. Y.

Come in and see the Electric Furnace Man Work

# LAUER'S

427 EXCHANGE STREET

## Quality is the Keynote for Lauer's February Furniture Sale

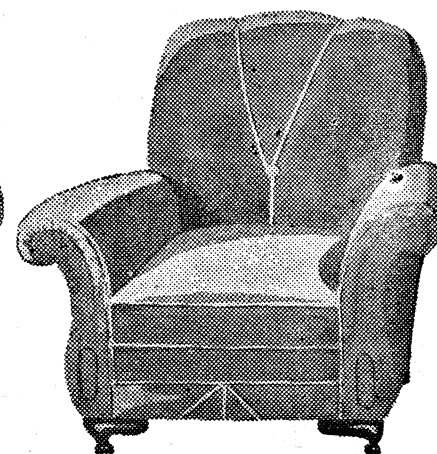
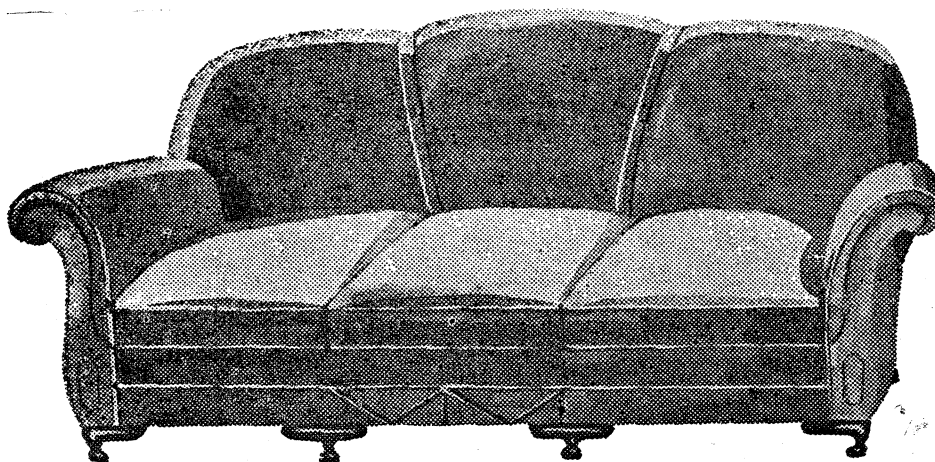
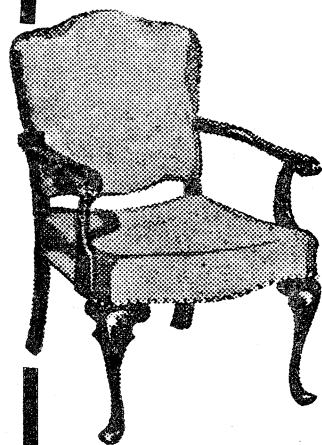
### We've Found What You Have Been Looking For!

In our desire to give the people of Central New York greater values in better furniture we have left nothing undone. We positively recommend and guarantee this Furniture covered in Zimmerman's Frieze.

# ZIMMERMANS FRIEZE

A Fabric of the Greatest Tensile Strength"  
Most Durable! — Absolutely Fadeproof and Mothproof  
And In All Its Beautiful Shades It Is Practically  
SOIL PROOF!

Here is what you want. This wonderful fabric on Kingsleigh 10 year guaranteed furniture. A combination that will positively give you the utmost value in living room furniture.



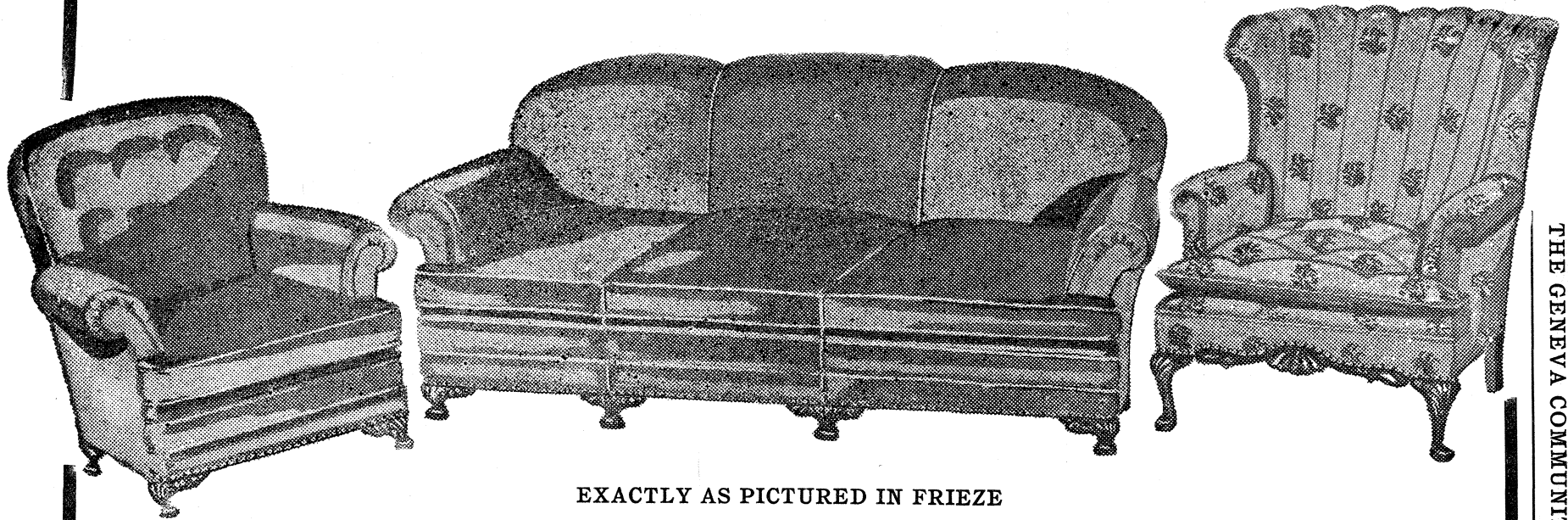
EXACTLY AS PICTURED IN FRIEZE

## Here is a Well-Styled 3-Piece Kingsleigh Group in the New Zimmerman Frieze



== \$98 ==

Lauer's have searched the markets for a material which they could present to you as being worthy of your praise and deserving of our guarantee. Here in this Zimmerman's frieze is a pure angora goat hair product, twisted into a tight worsted fabric. It is all we say of it and more too. It is the finest product developed for living room furniture, and at the price we offer this three piece group for February, there is no reason why you cannot have the best.



EXACTLY AS PICTURED IN FRIEZE

3-Piece Kingsleigh Contrasting Group in this Beautiful New Fabric

== \$149<sup>50</sup> ==

Too much attention cannot be given in the selection of your living room suite. Expect to see the best when you come to Lauer's, you won't be disappointed. We have specified that only the nicest designs, only the best materials, only the finest construction goes into our Kingsleigh groupings. In this three piece group pictured above, we include a graceful barrel back chair. We show the two matching pieces in your choice of rust, tan, brown, green, blue, tangerine, gold, heather and variances of these colors. These two pieces are in Zimmerman's Frieze. The barrel back chair we show in shades to contrast or to blend with the other two pieces. The effect is new and smart and you will like it. We think this is one of the greatest values we have ever had in any February sale.

LAUER'S GIVE YOU  
BUDGET TERMS  
AT ½% PER MONTH

427  
EXCHANGE  
ST.

**LAUER'S**

GENEVA,  
N. Y.

TRADE IN YOUR  
OLD FURNITURE  
ON NEW



## THE FUNNYBONE



### How's That One?

Teacher—What excuse have you for being so late?

Johnny (breathlessly)—I ran so fast, teacher, that I—I didn't have time to think of one.

### Go Right Ahead

"Is this the weather bureau?"

"Yes, sir."

"How about a shower tonight?"

"It's all right with me. Take it if you need it."

A gum-chewing maid and a cud-chewing cow

Are nearly alike, but different somehow.

Now how can that be? Well, yes, I see now,

It's the intelligent look on the face of the cow.

### Scotch Wife's Tale

"Angus, can I have a new spring outfit?"

"Sure, me lassie. Any kind o' rubber heels ye want."

Some men are so hard to convince that they won't believe anything unless they see it on the first page of a ten-dollar bill.

Sunoco, Tydol, Socony, Gulf  
Gas, Oil, Tires, Accessories

**Ernest Baumgartner**

Canandaigua Highway, Next  
to Lafayette Inn

Route 5 and 20, Geneva, N. Y.

(Christmas Club Thrifties here)

FOR—

BETTER MEATS  
CLEANER MEATS

and

QUICKER SERVICE

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

### A Quick Thinker

A woman had been shown over a battleship. At the end of her tour of the ship she said to a sailor who had been detailed to explain one or two things to her:

"Tips are forbidden on board this ship, are they not?"

"Yes, mum," answered the sailor, "an' so was apples in the garden of Edun."

### Add Worries of a Motorist

"Say, Gus, aren't you sometimes afraid you'll lose control of the car?"

"Constantly, I'm two installments behind already."

### Angry Without Cause

"What made your sister so mad?" questioned Jimmie.

"Ah, she don't know what she wants," returned Bobbie in disgust. "She sent me to the drug store to get some cold cream. I got ice cream because that's the coldest kind they had an' now she's sore about it."

### Poem

Girls who like the feel of mink  
Leave the dishes in the sink.

The Judge wanted to know what possible excuse the jury had for acquitting the murderer. "Insanity," replied the Foreman. "What!" exclaimed the Judge incredulously, "All twelve of you?"

**HARRY M. MOYER**

PRINTER

69 Oak Street

Phone 4189

JIMMIE ALLEN WANTS

**YOU**

to join the

**JIMMIE ALLEN  
FLYING CLUB**

Drive to

**FINK'S SUPER  
SERVICE STATION  
LAKE ST.  
PHONE 2448**

Richfield Hi Octane Gas

Richlube 10-W and 20-W Oils

"The Only Independent in Geneva"

**COLONEL CHEERIO**

SAYS

We Have a Complete Line of

WHISKEYS.....85c pint up

GINS.....80c pint up

RUM.....\$1.00 pint up

WINE (California).....59c fifth

WINE (New York State).....\$1.15 half gal.

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

Christmas Thrifties? SURE!

### Purple in Snail Shells

In the days of the Roman empire the purple in the shell of certain snails was used in the making of Tyrian purple, a dye reserved for the nobility. The snail used this ink to create a smoke screen about itself in time of danger. Other species of snails are known to bear poison glands which enable the snail to eject a stream of poison several inches. The highly ornamental shells of several species are used as umbrella handles.

24-hour Service    Plenty Parking Space

**REGULAR MEALS DAILY**

Also

**SPECIAL SUNDAY DINNERS**

**TEXACO GRILLE**

Lake Street (Just off Exchange)

That's My Barber Shop

**HOTEL SENECA**

JOE and TONY

"It Pays to Look Well"

(CHILDREN'S HAIRCUTS, 25c)

## YOU'LL LIKE OUR TERMS ON LOANS

Cash up to \$300...in 24 to 48 hours. No red tape. Courteous, strictly private service. No repayment required for 30 days...then you can have any convenient period up to 20 months.

We'll help you budget your income to make the one small monthly installment which covers everything. We have many loan plans, one of which will surely suit your needs. Ask our manager for details. He can help you. Come in, write, or 'phone today.

## PERSONAL FINANCE CO.

OF NEW YORK

Room 304 National Bank Bldg.

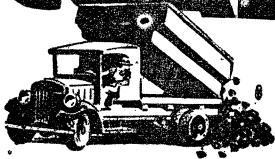
Phone Auburn 251

AUBURN, N. Y.

120 Genesee St.

### LOANS MADE IN NEARBY TOWNS

## COAL



BURN

### 'blue coal'

FOR BETTER HEAT

with less furnace attention

DEPEND on 'blue coal' for plenty of clean, steady, healthful heat. TRY IT—see for yourself how it starts up on cold mornings—how it burns evenly and steadily for hours with little attention.

## P. O'Malley & Son

Phones 6232 or 6187

27 Castle St.

### Gleaned from Here and There

(The 28th of a series of quotations from the collection of M. F. Devaney)

"All the advice in the world can not help you if you do not help yourself."

"Nobody ever sued a nobody for a dog bark."

"What you say counts a lot, what you do counts a lot more."

"Dependability consists in doing a thing when it should be done."

"Ability without enthusiasm is like a rifle without a bullet."

"If you have no dust your name is mud."

"To be or not to be."

"Look to the ant thou sluggard."

"You will not put it over if you put it off."

"If you want the sunshine you must have the rain."

(To be continued)

### Bolivia Has Many Indians

About one-half of the people of Bolivia are Indians, of whom few are civilized.

## WALTER B. JEWETT

GULF GASOLINE

MOTOR OIL    KEROSENE

WASHING    GREASING

Cars Called For and Delivered

Phone 2951    110 Lake Street

Geneva, New York

We Specialize in

## Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

## Geo. F. Bruzee

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

"GOLDEN RIVER" WHISKEY.....pts. 85c; qts. \$1.65  
 This is a blend of straight Whiskeys and a very good one . . . . try it.  
 "GOLD CUP" STRAIGHT WHISKEY.....pts. \$1.00; qts. \$1.85  
 "CARIOCA" RUM (very high class).....pts. \$1.25; 5ths \$1.95  
 "ROYAL BOX" GIN.....pts. 90c; 5ths \$1.45; full qts. \$1.65

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

AS A REMINDER—Make your purchases during the week—the law does not allow us to remain open Sundays.

### Stair Lighting Reduces Falls

Electric lights placed at the top and at the bottom of stairs, and at stair landings, are valuable in eliminating injuries resulting from falls. Improved lighting is being made possible through modernization loans insured by the Federal Housing Administration.

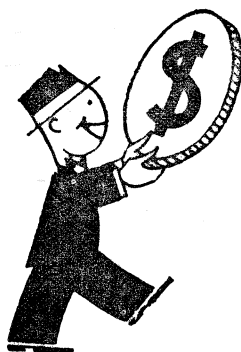
### Kingbird Marked by Tail

Many bird books give the red crown-mark of the kingbird undue prominence, for it is usually concealed and seldom noticed. If you will observe the white band at the tip of the kingbird's fan-like tail you will make no mistake as to its identity.

EACH WEEK WE ARE OFFERING

# \$5.00

IN MERCHANDISE TO OUR READERS



### WINNING NUMBERS

Here are the winning numbers picked from our issue of February 7:

1150 - 2155 - 3972  
 4260 - 4992

If YOU hold a February 7 copy of "THE NEWS" containing one of the above numbers mail it to us at once, complete, and tell us from which one of the advertisers in TODAY'S ISSUE you wish to receive \$1.00 in merchandise or service. Order on the advertiser you select will be forwarded to you.

REMEMBER—the above winning numbers are taken from our issue of February 7—(under the heading "Here is your Number")—and the advertiser you select must have an ad in today's issue.

It pays to ADVERTISE in the GENEVA COMMUNITY NEWS

It pays to READ the GENEVA COMMUNITY NEWS.

### Ever Dangerous

"De man in de automobile dat's simply tryin' to kill time," said Uncle Eben, "is another one o' dese folks dat's liable to hit some innocent bystander."

Double Feature Shows  
 at the Regent Theatre  
 every Wednesday and  
 Thursday.

## THE TREE

Of business is laden with the ripening golden fruit. The casual advertiser gives it a vigorous shake, gathers the small and one-time yield, and is discontented that it is not "bumper" crop.

The wise advertiser knows that only so much of the golden fruit will ripen at a time. He shakes the tree a little today and a little more tomorrow.

The yield is as great as you deserve it. Keep shaking the tree with judicious advertising.

-: Phone 2108 -:

**GENEVA  
 COMMUNITY  
 NEWS**

## Good Used Cars

'34 Plymouth Sedan  
 '34 Studebaker "6" Sedan  
 '33 Studebaker Brougham  
 '33 Plymouth Sedan  
 '33 Graham Sedan  
 '32 Chevrolet 4-Pass. Coupe  
 '31 Plymouth Sedan  
 '31 LaSalle Sedan  
 '31 Studebaker Sedan  
 '29 Plymouth Sedan  
 '29 Dodge Coupe  
 '29 Chevrolet Coupe  
 '29 Oldsmobile Sedan  
 '30 Ford Truck  
 '30 Ford Panel Delivery  
 '29 Chevrolet Pick-up

Many Others to Choose From

## Geneva Auto Co.

145 Castle St. Phone 2614

## Cut Down The Time...

One-stop Service  
Meeting every motoring need

ESSO—high test motor fuel.  
ESSOLENE—non-premium  
motor fuel.

ESSOLUBE—5-star motor oil.  
Verified Lubrication—Atlas Tires  
and Tubes - Batteries - Anti-  
freeze - Spark Plugs - Wiper  
Blades - Fan Belts - Polishing  
Cloths - Fuses - Lamp Bulbs -  
Oil Filters - etc., etc.

-- And Service with a Smile! --

**Wilson's Esso  
Station**

(Privately Operated)

Lake Street

Phone 4082

IT PAYS

to read

"THE NEWS"

## HERE IS YOUR NUMBER

**Nº 3768**

Save this complete copy  
and watch for next  
week's issue

ON ANOTHER PAGE  
OF THIS COPY YOU  
WILL FIND THE  
WINNING NUMBERS PICKED  
FROM LAST WEEK'S ISSUE

EACH WINNING COPY  
GOOD FOR \$1.00 IN  
MERCHANDISE OR SERVICE  
FROM THIS WEEK'S  
ADVERTISERS

### First Led Pork to Hominy

One writer says that pork and hominy first met when De Soto's expedition gave a banquet furnishing hogs from Spain for the meat, and the Chickasaw Indians in whose honor the feast was given, furnished the hominy.

### Inspect Hardware

Inspect the locks, bolts, and window fastenings of the home. If they have started to rust, sand paper and refinish now before they are weakened to the point of usefulness. If they are broken, replace them.

### Matzoon

Matzoon is milk curdled by adding a special ferment. It is used as a food and beverage by the natives of Turkey, Persia and the Caucasus and as a medicinal agent in the United States.

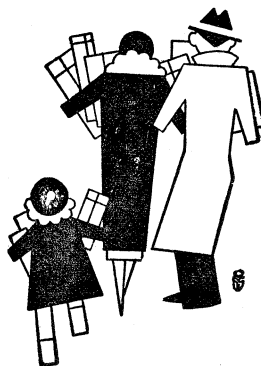
### Belgium's National Anthem

The "Brabanconne," composed by Van Campenhout in the revolution of 1830, is the national anthem of Belgium. The words were written by Jenneval, a French actor.

### Mews Are Stables

Mews are stables or sets of stables in London in which the royal horses are kept. They are so called because built on the site formerly occupied by the mews or cages of the royal hawks. The word is also applied to any city stable or to a court around which stables are located.

### GENEVA DOLLAR DAYS



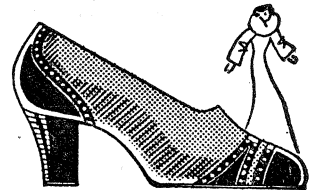
THURSDAY - FRIDAY -  
SATURDAY  
FEB. 14 - 15 - 16

### Back Street

First Garbage Man: "How are things going in your business?"

Second Garbage Man: "Oh, let's not talk slop."

## A Group of Women's Shoes



VALUES TO \$3.00

**\$1.00** A PAIR

COME EARLY

They Won't Last Long

**SAVAGE'S  
Shoe Store**

EXCHANGE ST.

Next to Regent Theater

### A POSTAL CARD

Is your only cost to list with the undersigned any article whatsoever you might wish to dispose of.

**M. F. DEVANEY**

Geneva

New York

## WANTED

At Once  
**25 PEOPLE**

Who want to buy a good Used CAR or TRUCK at a Bargain.

"Convenient terms through the Universal Credit Co."

If we do not have just what you want, we can get it for you in a short time, as this fast selling Ford V-8 for 1935 is bringing a great many persons to us with cars and trucks of all makes and years. Come in at once.

**Phillips Motor Co.**

351 N. Exchange St.

GENEVA, N. Y.

— Authorized Ford Agency —

**RADIO FLASHES**

By Ralph Le Brun



RAY NOBLE, famous English conductor, composer, arranger and pianist who inaugurates his first American radio series over NBC-WEAF on Wednesday, February 20 at 10:30 P. M.

As a conductor and pianist, Ray Noble has directed orchestras in London and enjoys an international reputation through the sale of his recordings. As a composer he has written both the words and the music of such hits as "Goodnight Sweetheart", "Love is the Sweetest Thing", "The Very Thought of You", and dozens of others.

The most ambitious educational radio program ever conceived is being arranged for presentation over the WABC-Columbia network on Monday, March 4, the second anniversary of the inauguration of President Roosevelt, under the title: "Of the People, By the People, For the People". The two-hour program—from 2:30 to 4:30 P. M.—will afford radio listeners a dramatic review of the first two years of the administra-

tion's activities and a first-hand account by administration officials of the current problems facing every branch of the three-part government—executive, legislative, and judicial. Columbia will seek to have school principals and superintendents cooperate by dismissing their classes in civics and government during the broadcast, so that the students may learn how the administration, the Congress and the Supreme Court function, directly from those making contemporary history.

The gym instructor with the largest class in the world is rounding out his tenth year now and still going strong. Arthur Bagley, cheerful dictator of the Metro-  
(Continued on Page 15)

FOR DOLLAR DAYS

**SHIRT VALUES**

\$1.65 and \$1.95 Shirts

**\$1.35 and \$1.65****HADLOW'S HABERDASHERY**

35 Seneca St.

Phone 3091

**RADIO TUBES**

For any radio—At new low prices—Guaranteed for six months—In factory sealed cartons for your protection.

**RALPH LE BRUN**

Radio Service

Phone 3921

We Are the Official  
**EXIDE BATTERY SERVICE STATION**

Testing — Charging — Rentals

**EARL G. STRATTON**

Rear Texaco Grille Phone 2028 Lake St.

Call for One of Our Books of

**Practical Farm Buildings**

We can supply you with the best in building materials at **REASONABLE PRICES**

Let us assist you with a **FEDERAL HOUSING ACT LOAN**

— Free Delivery —

**STUBBS LUMBER CO., Inc.**

41 Lewis St.

Phone 2430

Agency for the  
**POST INDEX SYSTEM**

The  
**W. F. HUMPHREY PRESS**  
General Printing  
and Office Supplies

300 Pulteney St.

GENEVA, N. Y.

Phone 2662

## RADIO FLASHES

(Continued from Page 14)

politan Tower Health Exercises, is breaking his own record every day as the oldest continuous daily broadcaster on the air. Each weekday morning at 6:45, Bagley and his piano-playing assistant, Bill Mahoney, sound the call to activity for NBC-WEAF listeners, and every morning they hold the air for an hour and a quarter as they "set-up" four shifts of workers for the day's job. Bill Mahoney, the accompanist, has been playing the piano accompaniments for six years and likes his job. Something over 2,000 piano solos is his record.

## Little Church Around Corner

The "Little Church Around the Corner" is an Episcopalian church, located at No. 5 East Twenty-ninth street, in New York city. Its proper name is the Church of the Transfiguration. This more popular name is said to have originated from a remark of a curate in a nearby church who, refusing Joseph Jefferson's request to conduct the funeral service of George Holland, the actor, suggested that "perhaps the rector of the little church around the corner might be willing to serve." He did serve, and the Church of the Transfiguration became thereafter the favorite of the players.

## Indian "Love Flower"

A traditional "charm flower" reputed to have been used by Pawnee Indian braves to make Pawnee maidens reciprocate in love is the red lobelia, otherwise known as the cardinal flower and the Red Betty. Pawnee traditions state that the lobelia, ginseng, two other plants and red earth paint brewed together with several hairs from the head of a desired maiden made the stubborn one respond to the lover who owned the magic mixture.

## Habits of the Weasel

The home of the weasel is generally in an underground burrow, the animal either digging a burrow for itself or making use of an abandoned one formerly occupied by some other burrowing creature. But one litter of young a year, usually numbering from four to six, is the rule with these animals, though sometimes larger families are raised.

## HOTEL SENECA

GENEVA, N. Y.

Pick Your Valentine and Bring Her to Our  
**VALENTINE PARTY**  
SATURDAY EVENING, FEB. 16, 1935  
\$1.25 PER PERSON

INCLUDES DANCING AND FAVORS

Also Supper Served in a New, Attractive Manner  
Special Music from 10 to 2 For Couples Only

Dancing Every Saturday Night, Featuring the  
Seneca Serenaders. 25c per person. Couples only.

## BARGAINS for DOLLAR DAYS

## ACME QUALITY

Interior Gloss Paint

98c quart

Redecorate and Beautify  
your Kitchen or Bathroom

GRANITE  
FLOOR ENAMEL

98c quart

For New and Old Floors

## O-CEDAR

Self Polishing Wax

85c quart

## 1 O-SO-EZY

Polish and Dusting Mop

1 No. 6 DANDY  
HOUSE BROOM

Both for 89c

## 1 QT. HAP-CO

Crystal Finish Interior  
Varnish

1 1½" Varnish Brush

Both for 79c

## LIN-X Clear-Gloss

Renews and Protects  
Linoleum Floors

\$1.19 quart

## Cooney, Watts &amp; Cooney

HARDWARE

513 Exchange St.

Phone 2170

(We Give Christmas Club Thrifties)

## ADVERTISE

in

## The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,100 COPIES

DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

(Special, This Issue—6,000 Copies)

CALL 2108 FOR RATES



# Dollar Days at KEILTY DRY GOODS CO., Inc.

Thursday, Friday and Saturday  
Feb. 14th, 15th and 16th

## DRESSES

Lot I—DRESSES at .....\$1.00  
Values to \$10.98—not all sizes

Lot II—DRESSES at .....\$2.98  
Values to \$18.50—not all sizes

## COATS

One Lot of COATS at .....\$18.50  
Values \$18.50 to \$29.50

One Lot of COATS at .....\$15.00  
Values \$29.50 to \$59.50

## HATS

All WINTER HATS at .....50c and \$1.00

## CORSETS AND CORSELETTES

Special Group of CORSELETTES, values to  
\$7.50 — Dollar Days .....\$2.00

Special Group of CORSELETTES, small sizes  
only .....50c

2-Way Stretch Lastex CORSELETTES.....\$2.00

SATIN GIRDLES, side hook .....\$1.00

SIDE HOOK GIRDLES .....\$1.00 and \$2.00

All Elastic STEP-INS .....50c

Wrap Around GIRDLES .....50c

*And Many Other Surprise Values Throughout the Store*

## DOLLAR DAYS

THURSDAY—FRIDAY—SATURDAY  
FEB. 14 - 15 - 16

—o—  
Price Reductions Save You Money

—: at :-

## WELCH'S

They were low to begin with. High Prices  
reduced don't mean much.

MEN'S MOLESKIN WORK PANTS.....\$1.29

MEN'S WORK PANTS.....\$1.00

MEN'S DRESS HOSE, pair.....9c

MEN'S 25c DRESS HOSE, pair.....19c

20% off      ON WINTER      20% off  
                 UNDERWEAR

Suits and Overcoats Greatly Reduced

## WELCH'S

494 Exchange St.

Geneva, N. Y.

## = DEPENDABLE = USED CARS and TRUCKS



1931 CHEVROLET SEDAN

1930 AUBURN SEDAN

1929 AUBURN CABRIOLET

1929 LaSALLE SPT. COUPE

See the "small-car" dealer for "big-car" values

## TRUCKS

1933 CHEVROLET 1½-ton STAKE, air brakes

1931 FORD 1½-ton STAKE

1929 INTERNATIONAL 1½-ton STAKE

## RUSSELL-HART CHEVROLET, Inc.

South Exchange St.

Geneva, N. Y.

Phone 6621

# THE GENEVA COMMUNITY NEWS

Feb. 21, 1935

5100 Copies



## NO CHARITY FOR ME

*When I'm 60*

I'm going to retire with  
a Guaranteed Income of \$200 a month

"NO SIR, I'm never going to be a burden to my kids. When I retire, I'll have a guaranteed income for life. No work, no worry. Plenty of money to enjoy life. Lucky for me I found the Phoenix Mutual Retirement Income Plan!"

### HOW YOU CAN BUY A STEADY INCOME FOR LIFE

You, too, can arrange through the Phoenix Mutual Plan to retire at 55, 60, or 65 on a monthly life income of \$200, \$300, or more.

Suppose you decide to retire at 60 on an income of \$200 a month. Here is what you get:

1. A check for \$200 when you reach 60 and a check for \$200 every month thereafter as long as you live.

This important benefit is available alone. But if you are insurable, your Plan can also include:

2. A life income for your wife if you die before age 60.
3. A monthly disability income for yourself if, before age 55, total disability stops your earning power for six months or more.

### HOW MUCH DOES IT COST?

We'll be glad to tell you exactly when we know your age and when you want to retire. Just fill out and return the coupon below and you will receive by mail, without cost or obligation, an illustrated 24 page booklet describing the Phoenix Mutual Retirement Income Plan.

MAIL THIS COUPON TO

## LAVERNE F. DARLING

Telephone 2184 Geneva Trust Company Bldg. Geneva, N. Y.

Representing the  
PHOENIX MUTUAL LIFE INSURANCE COMPANY  
of Hartford, Connecticut

Send me by mail, without obligation,  
your new book describing The  
Phoenix Mutual Retirement Income  
Plan

Name.....  
Date of Birth.....  
Address.....

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Feb. 21

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146 Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"Who to his friends his money lends,  
may lose his money and his friends."

### FEBRUARY



26—First U. S. lighthouse built  
off Virginia coast, 1792.



27—Congress assumes control  
of District of Columbia,  
1801.



28—Republican Party founded  
at Ripon, Wisconsin, 1854.

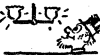
### MARCH



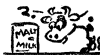
1—Yellowstone established as  
a national park, 1872.



2—Avalanche at Wellington,  
Wash., kills 100, 1910.



3—Congress orders Capitol  
building lit with gas, 1847.



4—Horlick invents his famous  
malted milk, 1882. ©WNU

## Chicken Supper and Entertainment

Auspices Woman's Guild, Div. No. 2

## METHODIST CHURCH

Friday, February 22

Supper 5:30 to 8:00 p. m.

Entertainment 6:30 p. m.

Tickets, 40c

## THIS AND THAT

The Geneva merchants got a  
"bad break" in the weather last  
Thursday, but in spite of it all, most  
all of them were well pleased with  
the total business of "Dollar  
Days", as Friday and Saturday  
made up for the bad start Thurs-  
day.

No one can deny it: The bitter-  
ness of winter and the bitterness  
of summer are neither of them de-  
sirable.

With an adjustment in gasoline  
prices in surrounding territory the  
Geneva dealers are now coming  
into their own again. The "gas  
war" in nearby places surely  
worked havoc here for a while.

In the long run, judging by re-  
sults, are those who vote any bet-  
ter satisfied than those who don't?

The Geneva Community News—  
"An Advertising Medium of Dis-  
tinction has a FRONT PAGE de-  
voted to the interests of advertis-  
ers and considered by those who  
have used it and KNOW as the  
best advertising space it has ever  
been their opportunity to take ad-  
vantage of.

Most castles in the air are not at  
all expensive; but circumstances  
somehow prevent their realization.

IT PAYS to read  
"THE NEWS"

## INCOME TAX REPORTS

HARRY D. TARBELL  
ACCOUNTANT

Phone 6296 78 Castle St.  
Former Address—511 Exchange St.

## G. H. PRINCE

20 Linden Street

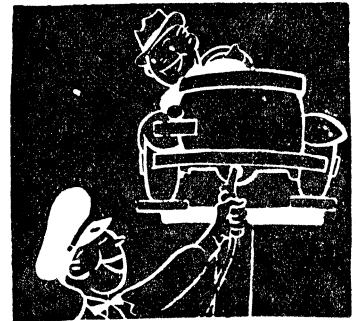
Watch, Clock and Jewelry Repairing  
and Picture Framing

CUT FLOWERS — PLANTS  
and  
Designs for All Occasions

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

## MAY WE BE OF SERVICE TO YOU?



## RICKELS

Service Station

LAKE STREET Phone 2920

## Persistance

Persistence is the mother of mir-  
acles. It is half of achievement. In  
advertising persistence is the first  
law of success. Spasmodic adver-  
tising, no matter how good, is  
seldom resultful.

Persistence appeal builds good  
will, creates confidence, develops  
interest and tends to make your  
advertising efforts produce re-  
sults.

It is the cumulative effort of your  
advertising that makes it pay.

-: Phone 2108 :-

GENEVA  
COMMUNITY  
NEWS

**RADIO FLASHES**

By Ralph Le Brun

A few weeks ago this column passed the six months mark. I would like at this time to express my appreciation to all those who have helped make it a success; to those who have offered suggestions and criticisms; and to those who have given encouragement. I especially wish to thank the press department of the National Broadcasting Co., the Columbia Broadcasting System, and the individual stations who have kept me informed so that I might give our readers up-to-the-minute information of what's on the air.

The Columbia Broadcasting System lists among next week's highlights the following programs:

On Sunday at 12:45 P. M. an international broadcast from London commemorating the 114th anniversary of the death of John Keats, English poet. Monday at 8:30 P. M. Kate Smith will feature the audition winners from Buffalo, N. Y. Tuesday at 9:30 P. M. Grace Hayes as guest artist with Isham Jones and his orchestra. Friday at 3:15 P. M. a special concert of the Minneapolis Symphony Orchestra.

Relays of the Byrd Expedition are continuing over the Columbia System Saturdays between 10:30 and 11:00 on the California Melodies program.

From the National Broadcasting Co. we learn that on Sunday at 2:30 P. M. over NBC—WHAM Frank Morgan, star of stage and screen, will play the leading role in James Montgomery's play, "Nothing but the Truth". Also on Sunday over NBC—WEAF at 8:00 P. M. Deems Taylor will present Josephine Antoine and Richard Crooks in the English version of Flotaw's "Martha".

WOR is testing its new 50,000 watt Transmitter at Carteret, N. J. and will probably use it regularly after March 1.

**RADIO TUBES**

For any radio—At new low prices—Guaranteed for six months—In factory sealed cartons for your protection.

**RALPH LE BRUN**

Radio Service

Phone 3921

We Are the Official

**EXIDE BATTERY SERVICE STATION**

Testing — Charging — Rentals

**EARL G. STRATTON**

Rear Texaco Grille

Phone 2028

Lake St.

Since February 16  
Our Kitchen Has Been in Charge  
of a Well Known Chef

**MARION'S RESTAURANT**

469 Exchange St.

**REPLACE HARSH DOOR BELLS**

with

**MUSICAL MELLO-CHIMES**

Easy to Install Use Present Equipment

**MODEL B COMPLETE FRONT DOOR  
OR DINNER SERVICE.....\$1.95**See Display at Our Store  
or Call For Demonstration**Cooney, Watts & Cooney****HARDWARE**

513 Exchange St.

Phone 2170

"We Give Better Housing Home Tickets"

**HOTEL SENECA**

GENEVA, N. Y.

"A Good Place to Dine  
and Wine"**SPECIAL ATTENTION  
GIVEN TO****BANQUETS and PARTIES**

Dancing Every Saturday Night

**OFFICE  
SUPPLIES**Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.**W. F. HUMPHREY PRESS**

300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

# —\* DOROTHY GOES SHOPPING \*—

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the GENEVA COMMUNITY NEWS when making purchases from any of the advertisers on this page.

**"Dorothy".**

**Baker & Stark, Inc.,** are continuing to offer the balance of their Overcoats, Heavy Underwear, Lined Gloves and Mitts. Outing Pajamas as well as other winter garments at very attractive SALE PRICES. These savings are worth considering, even for another year.

For smart young moderns there are new, bright things to buy and wear now.

Number One: A tailored suit of imported worsted tweed in a colorful mixture and not too heavy to wear under a coat, just like a dress. A two-color silk scarf finishes off the neck in a snappy way.

Number Two: A bright, gayly printed frock of pure-dye silk. The print should be bright with a dark background. The frock should be high at the neckline. Other new points about it: gathered yoke, elbow sleeves, and wide, two color belt.

Number Three: A pastel frock with dressmaker details. For instance, a pure-dye silk crepe, with self fringe and two velvet flowers. The skirt is slit at the sides; the peplum is new.

Number Four: An evening frock of starched net lace, with full wide skirt and the rustle of taffeta in its slip.

**McCarthy's Pharmacy** has just received a new lot of Greeting Cards. These cards are very modern, just off the press. There are cards for all occasions, Birthday, Convalescent and Anniversary, et cetera.

**A. P. Petersen, 476 Exchange St., Geneva, N. Y.,** rates 100% in his ability to match your old coat and vest with new trousers. If it's new trousers you need, bring in your old coat or vest to get a sample from.

Let me remind you that you receive finer workmanship, for less money, in repair services on watches clocks and jewelry at **Prince's Jewelry Store, 20 Linden St.** I also recommend **Prince's** for excellent picture framing.

Dressmaking, coats, suits and all kinds of plain and fancy sewing is done by **Edna Jerrett at 8 Pulteney St.,** just around the corner from Castle. **Phone 5857.**

Look charming when staying at home. Resolve from now on to change every evening after the rush and bustle of the day. Instead of being tired and worn out you will feel refreshed. A bath and an entire change of dress will do wonders to give you a new lease on life for the evening.

Even if you are having a quiet evening at home, look charming and attractive. Form the habit of changing. Everybody is doing it.

When other breads and cakes become tasteless, it is time for you to make a change. This change should be to **Ringer's** home-made bread—all kinds. The solid chocolate layer cakes are especially fine. Do you like almond macaroons, lady fingers and potato chips? **Call 2011.**

For information regarding this page address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS,** or Phone 2108.

## Schine's GENEVA

Fri., Sat., Feb. 22-23

Harold Bell Wright's

**"WHEN A MAN'S A MAN"**

Starring **GEORGE O'BRIEN**

Sun., Mon., Tues.,

**SHIRLEY TEMPLE**

and

**LIONEL BARRYMORE**

in

**"LITTLE COLONEL"**

ADDED

Comedy. Cartoon.

Latest World News.

Wed., Thurs., Feb. 27-28

**CHESTER MORRIS**

**VIRGINIA BRUCE**

**"SOCIETY DOCTOR"**

## Schine's REGENT

Fri., Sat., Feb. 22-23

**Bruce Cabot** **Judith Allen**

**"NIGHT ALARM"**

Comedy — Terrytoon

**Buck Jones** in **RED RIDER No. 13**

Sun., Mon., Tues.

**BARBARA STANWYCK**

**WARREN WILLIAM**

in

**"SECRET BRIDE"**

Comedy. Musical. Travelogue.

Wed., Thurs., Feb. 27-28

**DOUBLE FEATURE**

**Geo. Brent** **Jos. Hutchinson**

**"THE RIGHT TO LOVE"**

and

**Ben Lyon** **Pert Kelton**

**"LIGHTNING STRIKES TWICE"**

24-hour Service Plenty Parking Space

**REGULAR MEALS DAILY**

Also

**SPECIAL SUNDAY DINNERS**

**TEXACO GRILLE**

Lake Street (Just off Exchange)

## TRAUTMAN & SMITH

**FLOWERS OF QUALITY**

149 No. Exchange St. Phone 2026

(Member F. T. D.)

## FOOTE'S

**HARRY D. TARBELL**

Fine Cleaning is So Essential to Evening Gowns

You Can Trust Your Finest Fabrics To Our Superior Workmanship

Phone 2910

78 Castle St.

(We Give Christmas Thrifties)

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Inexpensive Lobster Newburg

1½ cups boiled lobster  
1 tablespoon butter  
¾ cup Sherry (or any flavoring wine)  
1 cup cream (or thick milk)  
Yolks of 2 eggs, salt, dash of cayenne pepper.

Melt butter, add lobster, seasonings and simmer for 5 minutes. Add wine and cook 3 minutes longer. Beat together egg yolks and cream, add to lobster and shake saucepan over fire until mixture is thick. Serve immediately on toasted bread. Will curdle if left standing, so must not be prepared until ready to serve.

M. M. M., Washington St.

## John Mazettee

1 package of noodles  
2 pounds ground pork  
2 medium sized onions  
1 large can tomatoes  
Salt and pepper  
2 tablespoons fat

Cook noodles until tender in salt water, fry onion (chopped) in fat. Add meat, season and brown; add tomatoes and tomato juice and cook slowly a half hour. Add nood-

les and cook slowly an hour or so. A can of mushrooms may be added and it is an improvement to cook the noodles in chicken broth.  
E. C., Exchange St.

## Walnut Wafers

½ lb. sifted brown sugar  
4 rounded tablespoons flour  
½ lb. broken walnut meats, a little salt  
¼ teaspoon baking powder  
2 eggs

Sift together three times the flour and baking powder. Beat eggs, add sugar, salt and nut meats. Add flour mixture, mix well and drop by small spoonfuls on buttered baking sheets. Bake in quick oven.

Mrs. D. C. R., State St.

## Chinese Molds

2 eggs  
1 cup rich milk  
1 cup cooked rice  
1 cup grated cheese  
½ teaspoon salt and ⅛ teaspoon pepper

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

Beat eggs, add milk and remaining ingredients. Mix thoroughly and put in greased custard cups. Place in pan of hot water and bake for 45 minutes in moderate oven. Serves 6.

## L. H. BARTH, Jeweler

Complete Line  
Watches, Diamonds and Silverware  
Special Orders Given Prompt Attention

(We Give  
Better Housing Home Coupons)  
86 Seneca St. (Schine's Theatre Bldg.)

# RAPALEE COAL AND COKE

PHONE 2221

TRY OUR  
SERVICE



30 Gates Ave. Geneva, N. Y.

## Rough Dry == 12 Lbs., 96c

This service includes flat work ironed, wearing apparel starched and ready for ironing.  
Shirts finished, approximately 10c each

2 DAY SERVICE

WET WASH (minimum 10 lbs.).....5c per lb.  
This leaves only the ironing for you

1 DAY SERVICE

## GENEVA STAR LAUNDRY

L. A. CURREY M. E. TILLEMA

511 Exchange St. Phone 2112  
We Give Christmas Thrifties

## "Fro-Joy"

WASHINGTON'S BIRTHDAY SPECIALS

All Kinds of Individual Moulds and  
HATCHET CENTER BRICKS

Ask Any "Fro-joy" Dealer About Our  
SPECIAL BIRTHDAY CAKE

35c (serves four)

Bulk Special for February  
COCOANUT BISQUE

Order from "Fro-joy" Dealers or Call

### GENERAL ICE CREAM CORP.

(Phones 2161 and 2606)

## Featuring--"GOLDEN RIVER"--A Real, Real Whiskey--Pts. 85c; Qts. \$1.65

We Give Tickets on the  
BETTER HOUSING HOME

# T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

AS A REMINDER—Make your purchases during the week—we are not open Sundays.

We Specialize in

## Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

### Gleaned from Here and There

(The 29th of a series of quotations  
from the collection of M. F.  
Devaney)

"A committee is a perfect device  
for postponing action and dividing  
responsibility." "A committee of  
three functions best when one is  
sick and the other is absent."

"The owl which is considered  
the wisest of birds has the plainest  
of feathers."

"When fortune means for men  
most good she looks upon them  
with threatening eye."

"Depression is the time when we  
have to do without the things our  
parents never had."

"This thing called tomorrow has  
deceived more men, postponed  
more achievements and stalled more  
successes than any other thing in  
life."

"Real achievement consists in  
succeeding oftener than you have  
failed."

"Good will piles up when your  
friends tell their friends of your  
friendly cooperation."  
(To be continued)

## HERE IS YOUR NUMBER

**Nº 427**

Save this complete copy  
and watch for next  
week's issue

### WINNING NUMBERS

Here are the winning numbers  
picked from our issue of February  
14:

2350 - 3134 - 4227  
4882 - 5760

If YOU hold a February 14 copy  
of "THE NEWS" containing one of  
the above numbers (under the head-  
ing "Here is your number") mail  
it to us at once, complete, and tell  
us from which one of the adver-  
tisers in TODAY'S ISSUE you  
wish to receive \$1.00 in merchan-  
dise or service. Order on the adver-  
tiser you select will be forwarded to  
you.

## Castle Street Market

Phone 251 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.**

## SPECIAL

2 gal. can Tidex Motor Oil....95c

Alcohol, 55c per gal.  
(bring your can)

## BAUMGARTNER'S SERVICE STATION

"The Independent Dealer"

Top of Bean's Hill, Geneva, N. Y.

Several brands to choose from

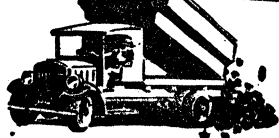
**GAS**

Sunoco, Tydol, Socony, Gulf

**OILS**

Sunoco, Veedol, Mobil, Gulf

# COAL



LOOK OUT!

More Cold Weather Ahead

Let us supply you with

**'blue coal'**

Why live in a house too chilly for  
comfort?

'blue coal' will fill every room with  
clean, healthful heat and save  
money for you besides.

Call

**P. O'Malley  
& Son**

Phones 6232 or 6187

27 Castle St.





## THE FUNNYBONE



### Purchasing Agent

"What's this big item on your expense account?"

"Oh, that's my hotel bill."

"Well, don't buy any more hotels."

### Progress

Willie: "Did Edison make the first talking machine, Pa?"

Pa: "No, son, God made the first one, but Edison made the first one that could be shut off."

### Poor Prognosis

"I don't think that Doctor Smith knows his job. Two years ago he told me that I only had six months to live."

"Still, he's a nice chap. Too bad he isn't more reliable."

### Well Earned Rest

"Fellow citizens," said the candidate, "I've fought against the Indians, I have often had no bed but the battlefield and no canopy but the sky. I have marched over frozen ground till every step has been marked with blood."

His story took well till one of the audience came to the front and leaning over the footlights said, "I'd say you've done enough for your country. Go home and rest, I'll vote for the other fellow."

### Maybe It Was An Old Grad

Waiter: "Don't you like your college pudding, sir?"

Customer: "No. I'm afraid there's an egg in it that ought to have been expelled."

FOR—

**BETTER MEATS  
CLEANER MEATS**

and

**QUICKER SERVICE**

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

### What This Country Needs—

"A man in Virginia has succeeded in crossing a cabbage and an onion."

"Yeah, and it smells like you're smoking it right now."

### Plenty Tough

Bride—I want a loin to cook.

Butcher—O. K., goilie, I'll see if I can find a cook book.

### Dishonesty

A man dropped into a grocery and asked for a dozen "black hens' eggs." The puzzled clerk stared at him. "I can't tell the eggs of a black hen from those of a white one," he said.

"I can," said the man.

"All right," responded the clerk; "pick them out yourself."

The man began to handle over the lot and pick out the big ones.

"Here, you can't do that," said the clerk. "You're taking the biggest eggs."

"Sure I am," answered the man. "That's the way to tell black hens' eggs."

### A POSTAL CARD

Is your only cost to list with the undersigned any article whatsoever you might wish to dispose of.

**M. F. DEVANEY**

Geneva

New York

**HARRY M. MOYER**

**PRINTER**

69 Oak Street

Phone 4189



**FINK'S SUPER  
SERVICE STATION  
LAKE ST.  
PHONE 2448**

Richfield Hi Octane Gas  
Richlube 10-W and 20-W Oils  
"The Only Independent in Geneva"

**COLONEL CHEERIO**

SAYS

**WE HAVE SOMETHING NEW  
GALLON STONE KEGS WINE**

**\$2.99**

(includes wine, keg and standard)

—See them in our window—

Large assortment of Whiskeys, Gin and Wines



Christmas Thrifties? SURE!

We Give Coupons on the  
BETTER HOUSING HOME

**S. A. GILBERT**  
JEWELER

510 Exchange St. Geneva, N. Y.

WE GIVE  
COUPON TICKETS  
ON THE

**Better Housing  
Home**



**EMPIRE GAS &  
ELECTRIC CO.**

# QUICK

**FRIENDLY  
LOAN  
SERVICE  
UP TO  
\$300**

Cash in 24 to 48 hours . . . courteous, helpful service—and strictly private. You don't have to make any repayments for 30 days . . . and then you can have as long as you want—3, 6, 8, 10, or even 20 months. If you are regularly employed, one of our various loan plans is sure to suit your needs. Fair and square charge—no extras.

Come in, write, or 'phone today

**PERSONAL FINANCE CO.**

OF NEW YORK

Phone Auburn 251  
Room 304 National Bank Bldg.

120 Genesee St.  
AUBURN, N. Y.

WE ARE PLEASED TO  
ANNOUNCE

—o—  
**1935**

**MASTER CHEVROLET**

*Now on Display*

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

Phone 6621

BAKER & STARK, Inc.

Are Still Offering the Balance of Their

## OVERCOATS

at the following  
SALE PRICES

\$18.50 COATS .....	Now	\$12.50
\$19.85 COATS .....	Now	\$13.50
\$22.50 COATS .....	Now	\$15.50
\$25.00 COATS .....	Now	\$16.50
\$27.50 COATS .....	Now	\$18.50
\$28.50 COATS .....	Now	\$19.50

Winter Underwear - Heavy Sweaters -  
Outing Pajamas & Nightrobes - Lined  
Gloves & Mitts are also included at  
Special Low Prices . . . .

 **Baker & Stark** Inc.  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre

# THE GENEVA COMMUNITY NEWS

Feb. 28, 1935

5100 Copies

## START YOUR SPRING SEWING NOW

WITH OUR HELP

New prints for dresses . . . new woollens for coats . . . smart rufflings - buckles - buttons - bows - clips.

Vogue, McCall, Hollywood and  
Simplicity Patterns.

And

ADVICE and HELP in STARTING,  
CUTTING and FINISHING.

Ask about this new service to our customers.

## HOWARD DRY GOODS CO.

We Give Christmas Club Thrifties  
Redeemable in Cash Next Christmas

WE ARE PLEASED TO  
ANNOUNCE

1935

## MASTER CHEVROLET

*Now on Display*

## RUSSELL-HART CHEVROLET, Inc.

South Exchange St.

Geneva, N. Y.

Phone 6621

## ADVANCED SPRING SHOWING

of new

## CURTAINS and DRAPERY FABRICS

at LYNCH'S

Also Upholstering and Slip-cover Material

Our Workroom will bring to  
your Windows the style and  
individuality so much desired.

May we help you with your window problems?

IN THE NEW BASEMENT

Silk Damask, 50" wide.....69c yd.  
Window Shades.....39c each

## LYNCH BROS.

485-489 Exchange St.

Geneva, N. Y.

## Every Style and Pattern You Can Name...and a Lot You Can't...

Are Found in Our Spring Line of

## MADE-TO-MEASURE SUITS

Whatever Style, Color or Weave that Becomes  
You Best . . . Will be Found Here. A Splendid  
Assortment for Every Occasion.

PRICED WITH TRY-ON

## \$24.50 up

Every Garment Measured and Fitted  
By Our Own Tailor Who Has Had  
Over 30 Years Experience in This  
Work.

 **Baker & Stark** Inc.  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Feb. 28

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.








Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"He who will not pardon others must  
not himself expect pardon."

### MARCH

-  5—First Shakespearean play  
presented in U. S., 1750.
-  6—President Roosevelt orders  
all of our banks closed,  
1933.
-  7—Ben Ames Williams, noted  
novelist, born 1889.
-  8—Dr. Shuckburg writes  
"Yankee Doodle," 1755.
-  9—Mexican Gen. Villa raids  
Columbus, New Mexico,  
1916.
-  10—Damian of Vienna invents  
the accordion, 1829.
-  11—The Confederate States  
adopt their constitution,  
1861. ©WNU

## HERE IS YOUR NUMBER

Nº 192

Save this complete copy  
and watch for next  
week's issue

### 1935 LEGION REVUE

On Monday evening, March 4, at  
the High School Auditorium, will  
be staged the American Legion Re-  
vue of 1935.

One of the features of the per-  
formance will be the appearance on  
the stage of the Winnek Post Drum  
and Bugle Corps, New York State  
Champions, together with Misses  
Helen and Jane Finnerty in dance  
numbers and Justin Martin, well  
known lyric tenor.

Other acts will include a stage  
appearance of Jimmie Lynch and  
His Band; a fifteen minute song and  
dance revue; Charles Gibson, Xylo-  
phonist, and one or two additional  
acts to be announced later.

In conclusion there will be a gala  
Minstrel performance under the di-  
rection of Al Leonard and Jim Dit-  
mars, presenting the cream of Ge-  
neva's singing and dancing talent,  
assisted by Jimmie Lynch's Orches-  
tra.

An evening of exceptionally en-  
joyable entertainment is assured.  
(See ad, page 8).

### Germans in Texas

The revolutions of 1848 and 1849  
in Europe drove thousands of peo-  
ple to foreign lands and many came  
to America. Between 1847 and 1850,  
15,000 Germans landed at Galves-  
ton, Texas. In 1834 a ship bearing  
German immigrants was wrecked on  
Galveston island and in 1838 a Ger-  
mania society was organized in New  
York to establish a colony in Texas.  
A boat load of 130 people reached  
Galveston on Christmas day, 1839.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### INCOME TAX REPORTS

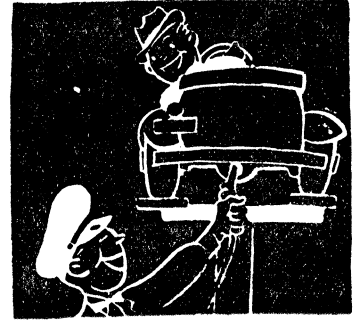
HARRY D. TARBELL  
ACCOUNTANT

Phone 6296

78 Castle St.

Former Address—511 Exchange St.

## MAY WE BE OF SERVICE TO YOU?



## RICKELS

Service Station

LAKE STREET Phone 2920

### WE OFFER YOU

Prompt Service Reasonable Prices  
Efficient Workmanship

—LET US REPAIR YOUR SHOES—

## HUB SHOE REPAIR

10 Castle St.  
SKATES SHARPENED, 20c

## Honest Advertising

Nothing will take the place of  
honest advertising in this country  
for many years to come. Adver-  
tising carefully prepared and AT-  
TRACTIVELY PRESENTED  
will help business now just as it  
has done in the past. Those who  
practice the doubtful method of  
economy by refusing to use any  
advertising media are woefully  
ignorant of facts.

—Weston (Mo.) Chronicle

—: Phone 2108 —:

GENEVA  
COMMUNITY  
NEWS

# ATTENTION!

**THE FOLLOWING GENEVA  
MERCHANTS ARE COOPERATING  
WITH THE LOCAL BETTER HOUSING  
COMMITTEE IN GIVING AWAY FREE  
THE BETTER HOUSING HOME NOW ERECTED ON  
EAST CASTLE STREET - - - - -**

Appleton Co., Inc.  
Baker & Stark, Inc.  
Charles F. Barth, Plumbing  
L. H. Barth, Jeweler  
Bolin Music House  
Chas. H. Brandow, Shoes  
Chas. Brunskill, Leather Goods  
Geo. F. Bruzee, "Battery Man"  
Casey & Son, Haberdashery  
Clarke's Pharmacy  
Thos. J. Comisky  
Cooney, Watts & Cooney  
Wm. C. Demming Corp.  
Dorchester & Rose  
Dwyer Coal Co.  
Easy Washer Shop  
Empire Gas & Electric Co.  
Fairfax Bros. Co.  
J. Friedman, "Fine Furs"  
Geneva Daily Times  
Geneva Permanent Loan & Saving Assoc.  
Geneva Saving Bank  
Geneva Star Laundry  
S. A. Gilbert, Jeweler  
Chas. E. Hadlow, Haberdashery

Chas. Wheeler, Furniture

Sam L. Hara, Cleaning  
Home Dairy Co.  
Hotel Seneca  
Howard Dry Goods Co.  
Howard Liquor Store  
Isenman's Confections  
J. B. Kashouty, Treadeasy Shoes  
Keilty Dry Goods Co., Inc.  
Lauer Furniture Co.  
Lynch Furniture Co.  
McCarthy's Pharmacy  
Modern Quick Shoe Repair Shop  
Market Basket Corp.  
Maytag Sales and Service  
P. O'Malley & Son  
Rapalee Coke & Coal Corp.  
Howard L. Reeder, Florist  
Riggs & Jensen  
Rogan & Johnson  
R. J. Rogers Lumber Co.  
Seneca Drug Co., Inc.  
The Seneca Shop  
Stubbs Lumber Co., Inc.  
W. L. Vogt Lumber Co.  
Warder's

---

**WITH EACH 25¢ CASH PURCHASE OF NEW  
MERCHANDISE OR PAYMENT OF OLD MER-  
CHANDISE ACCOUNTS, YOU RECEIVE ONE  
CHANCE OF WINNING THIS HOUSE FREE:  
COUPONS WILL BE AVAILABLE AT THE  
ABOVE GENEVA MERCHANTS STARTING  
FEBRUARY 25th AND ENDING MARCH 29th  
AT WHICH TIME HOLDERS OF COUPONS  
MUST BE AT THE SCHINES OR REGENT  
THEATERS THE EVENING OF MARCH 29th.**

---

**GENEVA BETTER HOUSING COMMITTEE**

**Gleaned from Here and There**

(The 30th of a series of quotations from the collection of M. F. Devaney)

"Pluck, perseverance and a change of tactics have conquered the most stubborn of situations."

"The strong pull, the long pull and all pulling together is the stroke of success."

"Lie down on a hard job and you'll not be able to rest well."

"Do to-day's job to-day, give tomorrow a square deal."

"The hand that will help you the most is the one that's attached to your wrist."

"Most of us realize our mistakes but few of us realize on them."

"You'll never be able to learn to swim by hanging your clothes on a hickory limb."

"Try steady plugging like the mule and you'll eventually bring back your load of logs."

"A little hard luck never hurt anybody, it strengthens character."

**LIFE INSURANCE**

and ANNUITIES

**LAVERNE F. DARLING**

Geneva Trust Co. Bldg.

Phone 2184

**CUT FLOWERS — PLANTS**

and

Designs for All Occasions

**Hamilton Gardens**

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

*Grand-mother says  
she wishes Thrifties  
were given when  
she was a  
kiddie*



## GET A CASH RETURN NEXT **CHRISTMAS** FROM WHAT YOU **SPEND** ALL YEAR

Come In Today and Get a **THRIFTIES** Pass Book

**L. H. Barth, Jeweler**

Ernest Baumgartner, Service Station

C. J. Brady Ice Co., Ice

Charles Brunskill, Harness and Horse  
Furnishings

Carroll's, Meat Market

W. &amp; T. Cass, Florist &amp; Nurserymen

Cooks Feed Store, Feed, Fertilizer,  
Seeds and Baskets

Cooney, Watts &amp; Cooney, Hardware

Davidson's, Ice Cream

Daylight Grocery, Thomas Grocery  
Co., Inc., Groceries

Fairfax Bros. Co., Paints, Wallpaper

Frank Dwyer, Coal, Coke and Wood

Foote's Cleaners, Dry Cleaning

Geneva Star Laundry

Howard Dry Goods Co., Department  
Store

Jeanette Shoppe, Lingerie and Gifts

The Lynch Furniture Co., Complete  
House FurnishingsNew Castle Market (Fred Baumgart-  
ner, Jr., Prop.), Meat MarketThe O. K. News Corp., Sporting Goods,  
News, Magazines and TobaccosHomer R. Ostrander, Sheet Metal,  
Furnace and Roofing

George M. Peters, Liquor Dealer

Riggs &amp; Jensen, Plumbing and Heating

Mary L. Rogan, Ladies' Millinery

Seneca Drug Co., Drugs and Drug

Sundries

Stubbs Lumber Co., Inc., Lumber

Toole Bros., Shoes

**Your Clothes Need Cleaning Oftener . . .**

Your suit or dress gets as soiled as your shirt or collar. You don't notice it, of course, but it's there, slowly ruining your clothes. That's why you should have cleaning done frequently by

**FOOTES CLEANERS**

(Harry D. Tarbell)

78 Castle St.

Phone 2910

"Where Quality is Considered First"

(We Give Christmas Thrifties)

**HOTEL SENECA**

GENEVA, N. Y.

"A Good Place to Wine and Dine"

**SATURDAY NIGHT DANCING PARTY**

9:00 to 1:00

25c per person couvert

Couples Only

Featuring the **SENECA SERENADERS**

Special Attention Given to

**BANQUETS and PARTIES**

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Mince Meat Cookies

1 1/2 cups sugar  
1 cup shortening  
1 cup nut meats (chopped)  
3 eggs, a little salt  
1 teaspoon soda  
2 1/2 cups flour  
1 package of mince meat, or  
1 cup of home-made mince meat  
1 1/2 tablespoons of hot water (omit if using the home-made mince meat)

Cream shortening, add slightly beaten eggs and part of dry ingredients. Add mince meat, nuts and remainder of dry ingredients. Drop on cookie sheets and bake 15 to 20 minutes in 350° oven.

Mrs. J. H., Nursery Ave.

## Tasty Salad

1 quart tomato juice, seasoned well with onion juice, salt and pepper  
2 tablespoons lemon jello  
2 tablespoons sugar

Let this mixture stand until it begins to set. Form cottage cheese into small balls, place in molds and pour jello mixture over them. When

solid serve on lettuce with any favorite salad dressing.

M. H. S., Pulteney St.

## Fruit Salad with Banana Dressing

Pare 6 oranges and remove white membrane. Pull apart in sections. Prepare 1 grapefruit in same manner. Drain 1 pint of peaches and slice. Place fruit in a salad bowl lined with crisp lettuce or on individual plates.

For dressing, press 6 ripe bananas through sieve, add 1/4 cup lemon juice and a little salt and paprika. Mix well and pour over salad.

R. T., Stanley, N. Y.

## Macaronied Salmon

1 cup macaroni  
2 cups flaked salmon  
3/4 cup rich or evaporated milk  
1 tablespoon butter, salt and pepper  
2 hard-cooked eggs

Boil macaroni in salted water until tender. Drain and place in greased baking dish. Add salmon and mix lightly together. Add milk

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

and seasonings, dotting butter over top. Bake in a moderate oven for 15 minutes. Serve hot garnished with the sliced or quartered hard-cooked eggs.

## L. H. BARTH, Jeweler

Complete Line  
Watches, Diamonds and Silverware  
Special Orders Given Prompt Attention  
(We Give  
Better Housing Home Coupons)  
86 Seneca St. (Schine's Theatre Bldg.)

# RAPALEE

## Semet-Solvay Coke

AND

## Cone Cleaned Coal

PHONE 2221

TRY OUR  
SERVICE



30 Gates Ave. Geneva, N. Y.

We Give Better Housing Home Coupons

## "FRO-JOY" ICE CREAM . . .

has been accepted and approved by the  
GOOD HOUSEKEEPING INSTITUTE

OUR BULK SPECIAL FOR MARCH

"Mardi Gras" Ice Cream  
Obtainable from all "Fro-joy" dealers

We have all kinds of Individual Moulds and  
Special Bricks for any occasion

## GENERAL ICE CREAM CORP.

(Phones 2161 and 2606)

## BALDWIN PIANOS

### Kelvinator Refrigerator

### Stromberg-Carlson Radio

Yes! We Give Better Housing Tickets

## BOLIN MUSIC HOUSE



## \* DOROTHY GOES SHOPPING \*

Personal appearance portrays the character. Guard against untidy and unruly hair with a good Permanent. From experience, I know that a Harper Method Permanent enables you to keep your hair looking lovely. Soft, natural waves and curls. **The Harper Method Beauty Salon, 10 Seneca St. Call 6783.**

—D—

Dressmaking, coats, suits and all kinds of plain and fancy sewing is done by **Edna Jerrett at 8 Pulteney St.,** just around the corner from Castle. **Phone 5857.**

—D—

### Straight Lines

Straight skirts for day time—ten inches off the floor. Occasional full panels in front or back. Slits if the skirt is too tight, and slender fitted hips.

—D—

For prompt service on watches, clocks and jewelry, stop in **Prince's Jewelry Store, 20 Linden St.** Rates are reasonable and you receive first class work. Prince's also have a reputation for excellent picture framing.

**A. P. Petersen, 476 Exchange St., Geneva, N. Y.,** rates 100% in his ability to match your old coat and vest with new trousers. If it's new trousers you need, bring in your old coat or vest to get a sample from.

—D—

### Fashion Harbingers of Spring

There is more feminine feeling in the newer fashions—expressed by a return to softer fabrics—vaporous chiffon, becoming lace, and lovely net—and accentuated by frilly capes, softly flattering berthas, and luxurious flower-laden accessories—the soft little touches that women love. The swish of taffeta is in the air. Daytime clothes are quiet—ladylike, or British bold and tweedy. Straight and slim is the silhouette.

Evening dresses become picturesque in the "period" manner, but they suggest the romantic types of many modes rather than any one in particular. New peasant necklines, shirred on a string, give greater fullness to bodice and sleeves.

The tendency in lace curtains, this year, is toward large mesh. Draperies feature solid colors. Stop in **Lynch's** and browse around. New and beautiful patterns in curtains and draperies are now on display.

—D—

You will be pleased with the shoe repair work that is done by **Carl.** First class work at reasonable prices... rebuilding and repairing. **Carl's Shoe Repair Shop** (next to Empire Gas Co.) **Castle St.**

—D—

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the **GENEVA COMMUNITY NEWS** when making purchases from any of the advertisers on this page.

"Dorothy".

—D—

For information regarding this page address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS,** or **Phone 2108.**

IT PAYS to read  
"THE NEWS"

## Schine's GENEVA

Fri., Sat. March 1-2

JEAN PARKER in  
"SEQUOIA"

Pronounced See-quo-yah

Comedy      Cartoon      News

Sun., Mon., Tues., March 3-4-5

James Cagney      Pat O'Brien  
in

"Devil Dogs of the Air"

Musical      Cartoon      News

Wed., Thurs., March 6-7

GEORGE ARLISS in  
"THE IRON DUKE"

Comedy      News Flashes

## Schine's REGENT

Fri., Sat., March 1-2

BUCK JONES in  
"THE CRIMSON TRAIL"  
Musical Comedy      Travelogue  
EPISODE NO. 14 "RED RIDER"

Sun., Mon., Tues., March 3-4-5

PAUL MUNI in  
"BORDERTOWN"  
Comedy      Cartoon

Wed., Thurs., March 6-7

DOUBLE FEATURE  
Ann Harding      Frank Morgan  
in  
"ENCHANTED APRIL"  
and

Charles Bickford, Helen Vinson  
in  
"A Notorious Gentleman"  
Latest World News

## Where's The Old Family Tub?



—Gone Forever—

If you weigh every cent of cost, every moment of time and every ounce of energy in doing your washing at home you find it cheaper to send it to

## GENEVA STAR LAUNDRY

L. A. Currey      M. E. Tillema  
511 Exchange St.      Phone 2112  
We Give Christmas Thrifties—  
—Better Housing Home Coupons—



## THE FUNNYBONE



"Did you find the lost strainer?" mother asked.

"No, Mother, I couldn't, so I used the fly swatter," Mary replied.

Mother nearly swooned, so Mary hastily added; "Don't get excited. I used the old one."

### The Long-Sought Remedy

Customer: "I see this medicine is good for man or beast."

Druggist: "That's right."

Customer: "Gimme a bottle. At last I've struck the right combination for my husband."

### Nose Was Stuffed

Maid: "Your mother-in-law waited all afternoon for you."

Mistress: "Oh, dear! Was she very incensed?"

Maid: "Well, I don't know, ma'am. I've got a cold in my head."

### The Fixer

"Are you a man who can smile when things go wrong?"

"Bet your life I am. I'm in the garage business."

### SATURDAY SPECIAL

SPAGHETTI and MEAT BALLS, 15c  
Orchestra for Dancing, 9 till closing

### BLUE MOON RESTAURANT

Exchange and Tillman Sts.

## TRAUTMAN & SMITH

### FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

FOR—

**BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE**

Come to

**BERG'S MARKET**  
96 Elm St. Phone 2864

### Junk Man

"Mother, what becomes of a car when it gets too old to run?"

"Somebody will sell it to your father."

### Useful Equipment

"What is there about your cow that keeps the flies off her back?"

"That's a long tail."

### Seemed Safer

Old Lady—Aren't you ashamed to ask for money?

Tramp—I got six months for taking it without asking.—*Stray Stories Magazine.*

### Artist's Temperament

"What made the soprano leave her husband?"

"She says she couldn't stand the way he kept telling her to take the air."

### Cold Comfort

Passenger (in bus stuck in snow-drift)—We can't sit here all day, driver. What are you going to do?

Driver (fed up)—Well, 'ow about makin' a nice snow man?

### Indifference

"Are you worried because they left you out of the Social Register?"

"No," answered Miss Cayenne. "I didn't know I was in it in the first place."

### WINNING NUMBERS

Here are the winning numbers picked from our issue of February 21:

350 - 1334 - 2472  
3842 - 4773

If YOU hold a February 21 copy of "THE NEWS" containing one of the above numbers (under the heading "Here is your number") mail it to us at once, complete, and tell us from which one of the advertisers in TODAY'S ISSUE you wish to receive \$1.00 in merchandise or service. Order on the advertiser you select will be forwarded to you.

### Which One?

"How is your most charming wife?"

"I have only one wife."

### START TODAY

You want to protect those who depend on you . . . you want to retire some day . . . you want a safe place to put your money.

Adopt a plan NOW . . . take much of the worry out of life . . . eventually achieve your goal.

Phone or send for booklet and learn more about the above combination plan.

New York Life Ins. Co.  
Phone 6273 Geneva, N. Y.

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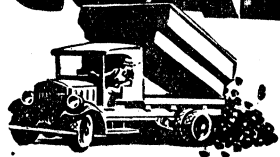
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New York

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You'll get quick heat when it's cold—clean, healthful warmth all day with little furnace attention. 'blue coal' is America's finest home fuel, the highest quality Pennsylvania hard coal, colored blue for identification.

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## P. O'Malley & Son

Phones 6232 or 6187

27 Castle St.

## RADIO FLASHES

By Ralph Le Brun

General Hugh S. Johnson is scheduled to "Defend the Constitution against the Onslaught of Radical Demagogues" over WJZ on Monday at 10:15 P. M. Bruce Barton, Raymond Moley and Lowell Thomas will appear on the 45-minute program.

On Monday, March 4, at 2:30 P. M. CBS reviews the New Deal. "Of the People, By the People, For the People" is the title of the elaborate two-hour review of the New Deal administration up-to-date, with the entire Roosevelt cabinet and many high government officials participating to mark the second anniversary of President Roosevelt's inauguration.

Due to interference between WLW and CFRB the night power of WLW has been reduced from 500,000 to 50,000 watts.

Five hundred mail bags loaded with letters, ten mail trucks full,—were delivered in one twenty-four hour period to Amos 'n Andy during their recent contest. Three hundred clerks were employed and every letter read by one of sixty college graduates. Did someone say Amos 'n Andy are slipping?

We Specialize in

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HIGH SCHOOL AUDITORIUM — MONDAY, MARCH 4

FEATURING (ON THE STAGE)

WINNEK POST DRUM AND BUGLE CORPS (New York State Champions)

with their very talented Drum Majors, the Misses Helen and Jane Finnerty, in Dance Numbers, together with Justin Martin, Lyric Tenor.

OTHER SPECIALTIES INCLUDE

Charles Gibson, Xylophonist—A Splendid 15 minute Song and Dance Revue—Jimmie Lynch and His Band, featuring Mr. Lynch at the piano; Joe Lafaro, violinist, and Song and Dance Numbers. Also one or two acts to be announced later—and

Al Leonard and Jim Ditmars with their FAMOUS VAUDEVILLE AND MINSTREL SHOW, made up of the cream of Geneva's Talent, greatly augmented for this occasion, and assisted by Jimmie Lynch's Orchestra in the pit.

CURTAIN 8:15 P. M.

ADMISSION, 50c (no reserved seats)

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Mar. 7, 1935

5100 Copies

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of Little Fellows From  
2 to 9 Years

It's None Too Early To Think About

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We believe you will be more than  
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**95c to \$1.95**



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1934 CHEVROLET COACH (Demonstrator)

1933 CHEVROLET COACH

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Cars and our prices are right. Positive-  
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(See Page 6)

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in

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Buy Your Auto Accessories Now on Our  
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Cash Down.

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J. H. Bindeman, Mgr.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Mar. 7

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"He who follows idleness shall soon  
find it the path to distress."

### MARCH



12—Four foot of snow falls in  
New York City, 1888.



13—Diamond found in meteor-  
ite, Canon Diablo, Ariz.,  
1891.



14—First bird reservation cre-  
ated in Florida, 1903.



15—Andrew Jackson, 7th pres-  
ident, born 1767.



16—U. S. takes possession part  
of Samoa Islands, 1900.



17—Camp Fire Girls are organ-  
ized at Washington, 1912.



18—King George of Greece as-  
sassinated, 1913. ©WNU

### Free Lecture

A free lecture on the making of  
stained glass windows will be given  
by Herman J. Butler in Smith Hall,  
William Smith College, on Friday  
afternoon, March 8, at 3:30.

Mr. Butler's lecture has special  
local interest, inasmuch as he de-  
signed the large East window of St.  
Stephen's Church.

### P. T. A. Dance

A dance, under the auspices of  
the Hamilton Street P. T. A., will  
be held at the Hamilton Street  
School on Friday evening, March 8,  
from 9 to 1. Music by Scott's Mu-  
sical Rascals. Admission 25c and  
the public is invited.

### New Firestone Manager

J. H. Bindeman, for ten years as-  
sociated with the Firestone organ-  
izations in Buffalo and Syracuse,  
has assumed managership of the lo-  
cal Firestone Auto Supply and Ser-  
vice Stores, corner Lake and Ex-  
change Sts. Mr. Bindeman and fam-  
ily will reside at 35 N. Brook Street.

In a talk with Mr. Bindeman a  
few days ago he stated he is very  
optimistic at the outlook for the  
present year and also wished to as-  
sure patrons of the Firestone Stores  
a continuation of the same satisfac-  
tory service received there in the  
past.

### Events of Public Interest

We will gladly publish—without  
charge—reading notices of events of  
public interest, such as bake sales,  
suppers, banquets, exhibits, recitals,  
games, plays, etc., if same are mailed  
to reach us not later than Monday  
noon (Saturday preferred), preced-  
ing our delivery day, which is  
Thursday of each week.

## INCOME TAX REPORTS

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ACCOUNTANT

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78 Castle St.

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## Hamilton Gardens

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One of the advantages of living in Ge-  
neva is that you can call upon this  
Laundry to do all your washing! Our  
prices are so low and our services so  
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NO SPOT OVERLOOKED

Every step checked against  
authorized chek-charts

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RICKELS

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# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Rich Pie Crust

1 cup raw potatoes  
1 cup raw carrots  
½ cup raw onions  
1 cup celery  
¾ lb. Sirloin or other steak (suet)  
Pepper, salt and parsley

Roll pie crust as for pie, cut square and cover half with above ingredients. Sprinkle with water and fold over other half of crust to cover. Pinch edges well, prick upper crust to let steam escape and bake slowly for 1 hour.

Mrs. W. O., Pulteney St.

## Chinese Dressing for Combination Fruit Salads

2 cups mayonnaise  
½ cup chopped almonds  
½ cup currant jelly  
½ cup whipped cream

Mix ingredients lightly together shortly before using.

## Crab Meat Salad in Tomato Cups

2 cups crab meat  
1 cup chopped celery  
1 green pepper (minced)  
3 tablespoons French dressing

2/3 cup mayonnaise, a little salt and paprika  
6 stuffed olives  
Lettuce and tomatoes

Pick over crab meat carefully to remove all particles of shell, add to it celery, minced pepper and seasonings and pour French dressing over ingredients. Let stand for ½ hour.

Remove tops of tomatoes, scoop out seeds and pulp, fill with crab meat mixture and garnish with stuffed olives and mayonnaise. Serve on lettuce leaves with crisp potato chips.

Mrs. K. K., Cherry St.

## Parsnip Balls

Scrape parsnips and cook until well done. Mash well and to 1 pt. parsnips add salt and pepper and 2 tablespoons cream. When cool, form into balls, dip in beaten egg, roll in bread crumbs and cook in deep fat until well browned. Serve immediately.

M. B., Prospect Ave.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

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## ICE

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## Dusty Millers

Scoop out center of hot baked potatoes. Add 1 teaspoon butter and enough confectioners sugar so that mixture may be formed into balls. Before mixture becomes too thick, add chopped walnuts or pecans. Form into balls and roll in cocoa.

Mrs. J. R., William St.

IT PAYS to read  
"THE NEWS"

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AND  
D. & H.

## Cone Cleaned Coal

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SPECIAL ATTENTION  
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has been accepted and approved by the  
GOOD HOUSEKEEPING INSTITUTE

OUR BULK SPECIAL FOR MARCH  
"Mardi Gras" Ice Cream

ST. PATRICK'S CAKE

Sold by all dealers—35c (serves 4)  
Also appropriate moulds and slices

## GENERAL ICE CREAM CORP.

(Phones 2161 and 2606)



# RADIO FLASHES

By Ralph Le Brun

A special broadcast by the Ohio Wesleyan University Glee Club in commemoration of the 93rd anniversary of the founding of the University at Delaware, O., will be presented over the Columbia network on Saturday, March 9, at 6 P. M.

The vaudeville team of Bernie and Baker, absent from the public eye and ear these many years, will be re-assembled for a one-time booking in the NBC studios Tuesday when Phil Baker appears as guest artist on Bernie's program over an NBC-WEAF network at 9 P. M. Long before Bernie ever conceived the idea of becoming an orchestra leader and Baker discovered that money was to be made in the comedy business, these two teamed up as a vaudeville act, Bernie sawing his fiddle and Phil pumping the accordian.

DeWolf Hopper, narrator of the Kansas City Philharmonic Orchestra concerts on NBC Sundays, will observe his 77th birthday March 30. In his distinguished career of 56 years in the theatre, Hopper has missed but two performances. He has never been sick a day in his life since he was 12 years old when he had typhoid fever.

What they used to do—Paul Whiteman drove a taxi—Clara, of Clara, Lu, 'n Em, clerked in a millinery store—Phil Baker was secretary to Carl Laemmle, motion picture producer—Tony Wons worked in a type-writer factory—Irene Beasley was a school teacher—Jane Froman was a sob sister—Jackie Heller used to be a boxer.

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**'blue coal'**

America's finest anthracite . . . starts quickly with little draft . . . burns evenly and steadily for hours and banks perfectly at night.

Phone 6232 or 6187

**P. O'Malley & Son**

27 CASTLE ST.



Amelia Earhart will make her radio dramatic debut on Monday when she appears under her own name as America's first woman of the air. The aviatrix, who has flown the Atlantic twice, once as a member of a crew and the second time alone, and the Pacific from Honolulu to Oakland, California, by herself, will be guest artist with Red Davis. She will be heard Mon., Wed., and Fri. of next week at 7:30 P. M., over NBC-WHAM.

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Complete Line

Watches, Diamonds and Silverware  
Special Orders Given Prompt Attention

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**APPAREL**

Let Us Keep Yours Always Ready to  
Wear by Serving You Regularly.

**FOOTE'S CLEANERS**

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(Harry D. Tarbell) 78 Castle St.

(We Give Christmas Thrifties)

## \* DOROTHY GOES SHOPPING \*

You'll be interested to see the new lace dinner cloths that just arrived at **Lynch's**. These exclusive new patterns are very beautiful and are selling from **\$1.50 to \$12.50**.

Perfect home-made candy! Johnston's Instant Fudge is delicious and ready to serve in 15 minutes by adding water or milk. It is **35c** a lb. and is now on sale at **McCarthy's Pharmacy**.

**A. P. Petersen**, 476 Exchange St., Geneva, N. Y., is pleased to announce that the 1935 Spring samples have just arrived. Stop in and look them over. Be prepared for Easter.

Dressmaking, coats, suits and all kinds of plain and fancy sewing is done by **Edna Jerrett** at 8 Pulteney St., just around the corner from Castle. **Phone 5857**.

For prompt service on watches, clocks and jewelry, stop in **Prince's Jewelry Store**, 20 Linden St. Rates are reasonable and you receive first class work. Prince's also have a reputation for excellent picture framing.

During the Lenten Season, every **Wednesday** and **Friday**, **Ringer's Bakery** will have a special of hot cross buns. You'll like their nice spicy flavor. Don't forget **Ringer's** home-made bread. Only high class materials are used. The result is fine quality bake goods. **Call 2011**.

Everybody's telling everybody else about the unusual values in chiffon and service weight stockings for only **59c** at **Lattimer's Brownbilt Shoe Store**, 492 Exchange St.

One of the most attractive of the new spring hosiery shades is **Distingué**, a deep neutral beige favored for town wear with neutral browns, beiges and blues.

Midnight egg scramblers and chaffing-dish experts will find their culinary tasks doubly pleasant in one of the new aprons called **Tab's**. Of rubberized crepe it protects the loveliest gown and yet makes the wearer look exceedingly smart. You will see them in various colors: **bolero red**, ice blue, green, maize or white.

**Baker & Stark** are offering a very complete assortment of Wash Suits for Little Folks, sizes 3 to 10. This should interest Mothers who find it difficult to find these garments, especially as low as **95c**.

Now is the time to prepare for Spring cleaning. New and rebuilt **Vacuum Cleaners** are sold or exchanged at **Z. N. David's**, 23 Castle St. One year **guarantee** on all. **Parts** and expert **services** for all makes. Work called for and delivered.

The greatest aid to lovely hair is a permanent. A good permanent. One which enables the beauty operator to arrange your hair in soft, natural waves and curls. Dorothy recommends a permanent at **The Harper Method Beauty Salon**, 10 Seneca St. **Call 6783**.

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, or **Phone 2108**.

### Schine's GENEVA

Fri., Sat., March 8-9

**RANDOLPH SCOTT** in

#### "Rocky Mountain Mystery"

By Zane Grey

Sun., Mon., Tues., March 10-11-12

**CLARK GABLE**

**CONSTANCE BENNETT**

#### "AFTER OFFICE HOURS"

Wed., Thurs., March 13-14

**CARL BRISSON**

**MARY ELLIS**

#### "All the King's Horses"

### Schine's REGENT

Fri., Sat., March 8-9

**RICARDO CORTEZ**

**V. BRUCE**

#### "SHADOW OF DOUBT"

Last Chapter of "RED RIDER"

Sun., Mon., Tues., March 10-11-12

**ALINE McMAHON**

**GUY KIBBEE**

#### "While the Patient Slept"

Wed., Thurs., March 13-14

**DOUBLE FEATURE**

**Neil Hamilton Florence Rice**

#### "FUGITIVE LADY"

and

**Jessie Matthews Sonnie Hale**

#### "EVERGREEN"

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Widmer's Wines are recognized as America's finest... and worthy to rank with the best European vintages. They are made in the Finger Lakes Region of New York State where soil and climate duplicate conditions in the most famous old-world vineyards. Their bouquet, flavor and trueness to type make Widmer's Wines the first choice of American connoisseurs.

**WIDMER'S**

Sherry, Port, Tokay, Muscatel,  
 Angelica, Sweet Catawba, White  
 Port, Branded Wine, Sauternes,  
 Claret, Burgundy, Rhine.

**Widmer's**

Be sure of your Wines, serve WIDMER'S

IT PAYS to read  
 "THE NEWS"

## SPECIAL NOTICE

WE WILL PAY \$1.00 EACH (in merchandise) for the five Feb. 28 copies of the GENEVA COMMUNITY NEWS delivered to those whose telephone numbers are as follows:

Geneva	5664
Geneva	2498
Phelps	36-M
Waterloo	236-W
Ovid	49-R

If the holders of these five copies will mail them to us, complete, at once, and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected.

Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address).

## DO YOU NEED

## A Larger Income From Your Present Capital?

A man of Seventy... has \$10,000 savings... his earning power has ceased... he requires \$1,000 a year on which to live. No conservative bond investment will produce the income which he needs with real dependability beyond the normal 5% rate of \$500.00 a year.

He can, of course, eat into his principal, but each bite must be larger than the last to offset the diminishing income. If he dies soon enough he escapes disaster, but the dread of this result can scarcely be conducive to a happy old age.

We will gladly tell you how our Annuity plan will solve your problem.

New York Life Ins. Co.

Phone 6273

Box 28

Geneva, N. Y.

## Gleaned from Here and There

(The 31st of a series of quotations from the collection of M. F. Devaney)

"To get nowhere follow the crowd."

"Keep an open mind, profit by criticism."

"Bite off more than you can chew and chew it. Plan more than you can do and do it. Hitch your wagon to a star. Keep your seat and there you are."

(To be continued)

**Tydol Motor Oil**

Per gal. 85c 5 gals. 70c per gal.

**BAUMGARTNER'S SERVICE STATION**

Top of Bean's Hill, Geneva, N. Y.

Several brands to choose from

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We give Christmas Club Thrifties redeemable in cash next Christmas

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and

**QUICKER SERVICE**

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**BERG'S MARKET**

96 Elm St.

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## THE FUNNYBONE



### The Proposal

She: "We've been waiting a long time for that mother of mine."

He: "Hours, I should say."

She: "Oh, Jack, this is so sudden."

### Room For One More

Bochner—(boarding a street car)  
Well, Noah, is the ark full?

Conductor—Nope, we need one more jackass. Come on in.

### Just for a While

Mandy: "So yo' done mortgaged our li'l home?"

Mose: "Jes' temp'rarily, honey, til' de mortgage am foreclosed."

### An Unfailing Spur

The new general manager was inspecting the branch office. "How long have you been working here?" he asked the office boy.

"Ever since the day the boss threatened to fire me," replied the young man.

### Fair Warning

"Those cakes are as hard as stone."

"I know. Didn't you hear her say, 'Take your pick' when she handed them around?"

### He Wanted to Know

"Well, whose been waiting the longest?" asked the dentist cheerfully as he opened the door of his office.

"I think I have," said the tailor, presenting his bill. "I delivered that suit you're wearing three years ago."

### Retaliation

Josie—Isn't Rover a naughty dog, mummy? He ate my doll's slipper.

Mother—Yes, darling, he ought to be punished!

Josie—I did punis' him. I went straight to the kennel an' dwank his milk.

### Must Be a Gentleman

Man—How did he lose his fortune? Preferred stock?

Friend—No. Preferred blonds.

24-hour Service    Plenty Parking Space

REGULAR MEALS DAILY

Also

SPECIAL SUNDAY DINNERS

TEXACO GRILLE

Lake Street (Just off Exchange)

Just to Remind YOU That

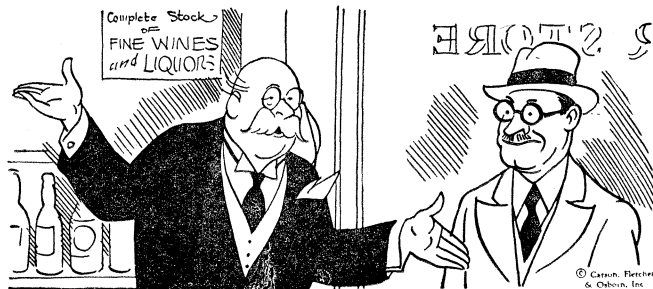
**FINK'S SUPER  
SERVICE STATION**  
LAKE ST.  
PHONE 2448

Carries only genuine Hydraulic Brake Parts and United Motor Service Parts.

Get the car ready for Spring. Play safe now and DON'T be sorry later.

"The Only Independent in Geneva"

## COLONEL CHEERIO



**"WHAT'S YOUR PREFERENCE, MR. GREER?—  
WE ARE SURE TO HAVE IT HERE!"**

OF COURSE we have all types of New Era beverages... straight whisky, blended, rum, wine, vermouth, brandy... and any others. BUT... if you're hunting some favorite brand, you'll also find it

here! We anticipate your preference by carrying all of the leading quality makes!

Christmas Thrifties  
Given Here

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

## DUNLOP

TIRES AND TUBES  
EASY CREDIT

Phone 3163    373 Exchange St.  
OPEN EVENINGS

We Specialize in

**Radio Repairing  
and Batteries**

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"  
23 E. Castle St.

Phone 6522    Geneva, N. Y.

GROVELAND STRAIGHT  
 RYE.....pt. \$1.00; qt. \$1.90  
 EMPIRE CLUB GIN,  
 .....pt. 79c; 5th \$1.25  
 18 K. BRANDY.....pt. \$1.15  
 9 YR. OLD SCOTCH.....5th \$3.50  
 WIDMER'S WINE,  
 .....qts. 95c; ½ gal. \$1.50

## HOWARD LIQUOR STORE

(Next to Regent Theatre)  
 PHONE 5133

### A POSTAL CARD

Is your only cost to list with the under-  
 signed any article whatsoever you  
 might wish to dispose of.

**M. F. DEVANEY**

Geneva New York

We Give Coupons on the  
 BETTER HOUSING HOME

**S. A. GILBERT**  
 JEWELER

510 Exchange St. Geneva, N. Y.



# 4 LOAN PLANS

**UP TO**  
**\$300**  
**24 to 48**  
**HOURS**

**20**  
**REPAY-**  
**MENT**  
**PLANS**

## PERSONAL FINANCE COMPANY

OF NEW YORK

Phone Auburn 251 120 Genesee St.  
 Room 304 National Bank Bldg.  
 AUBURN, N. Y.

### DO YOU NEED MONEY?

Our quick and friendly loan service provides you with cash in a hurry. Liberal repayment plans—take 3, 6, 8, 10 or even 20 months. One small amount monthly covers everything.

We're here to help you... come in, write, or 'phone TODAY.

Furniture, Auto, Co-maker and Combination Loans.

LOANS MADE IN NEARBY TOWNS

## OFFICE SUPPLIES

Desks, Tables, Chairs, Storage  
 Cabinets, Transfer Cases, Bind-  
 ers, Loose Leaf Forms, Blank  
 Books, Machine Bookkeeping  
 Equipment, Catalog Covers, Etc.

**W. F. HUMPHREY PRESS**

300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

## Plan NOW for Planting LATER

You can get the newer and better varieties of Roses and other items by having them reserved NOW. In addition to regular line am special sales agent for Conard-Pyles Star brand roses offering nearly 200 varieties. Many new this year. Will be glad to help YOU with your planting problems at your residence if you say when.

Write, call, or phone.

**CHAS. O. WARNER**

GUARANTEED NURSERY PRODUCTS

Phones: Office 2417, Res. 3580 Geneva, New York

Ask for booklet that tells you how  
 and when to prune. It's free.

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GENEVA COMMUNITY NEWS

WHEN PURCHASING

FROM OUR ADVERTISERS?

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## PHILLIPS MOTOR CO.

Authorized FORD Agency

351 Exchange St., Geneva

Phone 2255

IT PAYS US TO SELL THE

Convince your-  
 self with a  
 Driving Test  
 To-day.

**FORD**

**V-8**

Because

Now you, too,  
 can own one.  
 Easy Terms  
 through U.C.C.

IT PAYS THE BUYER TO BUY IT

\*\*\*\*\*

# THE GENEVA COMMUNITY NEWS

Mar. 14, 1935

5100 Copies

## A Little Secret About Used Cars:

We never have many used cars at any one time, tho our annual volume is probably as large as any local dealer. The SECRET is, we thoroughly recondition them, as soon as we take them in, and then price them RIGHT.

We generally have a waiting list for good used Chevrolet Sixes. If you expect to purchase a used car soon, let us record your requirements, as to make, model and approximate price.

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

Phone 6621

## Special Sale

NO. 9 HEAVY COPPER WASH BOILERS

**\$2.89**

BALL BEARING ROLLER SKATES

for Boys and Girls

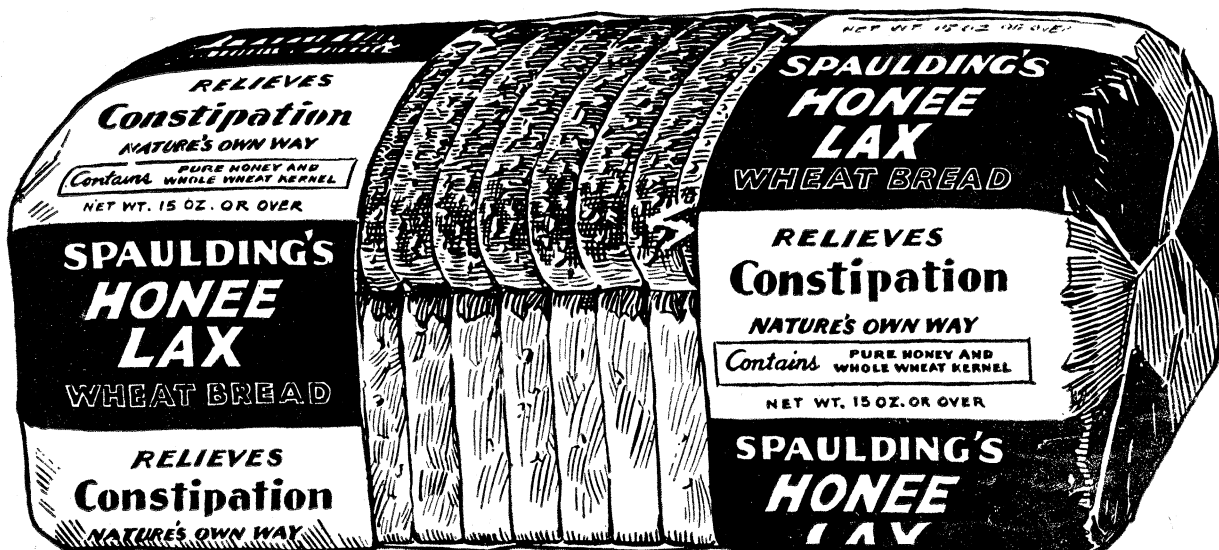
**\$1.19**

**Cooney, Watts & Cooney**

HARDWARE

513 Exchange St.

Phone 2170



Ask Your Grocer for "Spaulding's Honee Lax" Bread

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Mar. 14

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.








Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"This rule in gardening never forget:  
to sow dry and set wet."

### MARCH

-  19—Royal patent is issued for  
Massachusetts Colony.  
1628.
-  20—Newton, discoverer of law  
of gravity, dies, 1727.
-  21—Forty Pittsburgh council-  
men indicted for bribery.  
1910.
-  22—Laura Jean Libbey, novel-  
ist of love, born, 1862.
-  23—P. Henry asks "for liberty  
or for death," 1775.
-  24—Spain acknowledges the  
United States' independ-  
ence, 1783.
-  25—First Congressional Medal  
goes to G. Washington,  
1776. C. E. W.

## CUT FLOWERS — PLANTS and

Designs for All Occasions

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

IT PAYS to read  
"THE NEWS"

## Student Recital

On Monday evening, March 18,  
at 8:15, in the Woman's Building,  
Wm. H. Thompson, well known  
piano instructor, will present his  
Senior Students in a recital. Mr.  
Geo. MacNabb, pianist, of the East-  
man School of Music, Rochester,  
will be guest soloist. The public is  
invited. Admission 25c.

## Junior-Senior Play Contest

On Friday, March 15, at the  
High School Auditorium, the an-  
nual Junior-Senior play contest will  
be given.

The Juniors will present "Wur-  
zel-Flummery", a comedy by A. A.  
Milne, and the Seniors "The March  
Heir", a comedy by Babbett Hughes.  
Curtain 8:15 p. m. General admis-  
sion 40c; students 30c. All seats re-  
served.

## Symphony Concert

Plan now to attend the Geneva  
Symphony Orchestra Popular Con-  
cert to be given in the High School  
Auditorium on Sunday afternoon,  
March 24, at 4:00 o'clock.

The orchestra under the direction  
of Craig McHenry of Ithaca is com-  
posed of fifty pieces, made up of the  
leading local musicians augmented  
by others from nearby cities, includ-  
ing Syracuse.

The soloist on March 24 will be  
Miss Alice Bourne, harpist, of Ly-  
ons and Syracuse.

General admission tickets are 35c.

## INCOME TAX REPORTS

HARRY D. TARBELL

ACCOUNTANT

Phone 6296

78 Castle St.

Former Address—511 Exchange St.

## Yes, of Course--

we'll have

Green Pistachio Ice Cream

for Sunday, March 17

## DAVIDSON'S

QUALITY ICE CREAM

312 Castle St.

Phone 6122

Results are obtained by NEWS  
advertisers.



If you weigh every cent of cost,  
every moment of time and every  
ounce of energy used in doing  
your washing at home you find it  
is cheaper to send it to Geneva  
Star Laundry. Remember Geneva  
Star Laundry has a service for  
every need.

DAMP WASH

12 pounds for ..... 57c

## GENEVA STAR LAUNDRY

L. A. Currey M. E. Tillema

511 Exchange St. Phone 2112

We Give Christmas Thrifties—

—Better Housing Home Coupons—

## TO THE MAN WHO OWNS A CAR!

Your car represents an invest-  
ment that is worth protecting.  
PROPER LUBRICATION, most  
of all will help to keep your car  
from becoming mechanically old.  
It will help to prevent costly re-  
pairs. Our SPECIAL TEXACO  
LUBRICANTS and the thorough-  
ness employed at our station will  
open your eyes to what a REAL  
LUBRICATION JOB means!

For the good of your car, we  
invite you to drive around and try  
a complete Texaco lubrication  
job.

See us today!

## RICKELS

Service Station

LAKE STREET Phone 2920



# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Molasses Buns

1/2 cup sugar  
1/2 cup molasses  
1/2 cup butter  
1/2 cup sour milk  
1 egg  
1 teaspoon soda  
1 teaspoon cream of tartar  
2 cups flour  
1 cup chopped raisins or dates and walnut meats

Mix together sugar, molasses, melted butter beaten egg and sour milk in which soda has been dissolved. Add sifted flour, cream of tartar and floured fruit last. Bake in hot well oiled gem tins in moderately hot oven, 380° for 25 to 30 minutes.

Mrs. W. S.

## Fairy Bouquet Pudding

1/2 pint cream  
1/2 cup milk  
1 egg yolk  
1/2 cup sugar  
1 tablespoon gelatin  
6 marshmallows  
1/2 cup nut meats and a little vanilla  
Scald milk with gelatin, add egg

and sugar mixed. When cool and starting to set, add whipped cream, nut meats and marshmallows cut fine. Serve with chocolate sauce.

Mrs. P. S., Hamilton St.

## Quick Nut Bread

2 cups bread flour  
1/2 cup sugar  
4 teaspoons baking powder  
1 teaspoon salt  
5 tablespoons shortening  
1 whole egg and 1 egg yolk  
1 cup milk  
3/4 cup finely chopped nut meats

Sift together flour, sugar, baking powder and salt. Work in shortening as for biscuit, then add well beaten egg and egg yolk, milk and chopped nut meats. Beat well and turn into well buttered bread tin. Let stand 20 minutes and then bake forty to fifty minutes in 400° oven.

Mrs. F. B., South Main St.

Results are obtained by NEWS advertisers.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## GREEN CARNATIONS

and POTTED SHAMROCKS  
for St. Patrick's Day

## STALEY FLOWER SHOPPE

84 Castle St.

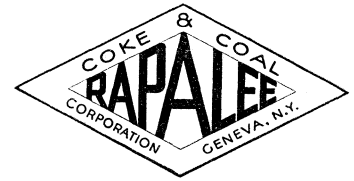
Phone 2105

(Members F. T. D.)

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing



FOR THE BEST

In

HEAT VALUE

## D & H Anthracite

and

## Semet-Solvay Coke

PHONE 2221

## RAPALEE

COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

We Give Better Housing  
Home Coupons

## Special--ST. PATRICK'S CAKE

Sold by all dealers—35c (serves 4)  
Also appropriate moulds and slices

BULK SPECIAL FOR MARCH  
"Mardi Gras" Ice Cream

"FRO-JOY" ICE CREAM—has been accepted and approved by the GOOD HOUSEKEEPING INSTITUTE

## GENERAL ICE CREAM CORP.

(Phones 2161 and 2606)

## 5 WEEKS MORE Before Easter

Why not prepare for this eventful time well in advance of the RUSH.

There's real economy in dressing well, when QUALITY can be had so reasonably at

## FOOTE'S CLEANERS

(Harry D. Tarbell)

78 Castle St.

Phone 2910

(We Give Christmas Thrifties)



**RADIO FLASHES**

By Ralph Le Brun

On Sunday at 12:45 P. M. over the Columbia network an address by Eamon DeValera, president of the Irish Free State will be broadcast from Ireland.

"Let March Winds Blow" said Amos 'n Andy, "It's California for us". So Weber City, for the balance of March will take to the air from Palm Springs, California about fifty miles from San Bernardino.

The Chase and Sanborn Tabloid operas on Sunday evenings at 8 P. M. over NBC-WEAF will be replaced beginning March 24 by Major Edward Bowes' Amateur Show.

Rudy Vallee's Variety Hour contract has been renewed for a year and a half with options for the next seven years. He has been broadcasting for the same sponsors for five and a half years.

There are 6,780,570 paid broadcast receiving licenses in Great Britain. The revenue from them is about \$16,544,590 yearly. Germany has 6,142,921 receiving licenses at 2 marks a month; about four times as much as in Great Britain. (Good old U.S.A.)

In a recent survey made by the Columbia Broadcasting System it is estimated that there are 21,455,799 homes in the United States with a Radio. There are over two and a quarter million homes with two or more radios. There are almost two million radio equipped autos. New York State, second only to the District of

Columbia boasts that 89.7 per cent of its homes are radio equipped. Arkansas hits the low with 27.5 per cent with radios.

**RADIO SERVICE**

TUBES PARTS SERVICE

For any make radio

**RALPH LE BRUN**

Phone 3921

We Have

**GENUINE LOCKHEED PARTS**

for Hydraulic Brake Service

**EARL G. STRATTON**

Rear Texaco Grille Phone 2028 Lake St.

Official Exide Battery Service Station

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GENEVA COMMUNITY NEWS**

**WHEN PURCHASING  
FROM OUR ADVERTISERS?**

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Complete Line

Watches, Diamonds and Silverware  
Special Orders Given Prompt Attention

(We Give

Better Housing Home Coupons)

86 Seneca St. (Schine's Theatre Bldg.)

**Castle Street Market**

Phone 251

Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.****LIFE INSURANCE**

and ANNUITIES

**LAVERNE F. DARLING**

Geneva Trust Co. Bldg.

Phone 2184

**Gleaned from Here and There**

(The 32nd of a series of quotations  
from the collection of M. F.  
Devaney)

"The moment a man begins to  
think for himself, that moment he  
begins to grow."

"Why complain about poverty  
when so many well-to-do people  
seem to be so miserable."

"By the time we are able to get  
the most out of life we are too old  
to enjoy it."

"The one thing no one can take  
from you is your will."

"Our doubts are traitors and  
make us lose what we might have  
won by our failure to attempt."

"It is good to be great but it is  
better to be human." Will Rogers.

"Next to having a good memory  
is to have a good forgetter."

Results are obtained by NEWS  
advertisers.

**'blue coal'**

America's finest anthracite . . .  
starts quickly with little draft  
. . . burns evenly and steadily for  
hours and banks perfectly at  
night.

**SEMET-SOLVAY  
COKE**

Satisfactory Heat  
At Lowest Cost

For These Outstanding Fuels

Phone 6232 or 6187

**P. O'Malley  
& Son**

27 CASTLE ST.

**IT PAYS to read  
"THE NEWS"**

## —\* DOROTHY GOES SHOPPING \*—

The designers of clothes for this Spring and Summer have been going back to Regency days for inspiration. It's a very important fashion revival, helped along by several new films and plays with Regency settings, such as George Arliss' recent picture "The Iron Duke".

Women who appreciate the charm of good looking, long wearing silk stockings are turning in ever increasing numbers to **Lattimer's Brownbilt Shoe Store** at 492 Exchange St. Both chiffon and service weights priced at 59c and 69c are unusual values.

Porcelain prints are the very latest according to Paris reports. They are made by a new process using a dead white background known as porcelain clay.

A. P. Petersen, 476 Exchange St., Geneva, N. Y., is pleased to announce that the 1935 Spring samples have just arrived. Stop in and look them over. Be prepared for Easter.

Entertaining on **St. Patrick's Day** is delightful and for this occasion **Ringer's Bakery** will have special cakes decorated with colored green cocoanut. Don't forget—delicious hot cross buns on **Wednesday** and **Friday**. Call 2011.

Play suits for summer will be made of porospun silks, which are meshy and light in weight.

The chiffon sash is returning to favor for formal afternoon and evening events.

Keep your feet comfortable. Step toward good health. Worn shoes need not be discarded. At **Carl's Shoe Repair Shop**, they can be rebuilt as good as new; and, consequently, are ready for longer wear and more comfort.

You should be interested in the new curtains and cottage sets for Spring, now on display at **Lynch's**. This Spring, cottage sets have a tendency toward more color. You'll surely find "the" curtain you wish at **Lynch's**. Material also sold by yard.

For prompt service on watches, clocks and jewelry, stop in **Prince's Jewelry Store**, 20 Linden St. Rates are reasonable and you receive first class work. Prince's also have a reputation for excellent picture framing.

One of the important spring styles is the checked tweed jacket with a flannel skirt. You will see them in a brown and natural check jacket with a brown skirt, or black and white check jacket with a black skirt.

Remember, when you buy wallpapers and decorative fabrics, that it is not just a matter of getting something new, but of finding what will add to the charm of your rooms and your pleasure in them. Remember too, that choosing the right colors is half the battle. The task is an absorbing one, this year, for fabrics and wallpapers have never been more alluring in color, more varied or more practical.

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frantz**, c/o GENEVA COMMUNITY NEWS, or Phone 2108.

### Schine's GENEVA

Fri., Sat., March 15-16—

**RALPH MORGAN**  
**FRANKIE DARRO**

in

**"LITTLE MEN"**

Sun., Mon., Tues., March 17-18-19—

**CHARLES LAUGHTON**  
**CHARLES RUGGLES**

in

**"Ruggles of Red Gap"**

Comedy      News      Cartoon

Wed., Thurs., March 20-21—

**HELEN HAYES**  
**ROBERT MONTGOMERY**

in

**"VANESSA"**

Comedy      News      Cartoon

### Schine's REGENT

Fri., Sat., March 15-16—

**JOHN WAYNE**

**"RANDY RIDES ALONE"**

Starting a New Serial  
**"TAILSPIN TOMMY"**

Sun., Mon., Tues., March 17-18-19—

**CLAUDE RAINS**  
**HEATHER ANGEL**

**"Mystery of Edwin Drood"**

Comedy      Travelogue

Wed., Thurs., March 20-21—

**GENE RAYMOND**  
**HENRY HULL**

**"TRANSIENT LADY"**

Comedy      News      Cartoon

### Just the Thing for School



AAA to C

SMOKE ELK, WHITE, or BROWN

**\$2.98 to \$3.95**

Buy them at Lattimer's—they wear longer

**LATTIMER'S**

BROWNBILT SHOE STORE

492 Exchange St.

CARIOCA RUM .....Pints \$1.25; Fifths \$1.95

Insist Upon Carioca—Accept No Substitute.

Both Types ITALIAN and FRENCH VERMOUTHS .....\$1.25

WHISKIES.....85c and \$1.00 per pint and up      GINS.....79c and 85c per pint and up

—o—  
Better Housing Tickets

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

We Specialize in

### Radio Repairing and Batteries

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

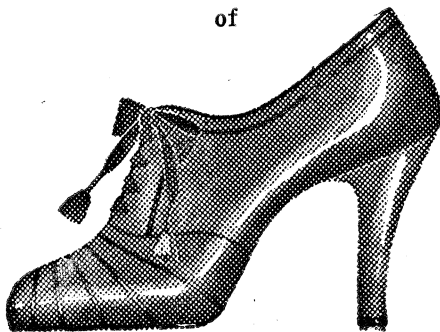
Phone 6522

Geneva, N. Y.

See Our

### NEW SMART SPRING LINE

of



**Rio Rita Shoes**

**\$2.98**

AAA to C

BASEMENT SHOE DEPT.

**J. W. SMITH DRY GOODS CO.**

Advertising in "THE NEWS pays.

### Meeting of Personal Finance

A meeting of the New York Association of Personal Finance Companies was held March 7 in New York City. Frederic W. Howe, a director of the Walker-Gordon Co., an affiliate of the Borden Company, was the speaker at the luncheon held at the Hotel Governor Clinton.

Members of this Association are engaged in a business which has brought the advantages of modern finance within reach of the average householder.

Development in New York State of this business of granting credit in sums under \$300 on monthly repayment plans adjusted to fit the individual budget—with charges payable only on the unpaid balance—was made possible through the adoption of the New York Small Loan Law in 1932. This law established a sound legal basis on which a business adequate to meet the popular need for small loans could be built. Companies operating under it are licensed by the State Banking Department. It was accepted that financing should not be the exclusive prerogative of big business and the man of property, but that it should also meet the needs of the man of moderate income who lacks acceptable security for bank credit, but whose earning ability and integrity entitle him to credit in order to bridge family crises without sacrificing his self-respect and independence.

—o—  
(See page 8)

Is YOUR Telephone Number  
Here?

Waterloo, 245;      Phelps, 49-J;

Geneva, 3706;      Geneva, 5576;

Geneva, 4163.

### TRUE to TYPE



**AS NUTTY A  
SHERRY**

*as was ever drunk in*  
**SPAIN**

Grapes ripened in the hot Spanish sun were never pressed into finer, truer Sherry than Widmer's True-to-Type Sherry. Its nutty, aromatic flavor and bouquet make it a splendid substitute for cocktails—and an ideal wine to serve throughout an informal dinner. Be sure of quality—always order Widmer's Sherry.

**WIDMER'S  
SHERRY**

*Also: Port, Tokay, Muscatel, Angelica,  
Sweet Catawba, White Port, Branded  
Wine, Sauternes, Claret, Burgundy,  
Rhine.*

F.A.C.A. Permit No. W-776

**Widmer's**

Be Sure of your wines.. Ask for WIDMER'S

Results are obtained by NEWS  
advertisers.



## THE FUNNYBONE



### Wrong Verb

"I understand your wife came from a fine family."

"Came is hardly the word—she brought it with her."

### Too, Too, Too

She—Oh, Hector, I love you so.

He—So what?—*Pearson's Weekly*.

### Enough Said

"Ever had a motor mishap?"

"Well, I met my wife in a garage."—*Tit-Bits Magazine*.

### Crashing Down

"Here's a telegram."

"Bad news?"

"It comes collect."

### Always in Practice

"Does your husband confide his business troubles to you?"

"Yes, every time I buy anything."

## HARRY M. MOYER

PRINTER

69 Oak Street

Phone 4189

## DUNLOP

TIRES AND TUBES  
EASY CREDIT

Phone 3163 373 Exchange St.  
OPEN EVENINGS

24-hour Service Plenty Parking Space

REGULAR MEALS DAILY

Also

SPECIAL SUNDAY DINNERS

TEXACO GRILLE

Lake Street (Just off Exchange)

WE OFFER YOU

Prompt Service Reasonable Prices  
Efficient Workmanship

—LET US REPAIR YOUR SHOES—

HUB SHOE REPAIR

10 Castle St.  
SKATES SHARPENED, 20c

### Back of Smoke Screen

"Yes, pa, I'm a big gun at school."

"Then, why don't I hear better reports?"

### Detour

"What is a distant relative, Bobby?"

"Please, sir, my cousin Jim. He lives in Australia."

### Ah, Ha

"Are mine the only lips you have kissed?"

"Yes, dear; and the nicest."—*Answers Magazine*.

### Curses!

Hooey—Did the candidate electrify his audience?

Fuey—No, he only gassed it.—*Pearson's Weekly*.

### Helping Father Out

Pingg—I hear your son is in a finishing school.

Pongg—Yes, but it looks like it's going to be my finish instead of his.

### An Alibi

Alice—I have an awful cold in my head.

Ed—Well, that's something.

### Of Corset

"Why were there so few girl athletes in the gay 90's?"

"They were all bustle-bound."

### ANDREW CARNEGIE

provided in his will for all of the large bequests to members of his family, relatives, close friends and faithful servants, through ANNUITIES—50 in all! He left no cash bequest of over \$2,000 to an individual. Carnegie, you may remember, was a pretty shrewd financial man—and a Scotchman! Annuities are older than life insurance itself; they are not a modern invention, but their application to new conditions and new times is a modern discovery. We'll gladly send you particulars without the slightest obligation.

New York Life Ins. Co.

Phone 6273

Box 28

Geneva, N. Y.

Do You

## Knock 'Em Over

There's one thing you can be certain of, and that is there will be NO TELL-TALE ODOR after we clean your Suit, Coat or Dress. We're cleaning specialists.

Individual Cleaning System

No Odor — No Shrinking —  
No Fading

McGuire's Dry Cleaning

553 Exchange St. Phone 4126

## TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

That's My Barber Shop

HOTEL SENECA

JOE and TONY

"It Pays to Look Well"

BUNO—Will Stop Dandruff and  
Falling Hair

FOR—

BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE

Come to

BERG'S MARKET

96 Elm St.

Phone 2864

## ANYONE Can "FIX" Brakes

Our trained mechanics will ADJUST your brakes with our special tools and equipment.

Be sure its right—take YOUR CAR to

FINK'S SUPER  
SERVICE STATION  
LAKE ST.  
PHONE 2448

"The Only Independent in Geneva"

## KELVINATOR REFRIGERATORS

Get Housing Tickets

## BOLIN MUSIC HOUSE

### A POSTAL CARD

Is your only cost to list with the undersigned any article whatsoever you might wish to dispose of.

**M. F. DEVANEY**

Geneva

New York

We Give Coupons on the  
BETTER HOUSING HOME

**S. A. GILBERT**  
JEWELER

510 Exchange St.

Geneva, N. Y.

# See us

about that **LOAN** you need

As specialists we are in a position to help you out at once . . . with any amount from \$50 to \$300. Cash in your possession in 24 to 48 hours.

Pay us back out of your income—in small monthly installments. Take any convenient period . . . 3, 6, 8, 10 or even 20 months. You are charged **ONLY** for the amount **UNPAID**, and **ONLY** for the time you keep the money. Come in, write or 'phone today. Loans made in all nearby towns.

Auto, Co-maker and Furniture Loans

## Personal Finance Company

OF NEW YORK

Phone Auburn 251 120 Genesee St.

Room 304 National Bank Bldg.

AUBURN, N. Y.

## OFFICE SUPPLIES

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

**W. F. HUMPHREY PRESS**  
300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

### What Is YOUR Telephone Number?

WE WILL PAY \$1.00 EACH (in merchandise) for the five March 7 copies of the GENEVA COMMUNITY NEWS delivered to those whose telephone numbers appear on page 6 of today's issue.

If the holders of these five copies will mail them to us, complete, *at once*, and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected.

Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

# ADVERTISE

in

## The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,100 COPIES

DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

CALL 2108 FOR RATES

# THE GENEVA COMMUNITY NEWS

Mar. 21, 1935

5100 Copies

## Do Your Shirts Fit You Properly?

In order that you can become better acquainted with the merits of the Riegler

### THIRD DIMENSION SHIRT

we are offering, in cooperation with the makers, this regular \$1.95 shirt at the special introductory price

**\$1.65**

Made from a very high grade white broadcloth . . . with or without collar . . . THREE BODY SIZES WITH EACH NECK SIZE AND SLEEVE LENGTH.

We believe that if you try one of these body-size shirts you will agree with us that it is the best fitting shirt you have ever worn.



489 Exchange St.

Geneva, N. Y.

## DO YOU REALIZE:--

That you can purchase a new 1935 Chevrolet Six, fully equipped, for almost \$40.00 less than any other full sized car.

There is a further saving, due to our finance rates being the lowest obtainable.

Chevrolets oil mileage is outstandingly high, beyond dispute. Chevrolets gas mileage is so outstandingly high that this year we are demonstrating with a gas mileage gauge permanently located before your very eyes.

## RUSSELL-HART CHEVROLET, Inc.

South Exchange St.

Geneva, N. Y.

Phone 6621

## W A R N I N G

We Do Not Have Canvassers or Solicitors.  
All Business Done at the Store

### Highest Prices Paid

For Your

## GOLD and SILVER

Bring, send or mail in your old gold jewelry, bridge work and silver in all forms

No matter how much or how little you have, or how old or broken it is. You will be surprised at the high cash prices paid you. You get careful, courteous attention and full privacy.

Everybody has some old gold trinkets tucked away in forgotten places—old rings, watches, chains, pins and other gold articles. We buy gold plated and gold filled articles in all forms.

Treasury Department License No. TGL 12-746

## THE OLD GOLD SHOP

36 Seneca For Private Estimate Call 2853 Geneva  
"Next Door to Home Dairy"

## READERS:--

WE WILL PAY \$1.00 EACH (in merchandise) for the five March 14 copies of the Geneva Community News delivered to those whose telephone numbers appear on page 6 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address Geneva Community News, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

## MERCHANTS:--

Don't Sigh for Business . . . Go After It!  
ADVERTISE in the Geneva Community News  
"An Advertising Medium of Distinction"

Published Every Week — 5100 Copies —

Distributed in Geneva, Waterloo,  
Phelps, Ovid, and Willard.

—: PHONE 2108 :—

Space Now Being Reserved for April, May, and June



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Mar. 21

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

CUT FLOWERS — PLANTS  
and

Designs for All Occasions

**Hamilton Gardens**

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

### MR. FISHERMAN:—

Lake Trout Season opens  
April 1; Brown, Brook  
and Rainbow season opens  
April 6.

Complete Line of Fishing Tackle

**O. K. News Corp.**

28 Castle St.

Phone 2713

GENEVA, N. Y.

## PERFECT CIRCLE RINGS AND EXPANDERS

ALL POPULAR SIZES

Now in Sets  
At Much Lower Prices

**CHAS. E. COOL**

Phone 2050

61 Geneva St.

### THIS AND THAT

Don't forget about the Geneva  
Symphony Orchestra Popular Con-  
cert at the High School Auditorium,  
Sunday afternoon, March 24, at 4  
o'clock. General admission 35c.

A nickel isn't supposed to be as  
good as a dollar, but it goes to  
church more often.—*Oneida (N.  
Y.) Democrat Union.*

Jimmie Lynch's newly organized  
dance band scored a big hit at the  
Oak Hill Country Club, Rochester,  
last Saturday night. The party was  
attended by over 300 couples.

The Dionne quintuplets will plan  
their own lives, says the parents.  
That should mean at least five dif-  
ferent cigarette and cosmetic in-  
dorsements.—*Indianapolis Star.*

A modern cold storage fur vault  
is under construction in connection  
with the J. Freedman fur store at  
114 Seneca St. Mr. Freedman an-  
nounces to his friends and custom-  
ers that this storage will furnish  
complete protection for their furs  
against fire, theft and moths. The  
equipment being installed is the  
most up-to-date obtainable—Adv.  
(Special Fur Sale, see page 8).

Ladies—Read J. W. Smith's ad,  
page 8.

If your merchandise or service  
is worth while, it is worth while ad-  
vertising.

## Electrical Specials

Gleaming White Porcelain Kitchen  
Units, \$1.75 installed.

Eliminate dangerous extension cords—  
have base outlets installed now, while  
prices are low.

COMPLETE OUTLETS, \$2.00 and up

**W. J. MAHER**

9 Toomey Place

Phone 4310

(Estimates cheerfully given)

Results are obtained by News  
advertisers.

IT PAYS to read  
"THE NEWS"



## Just a Memory

The modern woman no longer does her  
own laundry or has it done at home,  
when she can call us. Our service ap-  
peals to the most thrifty-minded people  
... and our work cannot be surpassed.

A trial will convince you.

Phone for our driver

## GENEVA STAR LAUNDRY

L. A. Currey

M. E. Tillema

511 Exchange St.

Phone 2112

We Give Christmas Thrifties—

—Better Housing Home Coupons—

THIS

## DECISION

IS YOURS!

If you have purchased a new  
car you'll naturally want it to  
give "new car performance" as  
long as possible.

Drive around and let us explain  
how Texaco FIRE-CHIEF Gaso-  
line and Texaco Crack-Proof  
Motor Oil will insure an extra  
long and highly enjoyable return  
on your "new-car" investment.

Drive in TODAY

**RICKELS**

Service Station

Lake Street

Phone 2920

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Chocolate Cookies

1 egg  
 ½ cup brown sugar  
 1 square melted chocolate  
 2 tablespoons butter  
 ½ teaspoon baking powder  
 ¼ cup sweet milk  
 ⅛ teaspoon soda  
 ¾ cup flour

Beat egg, add sugar, melt butter and chocolate. Sift dry ingredients, add alternately to first mixture with milk. Drop by spoonfuls on greased baking sheet and bake in moderate oven (350°). Ice with confectioner's sugar.

D. H., Prospect Ave.

## Mock Lobster Salad

2 cupfuls cold cooked halibut  
 1 cupful radishes shredded  
 ½ teaspoonful salt  
 ⅛ teaspoonful paprika  
 1/3 cupful mayonnaise

Flake the halibut. Shred radishes with the skins on, measuring one cupful. Mix with the halibut, add the salt and paprika. Mix lightly with mayonnaise and serve on crisp white lettuce. Serves six.

M. A., Exchange St.

## Sour Milk Molasses Doughnuts

1 cup molasses  
 1 cup sour milk  
 1 egg  
 1 teaspoon melted shortening  
 1 teaspoon each ginger, salt and soda

And flour enough to roll

Beat egg, add molasses and milk. Add shortening and flour sifted with dry ingredients. Make a batter stiff enough to roll, cut out with doughnut cutter and fry in deep fat. Dust with powdered sugar while hot.

M. S., Andes Ave.

## Jellied Vegetable Salad

Soak 3 teaspoons of gelatine in 3 tablespoons cold water. Dissolve over hot water and add slowly to 1 cup of mayonnaise. Chop 2 slices of onion, 1 cup cabbage, 2/3 cup raw carrot and 1 green pepper. Add to dressing, mold, chill and serve on lettuce.

M. W. L., R.D. No. 2, Geneva

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

For EASTER

Your PORTRAIT

## THE STEWART STUDIO

35 Seneca St.

Phone 2183

If it is something to

## Cover Your Floors

whether it be a beautiful AMERICAN ORIENTAL RUG . . . a BRAIDLOOM CARPET . . . one of the more moderate priced AXMINSTER RUGS . . . or just a CONGOLEUM RUG—the logical place to look is LYNCH'S.

We have both assortment and price.

NOW SHOWING the new patterns in ARMSTRONG'S INLAID LINOLEUM and QUAKER RUGS

## LYNCH BROS.

485-489 Exchange Street

Geneva, N. Y.

## ECONOMY BEAUTY SPECIAL

ANY THREE FOR \$1.00

Marcel — Fingerwave — Shampoo — Manicure — Facial — Arch — Oil Treatment — Tonic Treatment — Rinse

## CONNER'S SHOP

37 Linden St.

Phone 3140

Permanents

Eugene, \$5.50

Frigidine, \$4.50

You'll Like Our "Fro-joy"

## BULK SPECIAL FOR MARCH

"MARDI GRAS" ICE CREAM

SPECIAL ICE CREAM BIRTHDAY CAKES

Sold by all dealers—35c (serves 4)

"FRO-JOY" ICE CREAM—has been accepted and approved by the GOOD HOUSEKEEPING INSTITUTE

## GENERAL ICE CREAM CORP.

(Phones 2161 and 2606)

TRY OUR SERVICE

## Phone 2221

## Rapalee Coal & Coke Corp.

30 Gates Ave.

SAVE BY PAYING CASH

ONLY 4 MORE WEEKS  
BEFORE EASTER

## FOOTE'S CLEANERS

H. D. TARBELL

Phone 2910 78 Castle St.

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

## BODY AND FENDER WORK

## RIGBY'S GARAGE

230-4 Genesee Street

### LIMITED TIME OFFER

½ Price Sale

50-Piece Silver Set in Tarnish Proof  
Chest ..... \$19.13  
Before and After Sale, price \$38.25

**L. H. BARTH, Jeweler**

86 Seneca St. (Schine's Theatre Bldg.)

## Castle Street Market

Phone 251 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage  
Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.**

## RADIO FLASHES

By Ralph Le Brun

Major events in nearly every branch of professional and amateur sport will be heard over the Columbia Broadcasting System during the coming spring and summer season. Starting with the transatlantic relays of the Grand National Steeplechase at Aintree, England, on Friday, March 29, and the Oxford-Cambridge boat race on Saturday, April 6. On April 16, Columbia will broadcast one of the major opening baseball contests of the season and on April 23, the engagement between the New York Giants and the Boston Braves at the Polo Grounds, New York. The latter event will mark the first appearance of Babe Ruth in New York as a member of the Boston Braves.

In celebration of their 16th anniversary, Fred Waring and His Pennsylvanians will present a group of popular post-war songs in their weekly broadcast over the Columbia network on Thursday at 9:30 p. m. The list of old favorites will be taken from a dance program the Pennsylvanians presented at a Junior Prom of the University of Michigan, in February, 1921, their first big professional engagement.

## SEMET-SOLVAY COKE

Satisfactory Heat  
At Lowest Cost

## 'blue coal'

burns steadily for hours with little attention—and makes a slow, lasting fire when banked at night.  
America's finest home fuel.

For These Outstanding Fuels

Phone 6232 or 6187

**P. O'Malley  
& Son**

27 CASTLE ST.

## ASK US---

About "Copper Bound" Shingles before making any roofing arrangements

**JOHN A. PONTIUS**

90 Elm St.

Phone 4575

### Theatre Attractions

Schine's GENEVA. Fri., Sat., March 22-23—Rudy Vallee, Ann Dvorak in "*Sweet Music*". Radio Audition, 9 p. m. Hear your friends broadcast. Midnight Show, Saturday night at 12; also Sun., Mon., Tues.—Will Rogers in "*Life Begins at 40*". Wed., Thurs., March 27-28—Margaret Sullivan, Herbert Marshall in "*Good Fairy*".

Schine's REGENT. Fri., Sat., March 22-23—Lyle Talbot, Mary Astor in "*Red Hot Tires*" and chapter 2, "*Tailspin Tommy*". Sun., Mon., Tues.—Barbara Stanwyck, Gene Raymond in "*The Woman in Red*". Wed., Thurs., March 27-28—Virginia Bruce, Robert Taylor in "*Times Square Lady*".

## RADIO SERVICE

TUBES PARTS SERVICE

For any make radio

**RALPH LEBRUN**

Phone 3921

## HAVE YOUR MOTOR RECONDITIONED

By Us . . . All Work Guaranteed

## STRATTON'S BRAKE SERVICE

Rear Texaco Grille Phone 2028 Lake St.  
Ignition Work :- Exide Batteries

## OFFICE SUPPLIES

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Binders,  
Loose Leaf Forms, Blank Books,  
Machine Bookkeeping Equipment,  
Catalog Covers, Etc.

**W. F. HUMPHREY PRESS**

300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

## —✧— DOROTHY GOES SHOPPING —✧—

Again I urge you to try **Ringer's** fine quality homemade bread. Doctors recommend Health Bread for avoiding constipation. And there's delicious Boston brown bread and rye bread.

Do you like fresh cherry pie. Order one from **Ringer's Bakery**. Call 2011.

—D—  
Your Easter suit should be custom-made. Your Easter suit should be ordered now. The Code cuts down labor hours. Please avoid last minute buying. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

—D—  
You enjoy selecting **Greeting Cards** from a complete assortment such as **McCarthy's Pharmacy** has on display. Cards for all occasions—Birthday, Anniversary, Convalescent and Congratulation.

For this week—fine, white Vellum writing paper (72 sheets, 50 envelopes) at 49c.

—D—  
Now is the time to prepare for spring cleaning. New and rebuilt **Vacuum Cleaners** are sold or exchanged at **Z. N. David's, 23 Castle St.** One year guarantee on all. **Parts** and expert services for all makes. Work called for and delivered.

BUY THEM AT LATTIMER'S  
They Wear Longer



A medium shade smoked Elk  
Sizes 8½ to 12—12½ to 3  
B, C, D, widths

**\$2.49**

Other Styles \$1.45 to \$2.95

**LATTIMER'S**  
SHOE STORE  
492 Exchange St.

**Baker & Stark Inc.** are offering, in cooperation with the makers, a regular \$1.95 Riegle Third Dimension Shirt at a special introductory price of \$1.65. This shirt is made with three body-sizes with each neck size and sleeve length, thus insuring a perfect fitting garment.

—D—  
Even I can make fudge now—good, rich, and creamy. That's because of my eagle eye! A short while ago I told you how I discovered a new powdered mixture made by a well-known chocolate company. Follow the directions and you get fudge!

—D—  
“They're so good looking”, “Yes, and they wear so much longer”—“And so easy on the budget”. Whenever women gather, you'll hear satisfied comments like these about the hosiery from **Lattimer's Shoe Store** at 492 Exchange St. In chiffon or service at 59c.

—D—  
For clear, youthful skin, I recommend Harper Method Facial. Expert operators at **The Harper Method Beauty Salon, 10 Seneca St.**, use only the finest creams and employ them successfully for invigorating facials. Call 6783.

—D—  
As refreshing as a spring breeze are the new hosiery tones . . . .

### MAYTAG SALES & SERVICE

New and Used Washers  
Philco Radios

Washers and Radios Repaired  
(any make)

324 Exchange St.

Phone 2005

ARE YOU EVER BOTHERED  
By that

**“Just Came Back from  
the Cleaners” odor?**

Well, that's ordinary cleaning. McGuire's are the exclusive users in Geneva of the modern “Band-Box” cleaning system. Their slogan is—“Absolutely No Tell-tale Odor”.

**McGuire's Dry Cleaning**  
553 Exchange St. Phone 4126

you'll need them now to freshen that winter-weary wardrobe. Then, too, they blend perfectly with the new costume shades.

—D—  
Join the **Kenwood Blanket Club** at **Lynch's** and get one of these beautiful, fluffy, all-wool Blankets. For less money than they have ever been sold for before. A little each week and it's paid for before you know it. Ask them about it!

—D—  
High class service and stock establishes a reputation for the business man. **Prince's Jewelry Store, 20 Linden St.**, is well known for the satisfactory work on watches, clocks and jewelry. Picture framing is done also.

—D—  
The smartest soft dress is the dress with shirred fulness somewhere in the bodice, and with something important at the neckline. Prettiest, as well as smartest. Best fabrics for it are heavy sheer crepe and chiffon.

—D—  
For information regarding the “Dorothy Goes Shopping” columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS, or Phone 2108.**

### PLAYER PIANO

WILL SELL FOR  
BALANCE DUE

**\$97.50**

Bench and Rolls

### BOLIN MUSIC HOUSE



We Deliver Phone 2263  
**SENECA DRUG CO.**  
10 Seneca St.

"GOLD CUP" Straight Whiskey.....Pints \$1.00; Quarts \$1.85  
 "GOLDEN RIVER" Blend of Straight Whiskies. Youngest Whiskey used in this blend is 4 months  
 old .....Pints \$.85; Quarts \$1.65  
 "CARIOCA" RUM—Accept No Substitute—Insist on Carioca ..... Pints \$1.25; Fifths \$1.95  
 A REAL SPECIAL: "Imported Portugal Port"..... \$1.15  
 "LYNNBROOK" (aged in the wood—bottled from the barrel)  
 STRAIGHT RYE WHISKEY ..... Pints \$1.00; Quarts \$1.85  
 The above items are included in 417 carried in our stock. We invite your inspection.

## T. J. COMISKY

Wine and Liquor Store  
 97 Seneca St. (opp. Schine's Geneva Theatre)

—: BETTER HOUSING TICKETS :—  
 Phone 2635

### TRUE to TYPE

BE SURE OF YOUR WINES

Ask for WIDMER'S



WORTHY OF A  
 PLACE ON  
 THE FINEST TABLES

Wherever good food and fine living are appreciated... there you will find Widmer's Wines. These old American wines are recognized as "true to type"—authentic members of the great European wine families, yet they are brought to you at prices far below that of their imported cousins. Be sure of your wines. Ask for Widmer's by name.

Sherry, Port, Tokay, Muscatel, Angelica, Sweet Catawba, White Port, Branded Wine, Sauternes, Claret, Burgundy, Rhine.

# Widmer's

AMERICA'S FINEST WINES

Always in Good Taste

... Since 1888

F. A. C. A. Permit No. W-776

### Gleaned from Here and There

(The 33rd of a series of quotations from the collection of M. F. Devaney)

"Money is only good for what it will buy; one could be locked up in a bank vault surrounded by it and starve to death."

"If wrinkles must be written on the brow let them not be written on the heart; the spirit should be kept young."

"Being broke is often one of the stepping stones to success."

"Ain't it funny that some folks we can't miss and others we miss a pile and the ones we can't miss we see often and the others only once in a while."

"The only difference between stepping stones and stumbling blocks is in the way we use them."

### In Spite of Heavy Losses—

many people today still have a considerable amount of capital. However, declining interest rates and decreased dividends make the problem of meeting their present expenses with a reduced income very difficult.

It is small wonder that the interest of the public in ANNUITIES has increased. People are beginning to realize that the Annuity investment can give one thing which the public wants today—a livable income which is guaranteed.

We'll gladly send you particulars without the slightest obligation.

New York Life Ins. Co.

Phone 6273

Box 28

Geneva, N. Y.

Josh Billings said, "It has taken me a long time to learn to look a second time into the things I was sure of the first time."

"A clock kills time by keeping its hands busy."

(To be continued)

Is YOUR Telephone Number Here?

Waterloo, 210-M; Geneva, 2880;  
 Geneva, 5903; Geneva, 6167;  
 Ovid (Willard), 51-F-13  
 (See Page 1)

We Specialize in

## Radio Repairing and Batteries

NATIONAL BATTERIES  
 R.C.A. RADIOS

## Geo. F. Bruzee

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

## Springs Sprayed Free

WITH EVERY OIL CHANGE

## BAUMGARTNER'S SERVICE STATION

Top of Bean's Hill, Geneva, N. Y.

Several brands to choose from

GAS

Sunoco, Tydol, Socony, Gulf

OILS

Sunoco, Veedol, Mobil, Gulf

Batteries - Tires - Tubes

Results are obtained by NEWS  
 advertisers.



## THE FUNNYBONE



### We'll Be Doggone!

"Your Honor," said the attorney, "your bull pup has chewed up the Bible."

"Make the witness kiss the dog," grumbled the judge. "We can't adjourn to get a new Bible."—*Annapolis Log.*

### One-Sided Bond

There is almost always a tie between father and son—and the son usually wears it.

### The Plane Truth

"Hello, Smith, haven't seen you for some time."

"Been in bed seven weeks."

"Oh, that's too bad. Flu, I suppose?"

"Yes, and crashed!"

### An Easy Remedy

"I object to smoking," said a nervous little lady in the back seat of a street car. "It makes me ill."

"Is that so?" said the man with the pipe, sympathetically. "Well, don't you think you ought to give it up, ma'am?"

### Useless Worry

A man on trial for his life was being examined by a group of alienists. Suddenly one doctor jumped up and shouted at him: "Quick, how many feet has a centipede?" The man came back in a dry, dry voice: "Gad, is that all you have to worry about?"—*Annapolis Log.*

### LOW CASH PRICES

### EASY CREDIT

So Why Not Try A

### DUNLOP

Phone 3163 373 Exchange St.

24-hour Service Plenty Parking Space  
REGULAR MEALS DAILY

Also

SPECIAL SUNDAY DINNERS

### TEXACO GRILLE

Lake Street (Just off Exchange)

### The Difference

A small boy had taken his mother's powder puff and was in the act of powdering his face when his small sister, aged five, snatched it from him.

"You mustn't do that," she exclaimed. "Only ladies use powder—gentlemen wash themselves!"

### S O S

A policeman, making his rounds in the early morning, found an inebriated individual standing in a horse trough and waving his handkerchief over his head.

"Hey, what are you doing there?" asked the cop.

"Save the women and children first—I can swim."—*Punch Bowl.*

### Distinction

"What model is your car?"

"It's not a model; it's a horrible example."

### A Close-Up

First Dumb Hunter—"How do you detect an elephant?"

Guide—"You smell a faint odor of peanuts on his breath."—*Widow.*

## HARRY M. MOYER

PRINTER

69 Oak Street

Phone 4189

FOR—

BETTER MEATS

CLEANER MEATS

and

QUICKER SERVICE

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

Ask Us About

## Safety Maintenance

Bring your car in and let us check it over so that **YOU** will be safe when you go for a ride these nice spring days.

**FINK'S SUPER  
SERVICE STATION  
LAKE ST.  
PHONE 2448**

"The Only Independent in Geneva"

## COLONEL CHEERIO

SAYS

We have a few little kegs of PUTNAM'S WINE,

with stand and spigot.....\$2.99

WIDMER'S "VINE CITY" WINE.....55c; 2 for \$1.00

Complete line of WHISKEY, BRANDY, and GIN,

from .....85c Pint up

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

WE GIVE CHRISTMAS CLUB THRIFTIES  
Redeemable in Cash Next Christmas

## SPECIAL

Mr. Freedman just returned from New York City with a complete assortment of

## SILVER FOX SCARFS and CAPES

which he is able to offer at  
ATTRACTIVE PRICES

### J. FREEDMAN

114 Seneca St. Phone 2172  
"The Only Practical Furrier in Geneva"

#### A POSTAL CARD

Is your only cost to list with the undersigned any article whatsoever you might wish to dispose of.

Among the recent listings is a  
Banjo Ukelele

M. F. DEVANEY

Geneva New York

We Give Coupons on the  
BETTER HOUSING HOME

### S. A. GILBERT JEWELER

510 Exchange St. Geneva, N. Y.

## AUTO LOANS UP TO \$300

If you want a loan on your car, see us. Loans made to employed, single or married people. Here you can get the cash in 24 to 48 hours or sooner in special emergencies. We "Refinance" unpaid balances on cars. Our charges on Auto Loans are surprisingly reasonable.

We also make Furniture and Co-Maker Loans.

Come in—Write—or 'Phone.

Loans Made in All Nearby Towns.

### PERSONAL FINANCE CO.

of New York

ROOM 304—THIRD FLOOR NATIONAL BANK BLDG.  
120 GENESEE ST. PHONE 251 AUBURN, N. Y.  
Licensed Pursuant to Article IX of the Banking Law

## BOOKS

That are informative and interesting.

That help you get the best results from your  
planting.

That are written by recognized experts in simple  
understandable terms.

#### HERE'S HOW YOU CAN GET THEM FREE

On any purchase of Nursery products this spring I will allow a credit of 10% of the amount of your purchase toward payment of any books selected.

If you do not find a catalogue showing these books with this issue of Community News, drop a card, or phone, and one will be sent promptly. Can supply any other books desired.

In addition to regular line I also offer the complete assortment of Conard Pyle's Star brand Roses (nearly 200 varieties).

FIRST CLASS ROSES and many other items will be scarce by planting time. It will pay to place definite orders NOW.

### Charles O. Warner

Guaranteed Nursery Products  
GENEVA, NEW YORK

Office: Carter Road—Phone 2417 or  
residence phone 3580

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—great huge jars of cold cream—tall  
bottles of lotion—all for only..... **25<sup>c</sup> Each**

Come in and see this special collection of toilet articles  
—includes Brilliantine, Shampoo, Witch Hazel, Powder, etc.—stock up now at this special value sale!

### J. W. SMITH DRY GOODS CO.

Geneva, N. Y.

## Check the Economy of the FORD V-8

For 1935 with Any Car at Any Price  
"Immediate Delivery"

SEE BIG DISPLAY

of these fine cars

### Phillips Motor Co., Geneva, N. Y.

Used Car Dept., 57 Geneva St.  
50 to Choose From Phone 2654

Service and New Car Dept.  
351 Exchange St. Phone 2255



# THE GENEVA COMMUNITY NEWS

Mar. 28, 1935

5100 Copies

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SCREENED COMPOST MIXTURE

(Best for Indoor Plants)

FINE BLACK MUCK (To Lighten Heavy Soil)

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Geneva, New York

(We welcome visitors to see the quality of our merchandise)

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CURTAINS—  
in ruffled and flat styles.

COTTAGE SETS—  
in the new bright kitchen and bathroom colors.

OVERDRAPERIES of every color and style.  
(Made to your measurements)

DRAPERY — UPHOLSTERY — and SLIP  
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Also see the new beautiful CELANESE NINON  
CURTAINS—made in every color—in any  
desired style.

**HOWARD DRY GOODS CO.**

We Give Xmas Club Thrifties—Redeemable in Cash  
Next Christmas

## Do You Need a Good USED TRUCK

1929 CHEVROLET 1½ TON STAKE  
131 inch W. B.

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1929 INTERNATIONAL 1½ TON STAKE

Our stock of Used Passenger Cars  
is low. Two reasons: (1) We thor-  
oughly recondition, (2) Our prices  
are right. Let us know your re-  
quirements.

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

Phone 6621

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Mar. 28

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146

Geneva, N. Y.

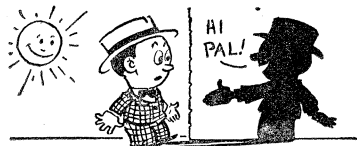
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"A false friend and a shadow attend  
only when the sun shines."

### MARCH



26—Indians attack and sack  
Marlboro, Mass., 1676



27—P. Blake gets his patent on  
the corkscrew, 1860



28—"Mr. Dooley," popular  
song hit, published 1902.



29—Vera Cruz, Mexico, sur-  
renders to General Scott,  
1847.



30—Alaska is purchased from  
the Russians, 1867.



31—Perry signs "open door"  
treaty with Japan, 1854.

### APRIL



1—England imposes a tax on  
all bachelors, 1695.

©WNU

## THIS AND THAT

Noticed an airplane soaring round  
and round a few days ago, as  
though looking for a place to land.  
Probably looking for that air port  
that "used to be" up on Bean's Hill.  
Geneva—a nice up-to-date city—air-  
planes passing over every day and  
no airport. Too bad.

One of the funniest excuses an  
advertising man has to listen to is

the one "We'll advertise when busi-  
ness picks up" or "When we get  
some business we are going to do  
some advertising". That's putting  
the cart before the horse. Business  
comes "after" advertising—not "be-  
fore" it.

One of the needed city improve-  
ments that this paper has advocated  
from time to time since September,  
1933, is the covering of the unused  
car tracks, and we were pleased to  
note at the beginning of the year  
that Mayor Maxwell recommended  
in his message to the Common  
Council that arrangements be made  
to cover the tracks. We are now  
wondering if another winter will  
find the tracks in the same slippery  
and dangerous condition—or even  
more so.

Is there anything more important  
in the Spring than house-cleaning,  
painting, varnishing, etc.? Is there  
anything more important anytime  
than food—especially bread? (Now  
turn to page 12.)

We often wonder if Genevans ap-  
preciate our theatre and the class  
of attractions that play here. Schine's  
Geneva Theatre outclasses in beauty  
many of the play houses in much  
larger cities and many of the out-  
standing pictures play here as soon  
as, or even sooner than, in Syracuse,  
Rochester, Buffalo and New York.  
Just consider the pictures of the  
past week—"Ruggles of Red Gap",  
"Vanessa", and "Sweet Music".  
And not forgetting "Roberta" com-  
ing (see ad, page 6)—given four  
stars by Liberty magazine.

Speaking of "Vanessa"—what  
fine acting by that "Grand Old  
Lady" of the stage and screen—  
May Robson. At one time your writ-  
ter was a member of a theatre or-  
chestra—back in the days when the  
actors appeared "in person". We  
witnessed the performances of many  
of "the best of them", but one piece  
of acting that has always stood out  
in our memory was that of the  
inimitable May Robson in "The Re-  
juvenation of Aunt Mary".

Results are obtained by News  
advertisers.

IT PAYS to read

"THE NEWS"

## Persistence

Persistence is the mother of mir-  
acles. It is half of achievement. In  
advertising persistence is the first  
law of success. Spasmodic adver-  
tising, no matter how good, is  
seldom resultful.

Persistence appeal builds good  
will, creates confidence, develops  
interest and tends to make your  
advertising efforts produce re-  
sults.

It is the cumulative effort of your  
advertising that makes it pay.

-: Phone 2108 -:

## GENEVA COMMUNITY NEWS

THIS

## DECISION

IS YOURS!

If you have purchased a new  
car you'll naturally want it to  
give "new car performance" as  
long as possible.

Drive around and let us explain  
how Texaco FIRE-CHIEF Gaso-  
line and Texaco Crack-Proof  
Motor Oil will insure an extra  
long and highly enjoyable return  
on your "new-car" investment.

Drive in TODAY

## RICKELS

Service Station

Lake Street

Phone 2920

**MR. FISHERMAN:—**

Lake Trout Season opens  
April 1; Brown, Brook  
and Rainbow season opens  
April 6.

Complete Line of Fishing Tackle

**O.K. News Corp.**

28 Castle St. Phone 2713  
GENEVA, N. Y.

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**Castle Street Market**

Phone 251 Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage  
Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.**

**Reunion Island French Colony**

Reunion island has been a French colony since 1643, and is in the Indian ocean, about 400 miles east of Madagascar. The colony is represented in the French parliament by a senator and two deputies. It has an area of 975 square miles. St. Denis is the capital.

**An Astrophane**

The astrophane is an educational globe illustrating the stars and constellations and their relationship and showing the sun and its planets and their relative movement. By means of a simple adjustment, an observer can find the position of the stars at any time of the day or any date.

You can't carry out your plans unless people act as you expect them to. That's the snag in the way of "economic planning."

**Use of the Open Door**

"An open door," said Hi Ho, the sage of Chinatown, "varies in its advantages according to whether the key is managed from the inside or the outside."



We Deliver Phone 2263  
**SENECA DRUG CO.**  
10 Seneca St.

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and ANNUITIES

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**PERFECT CIRCLE  
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**HAVE YOUR MOTOR RECONDITIONED**

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Rear Texaco Grille Phone 2028 Lake St.  
Ignition Work :- Exide Batteries

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GENEVA COMMUNITY NEWS  
WHEN PURCHASING  
FROM OUR ADVERTISERS?**

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Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
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ESTABLISHED 1885

**If You Haven't Tried A  
Riegle Body Size Shirt  
You Should Do So Now.**

(Special Introductory Sale Ends Saturday, Mar. 30th)

Three body sizes with each neck size and sleeve length. Made from high grade white broadcloth with or without collars . . . \$1.95 quality now

**\$1.65**

We also carry a very complete line of Van Heusen Collars in all the newest styles . . . ideal with Riegle Neckband Shirts . . . Be sure to listen to a new program sponsored by Van Heusen beginning Sunday, March 31st at 10:15 P M. over WHAM.



489 Exchange St.

North Regent Theatre

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Johnny Cake

- 1 cup sour cream
- 1 teaspoon soda
- 1 teaspoon salt
- 1/3 cup sugar
- 1 egg
- 1 cup white flour
- 2 cups corn meal

Beat egg well, add salt, sugar and flour and mix until smooth. Add cream and corn meal. Lastly add soda which has been dissolved in a little boiling water. Bake 20 minutes in an oiled and floured pan.

Mrs. L. M., William St.

## Dutch Slaw

- 6 medium sized potatoes
- 5 eggs, hard boiled
- 1/2 lb. bacon, cut in small pieces
- 1 large head lettuce
- 1/2 cup vinegar
- Salt and pepper

Boil potatoes and mash. Fry bacon until golden brown and crisp. Put vinegar in bacon fat and heat. Combine mashed potatoes with lettuce and mix well. Add sliced eggs, salt and pepper to taste and pour hot vinegar and drippings over all. Serve at once.

Mrs. C. L., Castle St.

## Meat Pies with Rice

- 4 cups cooked rice
- 1 onion
- 2 cups tomatoes
- 1 lb. raw meat or left over meat, cut small

Salt, pepper and 1 tablespoon fat

Melt fat, add sliced onion and if raw meat is used, add, and cook until red color disappears. Add tomatoes and seasonings after onion is browned and heat through. Into greased baking dish, place layer of rice, add meat and gravy and cover with rice dotted with fat. Bake for 1/2 hour.

Mrs. G. M. T., Hamilton St.

## Eggs a La Goldenrod

- 2 tablespoons butter
- 2 tablespoons flour, a little salt and pepper
- 1 cup milk
- 2 hard-cooked eggs
- 4 slices toast

Melt butter, add flour and seasonings. Pour on milk and stir until smooth. Add whites of hard-cooked

eggs, chopped fine. Spread on hot toast and force yolks of eggs thru ricer or strainer onto toast. Garnish with parsley. Serves 4.

## Food Gathering of Oysters

The food gathering activities of oysters and other shellfish, working in mass, may alter the physical and chemical properties of the sea around them to a considerable degree, an oceanographic study has shown.

## NEW BOOKS...

### IN OUR CIRCULATING LIBRARY

"Heaven's My Destination"

"Forty Days of Musa Dagh"

Also Faith Baldwin's latest "The American Family"

Come in . . . look over our books . . . splendid assortment from which to choose.

## DAVIDSON'S

A synonym for Quality Ice Cream

312 Castle St.

Phone 6122

## The SMART STEP

Buy Your Next Pair at Lattimer's



Many Styles to choose from

**\$2.98 to \$4.95**

**LATTIMER'S**

492 Exchange St.

Geneva, N. Y.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

**ICE**

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740



**Phone 2221**

## YOU Can Be Well Dressed At Low Cost

Wise men realize the importance of a good appearance. They also see the wisdom of protecting the money they've invested in clothing. That's why so many send their cleaning to Foote's, where quality cleaning is always reasonable.

## FOOTE'S CLEANERS

(Harry D. Tarbell)

78 Castle St.

Phone 2910

(We Give Christmas Thrifties—Redeemable in Cash Next Christmas)



For EASTER

Your PORTRAIT

## THE STEWART STUDIO

35 Seneca St.

Phone 2183

## FUR SAFETY

Protect your fur garments during the summer months by placing them in a cold storage vault at a temperature of 22 degrees above zero. Garments insured against Fire, Theft and Moths to amount of declared value.

## LE BRUN'S FUR SHOP

Repairing and Remodeling

38 Linden St.

Phone 3461

Work Called For and Delivered

Almost everyone has articles around the home, office or shop for which they have no further need and would like to turn into cash and which someone, someplace wants but the problem is to find that someone. You are invited to drop a postal to the undersigned listing any such articles either for sale or desired. This idea does not in any way conflict with the Bargain Box.

M. F. DEVANEY

Geneva

New York

Have an inquiry for second hand tractor

## TIRES ON TIME

## NO CASH DOWN

AND TAKE PLENTY  
OF TIME TO PAY

## NO FUSS, NO DELAY

**Batteries, Brakes,  
Radios, Truck Tires**

Firestone Auto Supply and  
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COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts., Phone 2323

J. H. Bindeman, Mgr.

## Geneva "Coming Back" Musically

Some twenty years or so ago Geneva was "on the map" musically. It supported visits of the country's leading symphony orchestras, conductors and soloists. It also had a very fine choral organization, but since that time something happened—we don't know just what—and Geneva became known as a very unmusical city.

There seems to be favorable indications, however, that we are now awakening from our Rip Van Winkle musical lethargy and last Sunday a very appreciative audience, if not a capacity one, listened to the second concert given by the Geneva Symphony Orchestra, an organization of some fifty musicians, in the High School Auditorium. And a very credible performance it was, too.

The orchestra, the members of which are nearly all recruited from Geneva and nearby places, is a real credit to our city and to its organizers and patrons.

On Wednesday evening, May 1, at Schine's Geneva Theatre, Geneva music lovers will have an opportunity of hearing another opera presentation sponsored by Stuart Gracey. This time the ever popular and tuneful "Il Trovatore". It will be sung in English, with a chorus of seventy and large orchestra. Previous presentations by Mr. Gracey during the past couple years have been well received and seem to be another indication that Geneva is "coming back" musically.

(Continued on Page 7)

Is YOUR Telephone Number  
Here?

Phelps 52-R Waterloo 167-W  
Geneva 5010 Geneva 5238  
Geneva 4435

(See page 11).

## WEARING APPAREL

—: for :—

THE ENTIRE FAMILY

—o—

Use Our

Weekly Budget Plan

—o—

## MUTUAL CLOTHING CO.

509 Exchange St.

## Mary L. Rogan

MILLINERY

52 Linden St.

(Just Around the Corner)

## 26-PIECE SET SILVER

Hollow Handle Knives

\$9.75

7-Piece China Salad Set FREE

S. A. GILBERT, Jeweler

510 Exchange St.

Geneva, N. Y.

## ASK US---

About "Copper Bound" Shingles before making any roofing arrangements

JOHN A. PONTIUS

90 Elm St.

Phone 4575

## TRUE to TYPE



AS  
FRUITY  
PORT

as ever  
came from

## PORTUGAL

The mellow, fruity Port that comes from Portugal cannot surpass Widmer's Port in bouquet and full, rich sweetness and flavor. Ruby-red Port is the world's most famous dessert wine . . . and is equally good with cakes or sandwiches. To be sure of getting true Port—always order Widmer's

## WIDMER'S PORT

Also: Sherry, Tokay, Muscatel, Angelica, Sweet Catawba, White Port, Brandy Wine, Sauternes, Claret, Burgundy, Rhine.

F.A.C.A. Permit No. W-776

**Widmer's**

Be Sure of your wines... Ask for WIDMER'S

## \* DOROTHY GOES SHOPPING \*

Did you know that **McGuire's** block knitted suits for only 50c? The work is completely satisfactory and **McGuire's** have received no complaints on blocked dresses. Phone 4126, 553 Exchange St.

—D—

High class service and stock establishes a reputation for the business man. **Prince's Jewelry Store**, 20 Linden St., is well known for the satisfactory work on watches, clocks and jewelry. Picture framing is done also.

—D—

Summer style forecasts accent femininity—the swing is to softness of texture, freedom of the gracefully flowing line. Smart dress prints will call for the airiest types of summer shoes in a wide range of colors and materials.

—D—

Join the **Kenwood Blanket Club** at **Lynch's** and get one of these beautiful, fluffy, all-wool Blankets. For less money than they have ever been sold for before. A little each week and it's paid for before you know it. Ask them about it!

**Ringer's Bakery** certainly has the finest bread! All kinds—delicious nut bread. Tasty muffins, too. Wednesday and Friday—hot cross buns (special). Call 2011. Include in your bread order an angel food or silver cake.

—D—

Keep your feet comfortable. Step toward good health. Worn shoes need not be discarded. At **Carl's Shoe Repair Shop**, they can be rebuilt as good as new; and, consequently, are ready for longer wear and more comfort.

—D—

If you notice nose-to-mouth lines forming, here is a simple treatment. Cultivate a half-smile expression that pushes the muscles around the mouth, up instead of down. Practice a little and you'll get the idea.

—D—

Your Easter suit should be custom-made. Your Easter suit should be ordered now. The Code cuts down labor hours. Please avoid last minute buying. **A. P. Petersen**, 476 Exchange St., Geneva, N. Y.

Choose your hosiery colors to add charm to those important inches between hem and shoe. You'll find the correct shades in both chiffon and service weights at **Lattimer's Shoe Store**, 492 Exchange St.

—D—

Just a few days left in which to take advantage of the Special Introductory Price of \$1.65 on Rieggle Body Size Shirts, now being featured by **Baker & Stark**.

—D—

The Smartest Accessories. Navy blue ones, navy hats, navy bags, navy shoes, and navy blouses, if the suit is grey or natural. But don't put all navy accessories with a navy suit; add a raspberry blouse, or a yellow hat or white piqué revers, or something. All one color is tiresome. For gloves, white piqué is first.

—D—

"Harem hems" are the very latest. The term refers to skirts that are widened near the hems with a bloused effect.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, or Phone 2108.

### Schine's GENEVA

Friday only, March 29—

**"MURDER ON A HONEYMOON"**

Saturday only, March 30—

**FRED MacMURRAY**  
**ANN SHERIDAN**

**"CAR 99"**

Also Special Kiddie Kartoon Show. Box office opens 12:45; all children must be in theatre by 1:30 to see Kartoon Show.

Sun., Mon., Tues., Wed.,

Mar. 31-Apr. 1-2-3

**IRENE DUNNE**

**FRED ASTAIRE**

**GINGER ROGERS**

**"ROBERTA"**

Thurs., Fri., April 4-5

**ANNA STEN**

**"The Wedding Night"**

### Schine's REGENT

Friday only, March 29—

**ANNA MAY WONG**

**"CHU CHIN CHOW"**

Saturday only, March 30—

**JOHN WAYNE**

**"BLUE STEEL"**

Sun., Mon., Tues., Mar. 31-Apr. 1-2

**EDMUND LOWE**

**VICTOR McLAGLEN**

**"Great Hotel Murder"**

Wed., Thurs., April 3-4

**FRANKIE THOMAS**

**"DOG OF FLANDERS"**

### MAYTAG SALES & SERVICE

New and Used Washers  
Philco Radios

Washers and Radios Repaired  
(any make)

324 Exchange St.

Phone 2005

### KELVINATOR REFRIGERATORS

**\$99.<sup>50</sup>** up

### BOLIN MUSIC HOUSE

## Geneva "Coming Back" Musically

(Continued from Page 5)

At one time Geneva could boast of two or three fairly good dance bands, but that was quite some time ago—several years, in fact. Recently, however, through a chain of circumstances, Jimmie Lynch has been able to organize what seems to have the ear-marks of a real outfit. Two or three of the boys were with Jimmie when he was with Paul White-man's Leviathan Band (where Morton Downey got his start) and others have been with leading organizations elsewhere. We hope Jimmie can keep the bunch together and he probably can if he can get the support the band deserves. Why not make it popular to give the local boys a break when needing dance music?

### FOR SALE

Upright Piano with player attachment. Cheap on quick sale. Address X-3, Box 146, Geneva, N. Y.

## PORTMAN HOUSE RYE



**\$1.65**  
PER PINT

**White Horse**  
**SCOTCH**

**\$3.95**  
Per 5th

**HOWARD**  
**LIQUOR STORE**

(Next to Regent Theatre) PHONE 5133

## Aquatic Snails

Aquatic snails are of two forms, according as they live in quiet, weedy marshes or in the depths of our lakes and rivers. The first mentioned need only thin, hornlike shells, while the river-snails require thick and strong coats of limy texture in order to withstand the rough treatment swift currents may give them, and protection against their peculiar enemies.

## Weapons of Wasps, Bees

Wasps and bees are equipped with the most formidable weapons of defense of all insects. Many insects can bite and puncture with their mouth parts, but they can't do it as handily, neatly and effectively as the wasps can puncture with their sting. The sting of the common social wasp or bee is simply a weapon of defense which is not used so long as the insects are not disturbed or threatened with injury.

## "Fiddler's Green"

"Fiddlers' Green" is the humorously imagined Elysian fields of sailors and vagabond craftsmen, where credit is perpetually good and there is always a lass, a glass and a song.

## Are You Interested in Financial Independence

in your declining years—and complete protection for your dependents in the meantime.

Let us send you a booklet that tells about a combination plan that covers these two great needs.

—: Phone or Write :—

**New York Life Ins. Co.**  
Phone 6273

Box 28

Geneva, N. Y.

## CUT FLOWERS — PLANTS and

Designs for All Occasions

**Hamilton Gardens**

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

We Specialize in

**Radio Repairing**  
**and Batteries**

NATIONAL BATTERIES  
R.C.A. RADIOS

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

## Heredity

Except for a few cases of sex-linked heredity, such as color blindness, hemophilia, night blindness and Gower's disease, in which sons inherit directly from the mother, there are no evidences that heredity differs between the sexes.

## 9 Elements in Christ's Time

Only nine of the ninety-two chemical elements were known before Christ—copper, gold, iron, lead, mercury, silver, tin, carbon and sulphur. No new ones were added until 1250, when arsenic and in 1450 antimony were discovered.

## Rattlesnake's Diet

The rattlesnake lives by a very odd diet. He gorges himself on birds' eggs, birds, mice and the like, only after he has shed his skin. In between times, he "diets."

## Demming's 1 Cent Sale of WALL PAPER

THURSDAY, FRIDAY and SATURDAY

The sale you have been waiting for. You buy a Roll of Wall Paper at the Regular Price and you get another roll for 1c.

SALE LIMITED TO 3500 ROLLS

5c Papers, 2 Rolls for 6c — 9c Papers, 2 Rolls for 10c — 12½c Papers, 2 Rolls for 13½c — 15c Papers, 2 Rolls for 16c — 20c Papers, 2 Rolls for 21c — 25c Papers, 2 Rolls for 26c — 50c Papers, 2 Rolls for 51c

New Location: 505 Exchange St.

**W. C. DEMMING CORP.**

**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Thursday, April 11

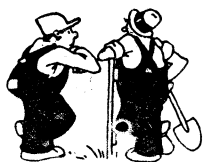
Will Earn Dividends from April 1

Deposits Insured

**Geneva Savings Bank**

24 LINDEN STREET





## THE FUNNYBONE



This is the story of Johnny McGuire Who ran through the town with his trousers on fire; He went to the doctor's and fainted with fright When the doctor told him his end was in sight.

### The Persistent Wooer

Abe's boy Ikey was in the outer office when a telegram arrived, and the stenographer called out, "A wire from the salesman, Mr. Bernstein."

"Read it aloud to me," the boss called from the inner room. So she began:

"Was in Dallas Monday stop be in Houston Wednesday stop be in New Orleans Thursday stop—"

Here Abe interrupted, calling to his son, "Ikey, leave that girl alone and let her read that telegram."

### Add Benefits of Culture

"My friend laughed when I spoke to the waiter in French."

"Well."

"The laugh was on him—I told the waiter to give him the check."

### Ready and Willing

Old Maid (to drugstore clerk): "Have you any Life Buoy?"

Clerk: "Just set the pace, lady."

### The Difficulties of Language

Mme. French had considerable difficulty with the English language, but she finally managed to hire a workman to mow the lawn. But when, on the second payday, he demanded an increase, she grew reproachful.

"You are more dear to me now than when we were first engaged," she pouted.

Five men recently started their annual chore of washing the glass roof of Waterloo Station, London. When they finish, three months will have passed and 22,400 squares of glass, or about 13 acres, will have been cleaned.

Here's a job which, on the face of it, is considerably more than a pane.

### Temporary Improvement

Down in Alabama a Negro went into a meat market, gazed long and tenderly at a chicken, and then purchased a ham. The next day he came shuffling back into the market with the ham under his arm.

"Look here, Boss," he exclaimed. "This here ham am spoilt."

"Why, it couldn't be," replied the surprised butcher. "It was cured in the best way."

"Well, Boss, if this here ham has been cured, it sure done had a powerful relapse."—*Ex.*

That's My Barber Shop  
**HOTEL SENECA**  
JOE and TONY

"It Pays to Look Well"  
BUNO—Will Stop Dandruff and Falling Hair

Try Our . . .  
**SPECIAL SUNDAY DINNERS**

## TEXACO GRILLE

Lake Street (Just off Exchange)  
24-Hour Service Plenty Parking Space

TRADE-IN YOUR  
OLD TIRES FOR  
**New DUNLOPS**

Phone 3163 373 Exchange St.  
WE FIX FLATS

**BODY AND  
FENDER WORK**

## RIGBY'S GARAGE

230-4 Genesee Street

**HARRY M. MOYER**  
PRINTER

69 Oak Street

Phone 4189

FOR—

BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE

Come to  
**BERG'S MARKET**  
96 Elm St. Phone 2864

Ask Us About . . .

## Safety Maintenance

Let us check your brakes, they are one of the most important points on your car.

**FINK'S SUPER  
SERVICE STATION**  
LAKE ST.  
PHONE 2448

"The Only Independent in Geneva"

**THIS MUCH MORE**  
IN A  
**CROSLY  
SHELVADOR**

**\$79.50 and up**

Prices include Delivery, Installation and One Year Free Service

Shelvador provides 50% more usable capacity and makes things twice as easy to find.

**FEATURES**  
Ventilated Front,  
Automatic Interior Light,  
Temperature Control,  
Porcelain Interior, and many others.

**WHEELER'S**  
(Opposite Post Office)

## Gleaned from Here and There

(The 34th of a series of quotations from the collection of M. F. Devaney)

"Most people can take a joke unless it is on them."

"More erroneous conclusions are drawn from a lack of information than from errors in judgment."

"If you want to appreciate what co-operation means, see what happens to a wagon when one wheel comes off."—*Tony Wons.*

"Courtesy is nothing but applied common sense and a little over supply never hurt anybody."

"If we want to change the world we must begin with ourselves."

"If you work hard enough, try hard enough and think hard enough you can beat any man's game."—*Orphan Annie.*

"Success is to do something for the public for the benefit of posterity."—*Senator Robert Wagner.*

**READY CASH**

Need \$50—\$300? Our service puts the money in your pocket in 24 to 48 hours, without red tape. Easy repayments . . . one small amount monthly covers all . . . and payments may be extended over 3, 6, 8, 10 or even 20 months. Why worry about money? See us today.

Auto, Furniture, Co-Maker and Combination Loans

**PERSONAL FINANCE**

OF NEW YORK

Phone 251 120 Genesee St.  
Room 304, National Bank of Auburn  
Bldg., Third Floor, Auburn, N. Y.

**LOANS MADE IN NEARBY TOWNS**

**4**  
**LOAN PLANS**

**20**  
**REPAYMENT PLANS**

SPRING INSPIRED

**NEW FELT HATS**

ALL THE SMART SHADES  
Reasonably Priced

Bramton ..... \$2.25 and \$2.95  
University Club ..... \$3.50  
Mallory ..... \$4.00

**WELCH'S**

494 Exchange Street

**S. & T. D. BEARD**

NEW PRICES  
on

**COAL and COKE**

APRIL 1st

See Us About Your Requirements

Phone 2651

93 Castle Street

GENEVA, NEW YORK

**PHILLIPS MOTOR CO.**

Headquarters Used Car Dept., 57 Geneva St.

Roy Aldridge, Mgr.

**Better USED CAR Bargains**

SATURDAY, MARCH 30, 1935

BIG OPENING AT OUR USED CAR FIELD

—Top of Hill, Canandaigua Road—next to  
Dance Hall.

—THIS IS THE TIME OF YEAR TO BUY—

**6 Cars \$25<sup>00</sup>**  
Each

**8 Cars \$50<sup>00</sup>**  
Each

**10 Cars \$75<sup>00</sup>**  
Each

**30 Cars \$95.00 to**  
**\$525.00 Ea.**

Fords	Chevrolets	Plymouth	Pontiac
Essex	Hudsons	Buicks	DeSoto
Dodge	Oldsmobile	Studebaker	Franklin

(Small Down Payments - Low Finance Charge)

"CLAN FRASER" Imported Scotch Whiskey, 9 years old  
fifths ..... \$3.50

"LYNNBROOK" Straight Rye ..... Pint \$1.00, Quart \$1.85

10-year old TOKAY WINE..... 95c

Just a reminder—the law does not permit us to remain open Sundays.

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

### RADIO FLASHES

By Ralph Le Brun

Ghost stories and piano classics will be featured together in a novel series to be inaugurated over NBC-WHAM, Sunday at 10:15 P. M. The broadcasts sponsored by the makers of Van Heusen collars will consist of several piano duets by the popular two piano team of Triggs and Brodsky and one of Louis K. Anspacher's famous "True Ghost Stories."

A transatlantic debate between the crack teams of Oxford University of England and Columbia University will be broadcast over the Columbia network on Saturday at 5:00 P. M. The question will be, Resolved: That the United States and Great Britain should set up government monopolies for the manufacture of armaments. The debate will be conducted under the chairmanship of Dr. Nicholas Murray Butler, president of Columbia University, with the American team speaking from WABC and the Oxford aggregation from the studios of the British Broadcasting Corporation in London.

Other interesting coming broadcasts over the Columbia network are: On Sunday at 12:45 a description of a Luau at Waikiki Beach and playing of native music will feature a broadcast from Hawaii. On Tuesday at 3:00 P. M. the Vatican Choirs, the famous Sistine and Lateran chapel organizations will be heard from Rome.

General Hugh S. Johnson is scheduled for a WJZ broadcast on Saturday at 10:30 P. M., and Huey Long will speak over the Columbia System, Sunday at 11:00 P. M.

### RADIO SERVICE

TUBES PARTS SERVICE

For any make radio

**RALPH LEBRUN**

Phone 3921

Will Rogers returns Sunday at 7:30 over Columbia and Al Jolson will pilot a new hour-long program beginning April 6 at 9:30 P. M. over NBC-WEAF.

### Origin of Tapioca

Tapioca is prepared from the starch made from the tuberous roots of the cassava or manioc plant. This plant is a native of South America, notes a writer in the Indiana Farmer's Guide. The cassava starch separated from the fibrous and nitrogenous constituents of the roots, is spread, while in a moist condition, upon iron plates and with constant stirring exposed to such heat as causes a partial rupture of the starch granules in which they agglomerate into irregular pellets, becoming hard and translucent when cooled. In this condition, the starch forms the tapioca of commerce, a light, pleasant, digestible food.

## W A R N I N G

We Do Not Have Canvassers or Solicitors.  
All Business Done at the Store

**Highest Prices Paid**

For Your

**GOLD and SILVER**

Bring, send or mail in your old gold jewelry,  
bridge work and silver in all forms

No matter how much or how little you have, or how old or broken it is. You will be surprised at the high cash prices paid you. You get careful, courteous attention and full privacy.

Everybody has some old gold trinkets tucked away in forgotten places—old rings, watches, chains, pins and other gold articles. We buy gold plated and gold filled articles in all forms.

Treasury Department License No. TGL 12-746

**THE OLD GOLD SHOP**

36 Seneca For Private Estimate Call 2853 Geneva  
"Next Door to Home Dairy"

FREEDMAN'S



# LET US . . . . Protect Your Furs

OUR NEW FRIGID COLD STORAGE VAULT  
WILL BE READY APRIL 1

This cold storage vault is being constructed in connection with our Fur Store at 114 Seneca St. and will insure our patrons of **COMPLETE PROTECTION** for their Furs **AGAINST FIRE - THEFT - MOTHS.**

No better storage service can be rendered anywhere than we are now in a position to offer.

Phone us at once—2172—and arrange to have your Furs given proper attention.  
Furs called for and delivered.

## FREEDMAN'S

114 SENECA STREET

PHONE 2172

GENEVA, N. Y.

"The Only Practical Furrier in Geneva"

*Special Prices on Repairing and Remodeling during storage season*

F  
I  
N  
E  
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S

Nature's pranks—drought last year—sand storms this year—are making a monkey out of the administration's agricultural program, which has been a big mistake from the beginning.

Speaking of nature's pranks—along came a heavy wind the other night and blew down what was left of the War Memorial on the Armory lawn. It was in a disgraceful condition, anyway, so it doesn't matter. Will this be the end of a War Memorial for Geneva, or the beginning of one worth while?

Looked over the suggested plans for improvement of Geneva's lake front. It will be mighty fine if these can be carried out. Thousands and thousands of dollars are spent each year advertising the Finger Lakes and when people come to Geneva have we anything to show that we really appreciate our lake ourselves?—have we anything here to induce them to stay a day or two with us and enjoy the lake? We hope the plans referred to can be carried out.

### Snake Spits Poison

The snake which spits poison is the Egyptian spitting cobra. The mechanism of this spitting appears to be that by compression of the poison glands the venom is forced out through the fangs, and at the same time a blast of air is exhaled. This carries the liquid forward as a spray for a considerable distance, and if it strikes a person in the eyes, intense irritation is set up which results in temporary and sometimes permanent blindness.

## READERS:--

WE WILL PAY \$1.00 EACH (in merchandise) for the five March 21 copies of the Geneva Community News delivered to those whose telephone numbers appear on page 5 of today's issue.

If the holders of these five copies will **MAIL THEM TO US—COMPLETE—AT ONCE** and tell us from which advertisers **IN TODAY'S ISSUE** they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address Geneva Community News, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

## MERCHANTS:--

Don't Sigh for Business . . . Go After It!

ADVERTISE in the Geneva Community News

"An Advertising Medium of Distinction"

Published Every Week — 5100 Copies —

Distributed in Geneva, Waterloo,  
Phelps, Ovid, and Willard.

—: PHONE 2108 :—

Space Now Being Reserved for April, May, and June

## TWO OUTSTANDING FOOD PRODUCTS

THE NEW  
**HONEY-KRUSHED  
WHEAT BREAD**

Made with Pure Honey

THE NEW  
**SESAME LOAF**  
(SES-A-ME)

**HONEY-KRUSHED WHEAT BREAD** Is especially recommended for constipation sufferers — Relieves constipation without drugs or purges — with nature's own remedies. Eat Honey-Krushed Wheat Bread for ten days and be convinced.

**SESAME** (Pronounced "Ses-a-me") A Vienna shaped loaf — Covered with seeds of Sesame — A plant grown in Southern Asia and noted for its health giving qualities.

Pages could be written honestly extolling the virtues of these two delicious bread products, —but "THE PROOF IS IN THE EATING". Order a loaf of each from your grocer—today!

## GENEVA BAKING CO.

BAKERS OF BUTTERFLY BREAD

## SPRING PAINT SALE

TIME  
TO PAINT

ACME QUALITY  
PAINT AND VARNISH

SPECIAL  
BARGAINS

### KEEP YOUR WOODWORK BRIGHT AND SMILING

"Enamel-Kote" High Gloss Enamel  
1 Pint Can; 1 2-inch Brush **79c**  
Both .....  
18 Colors—also White and Black

### "NO-LUSTER" FINISH

The ideal coating for walls and woodwork where a smooth finish is desired. Comes in 16 beautiful tints, also white.

1 Quart No-Luster Finish; 1 3-inch Brush **98c**  
Both .....

### BE PROUD OF YOUR BATHROOM AND KITCHEN

Brighten them up with a coat of "Acme Quality Interior Gloss". It will stand washing. Comes in 12 colors—also white.

1 Quart Interior Gloss; 1 3-inch Set-in- **\$1.19**  
Rubber Brush; both .....

### NEW FLOORS FOR OLD

"Acme Quality Granite Floor Enamel". The ideal coating for floors. Dries hard in 4 hours. Comes in 10 of the latest shades.

1 Quart Granite Floor Enamel; 1 3-inch **\$1.19**  
Brush; both .....

Visit our store and see the new, up-to-date display of House Cleaning items. Try "Lin-X". Apply it to your Linoleum and take the rub out of scrubbing.....Quarts \$1.19, Pints 69c

## COONEY, WATTS & COONEY

513 Exchange St.

HARDWARE

Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

Apr. 4, 1935

Special, This Issue, 6000 Copies

## HATS

THAT GO WITH SPRING  
**PLUS--**

The Satisfaction That Goes With Every Hat  
From a Well Known Dependable Store.

When you buy a hat from Baker & Stark you  
can be proud of it and so can we. Our name is in  
it; that's our guarantee of satisfaction to you.

SPRING HATS

**\$2.95 - 3.50 - 4.50**

Others as low as \$1.95



489 Exchange Street North Regent Theatre

## The Best Proof

that a car dealer merchandises his used  
cars right is the fact that his stock is  
always low. Thorough reconditioning  
and proper prices sell used cars—and  
we sell plenty but never have a large  
stock.

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

Phone 6621

## Once Again, AN ANNIVERSARY and Once Again Our ANNUAL 20% DISCOUNT SALE

In Honor of Our 23rd YEAR of BUSINESS

THIS SALE STARTS SATURDAY, APRIL 6 THROUGH SATURDAY, APRIL 13

and features ALL REGULAR MERCHANDISE at the great saving of 20 CENTS on every dollar.  
Silks, Woolens, Cottons, Patterns, Household Linens, Curtains, Blankets, Bedspreads, Underwear,  
Hosiery, Jewelry, Gloves, Handkerchiefs, Infants Wear, Collars, Scarfs, Bags.

EVERYTHING IN THE STORE IS INCLUDED

Nothing held out!

Buy now for present and future needs.

## HOWARD DRY GOODS CO.

We Give Christmas Thrifties—Redeemable in Cash Next Christmas

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Apr. 4

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"Flattery is counterfeit money to  
which our vanity gives circulation."

### APRIL



- 2—First movie theatre opens  
at Los Angeles, 1902.



- 3—Edward Everett Hale, fa-  
mous author, born 1822.



- 4—Airship Akron destroyed  
at sea. 72 perish, 1933.



- 5—Willard whips Jack John-  
son at Havana, 26 rounds,  
1915.



- 6—First post of the G. A. R.  
founded, Decatur, Illinois,  
1866.



- 7—The sale of 3.2 beer be-  
comes legal in United  
States, 1933.



- 8—First U. S. Air Squadron  
assigned to the front, 1918.

### THIS AND THAT

The annual Community Chest  
drive starts April 8. The Chest needs  
and deserves YOUR support.

The prospect of getting a nice  
new Hudson - built Terraplane  
FREE isn't a bad thought, is it?  
Twenty-five cars to be given away.  
(Read ad on another page).

It rains alike on the just and the  
unjust, and motor cars spatter mud  
in the same impartial way.

Only two more Sundays before  
Easter. Are you ready for the  
"Easter Parade"?

What is the idea man holds who  
likes to wear a hat that makes him  
look of no consequence?

"The Moth Banquet", a novel  
window display in the store of J.  
Freedman, furrier, 114 Seneca  
Street, is attracting considerable at-  
tention. We won't describe it, as it  
has to be seen to be appreciated.

The Calumet Club will hold a  
dancing party at the Hotel Seneca  
this coming Saturday night, April  
6, to which all friends of club mem-  
bers are invited. Frank Fennell's or-  
chestra will furnish the music.

Good time to fill up the bins now,  
while coke and coal prices are down.

Old Lady Backbite is the devil's  
aunt.

At the next regular communica-  
tion of Geneva Lodge, No. 965, to  
be held on Thursday, April 11, the  
third degree will be exemplified by  
Jesse Cooley Lodge, No. 966, of El-  
mira. All Masons are invited. First  
section, 5:30 p.m.; supper, 6:30;  
second section, 7:30.

Patton & Hall, who have conduct-  
ed a shoe store in Schenectady for  
42 years, have taken over the old re-  
liable Fitzwater Shoe Store, at 502  
Exchange Street. T. B. Harrison,  
who has been with the Fitzwater  
Shoe Store for 16 years, has been re-  
tained as manager. (See page 3).

The commonest objection to any  
tax bill is that it doesn't hit the other  
fellow hard enough.

Wouldn't an uplifter snort if  
some organization should attempt to  
"uplift" him?

(Continued on Page 5)

### BRIEFLY . . .

#### Here Is Our Plan

From your present age to 60 you  
provide protection for your de-  
pendents. Beginning with your  
sixtieth birthday every morning  
when the alarm rings you can  
reach over and take a five-dollar  
bill from underneath it, and you  
can spend that five-dollar bill  
that day, because tomorrow morn-  
ing there will be another five-  
dollar bill under the clock. And  
so on—morning after morning as  
many mornings as you live—if  
you have our Annuity Policy.

Booklet upon request

New York Life Ins. Co.

Phone 6273

Box 28

Geneva, N. Y.

### CUT FLOWERS — PLANTS and

Designs for All Occasions

### Hamilton Gardens

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

### CASH FOR YOUR ANTIQUES

Furniture, Glass or China Dishes,  
Brussels Carpets, anything old.

Write or Call

J. W. BROADHURST

38 West Main St.

Telephone 283

WATERLOO, N. Y.



You'll have  
a quieter car  
for a much longer  
time.

Let Us Explain

## RICKELS

Service Station

"Independently operated"

Lake Street

Phone 2920



# CHANGE OF OWNERSHIP SHOE SALE

At the Old Reliable  
**FITZWATER SHOE STORE**

502 Exchange Street — Geneva, N. Y.

Here is your opportunity to get some real bargains in the better makes of Footwear for all the family.

**SALE STARTS TODAY**

**148 Pairs of Shoes on Tables, \$1.00 a Pair**

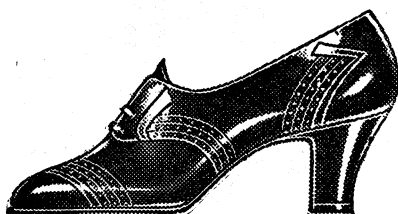
Many Other Bargains Throughout the Store at Greatly Reduced Prices

**NEW STOCK ARRIVING DAILY**

The latest styles of Nationally Advertised Makes that you like to wear

**"ARCH PRESERVERS" and  
"VITALITY"**

For Mothers and Daughters



One of the many smart new styles for street, sport or dress wear.

**WOMEN'S \$5.00 a pair up**

**GROWING GIRLS \$3.95 a pair up**

**"FRIENDLY" and  
"BOSTONIANS"**

For Fathers and Sons

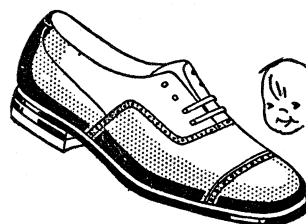


Our Men's Shoes are good shoes at \$4.50 up. Blacks, Browns, Whites

**FRIENDLY'S \$5.00 up**

**BOSTONIANS \$6.00 up**

**"SIMPLEX" and "SUREFIT"**  
For Children



Good Children's Shoes on nature shape lasts. Made of the best materials, at lowest standard prices. Our aim to fit them well will make children happy.

It will be the policy of **PATTON & HALL**, the new owners, to run a first class family shoe store, carrying only reliable standard makes of popular priced shoes, including some special built shoes with correction features for people with foot troubles or tender feet.

We want your trade and will make every effort to give you a real good fit in the style shoe you want. All of our shoes are from America's leading manufacturers and **PATTON & HALL**, are considered one of the oldest and most reliable dealers in New York State, having started their present store in Schenectady 42 years ago.

## PATTON & HALL

Successors to Fitzwater Shoe Store

I invite and urge all of my friends and fellow citizens to favor us with a share of your trade.

**T. B. HARRISON, Resident Manager**

With the Fitzwater Shoe Store for 16 Years

502 EXCHANGE STREET

GENEVA, NEW YORK

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Deviled Cheese Salad

2 tablespoons granulated gelatine  
 ½ cup water  
 1 cup grated cheese  
 2 pimentoes (chopped)  
 ¼ cup nut meats (chopped)  
 ½ cup ripe olives  
 1 teaspoon Worcestershire sauce  
 ¼ teaspoon mustard, a little salt and cayenne  
 1 cup whipping cream

Soak gelatine in water for 5 minutes and dissolve over hot water. Blend together cheese, pimentoes, nuts, olives and seasonings and add dissolved gelatine. Fold in whipped cream, mold and chill. Serve on lettuce with mayonnaise or on slice of pineapple. 8 servings

P. M., Washington St.

## Broiled Icing

3 tablespoons melted butter  
 5 tablespoons brown sugar  
 2 tablespoons cream  
 ½ cup shredded cocoanut

Mix ingredients and place on warm cake. Place very low under broiler with heat at 275°. Broil until icing bubbles and becomes brown, taking care not to burn.

E. C., Exchange St.

## Peanut Butter Cookies

1½ cups flour  
 ½ cup white sugar  
 ½ cup brown sugar  
 ½ cup or 8 tablespoons shortening  
 ½ cup or 8 tablespoons peanut butter  
 1 egg  
 ½ teaspoon soda dissolved in 3 teaspoons hot water  
 ½ teaspoon vanilla

Mix in order given and roll into small balls the size of a walnut. Flatten with fork and bake in 350° oven for 10 minutes. 24 cookies.

M. H., Lyceum St.

## Prune Puff Pie

Cook 1 lb. prunes slowly in water enough to cover. When soft, remove stones and press thru puree strainer. Add beaten yolks of 3 eggs and stir over fire until yolks are set. Cool slightly and add well beaten egg whites. Sweeten to taste, place in pie plate of pie crust and bake 30 minutes in moderate oven.

A. C., Main St.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

## Greatness

"For greatness," said Hi Ho, the sage of Chinatown, "two things are necessary; to be wise enough to discern truth clearly and powerful enough to speak it fearlessly."

## Piano Plays Music in Color

Different notes in a composition are reproduced in color on a white disk by a piano exhibited recently in London. The colors appear on the disk as the music is heard. Each note has its own color.

## D. & H.

## COAL

and

## Semet-Solvay

## COKE

PRICES ARE REDUCED

CALL 2221

■■■■■

## RAPALEE

COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

## 2 WEEKS MORE Before Easter

Why not prepare for this eventful time well in advance of the last minute RUSH.

There's real economy in dressing well, when QUALITY can be had so reasonably at

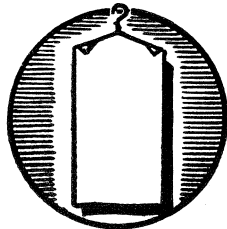
## FOOTE'S CLEANERS

(Harry D. Tarbell)

78 Castle St.

Phone 2910

We Give Christmas Thrifties—  
 Redeemable in Cash Next Christmas



## \$ -- MONEY -- \$

deposited ON OR BEFORE

Thursday, April 11

Will Earn Dividends from April 1

Deposits Insured

## Geneva Savings Bank

24 LINDEN STREET

For EASTER

Your PORTRAIT

**THE STEWART STUDIO**

35 Seneca St.

Phone 2183

**FUR SAFETY**

Protect your fur garments during the summer months by placing them in a cold storage vault at a temperature of 22 degrees above zero. Garments insured against Fire, Theft and Moths to amount of declared value.

**LE BRUN'S FUR SHOP**

Repairing and Remodeling

38 Linden St.

Phone 3461

Work Called For and Delivered

**Castle Street Market**

Phone 251

Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.**

Is YOUR Telephone Number Here?

Ovid 37-R

Waterloo 253-M

Geneva 4041

Geneva 4270

Geneva 2736

(See page 15)

**THIS AND THAT**

(Continued from Page 2)

Some of the warm, sunshiny days we have had convince us that Spring is here and Summer "just around the corner". Time now to set out Nursery Stock; also time to have a Spring house-cleaning job done on the old "bus"—motor and tires checked over and gotten in good shape for the touring season. Soon be time for picnics, going to ball-games and many other warm weather activities.

Merchants are finding out, more and more, that it pays to advertise in the Geneva Community News—"An Advertising Medium of Distinction."

(Continued on Page 9)

Buy them at LATTIMER'S  
They Wear LongerFor Healthy Boys, Tough  
on Shoes**\$1.98**

OTHER STYLES TO \$2.98

**LATTIMER'S**

492 Exchange St.

Geneva, N. Y.



We Deliver

Phone 2263

**SENECA DRUG CO.**

10 Seneca St.

**TWO OUTSTANDING FOOD PRODUCTS**

THE NEW

**HONEY-KRUSHED  
WHEAT BREAD**

Made with Pure Honey

THE NEW

**SESAME LOAF**

(SES-A-ME)

**HONEY-KRUSHED WHEAT BREAD** Is especially recommended for constipation sufferers — Relieves constipation without drugs or purges — with nature's own remedies. Eat Honey-Krushed Wheat Bread for ten days and be convinced.

**SESAME** (Pronounced "Ses-a-me") A Vienna shaped loaf — Covered with seeds of Sesame — A plant grown in Southern Asia and noted for its health giving qualities.

Pages could be written honestly extolling the virtues of these two delicious bread products, —but "THE PROOF IS IN THE EATING". Order a loaf of each from your grocer—today!

**GENEVA BAKING CO.**

BAKERS OF BUTTERFLY BREAD

### Community Chest Drive

In the Community Chest Drive (starting April 8) this year the commercial division is to be organized in the same manner as the industrial division has been in previous years—that is, employees in commercial activities will be asked to contribute on the basis of five or ten cents per week, this amount to be deducted weekly or monthly by employees and turned over to the Chest fund. This plan has worked very satisfactorily in the industrial groups.

Laverne F. Darling is general chairman of the commercial division and has announced quotas for the different groups that, while in excess of amounts raised last year, are surprisingly low for the different lines of businesses in these groups. In previous years the commercial groups have been woefully behind the industrial groups in total amounts raised. "A dime a week" is considered a negligible amount for any commercial worker to spare and if each group will do its share on this basis the drive this year will go over in fine shape.

Let us Symonize or  
Polish Your Car for Spring  
**WALTER B. JEWETT**  
GULF GASOLINE  
GULF PRIDE MOTOR OIL  
WASHING GREASING  
Phone 2951 110 Lake Street  
Cars Called for and Delivered

IT PAYS to read  
"THE NEWS"

## Why Work all Your Life?

**WOULDN'T** you like to ease up some day and have an income every month for life, without having to work for it?

You can—through the Phoenix Mutual Retirement Income Plan. You can arrange to quit work at 55, 60 or 65 and receive a monthly check for \$100, \$200, or more, guaranteed as long as you live!

Send for the new illustrated book describing the Phoenix Mutual Plan. No cost - no obligation - just write or phone -

## LAVERNE F. DARLING

Telephone 2184 Geneva Trust Co. Bldg. Geneva, N. Y.

representing the

**PHOENIX MUTUAL LIFE INSURANCE COMPANY**  
of Hartford, Connecticut

## Schine's GENEVA

Sat. (One day only), Apr. 6—

GEORGE BURNS  
GRACIE ALLEN

### "Love in Bloom"

Comedy — Spotlight — News

Sun., Mon., Tues., Apr. 7-8-9—

DICK POWELL  
GLORIA STUART

### "GOLD DIGGERS of 1935"

Musical Comedy — News

Wed, Thurs, Apr 10-11—

KAY FRANCIS  
WARREN WILLIAM

### "Living on Velvet"

Comedy — Novelty — News

## Schine's REGENT

Fri, Sat., Apr. 5-6—

WILLIAM HAINES  
CONRAD NAGEL

### "The Marines are Coming"

Comedy — Terrytoon  
Tailspin Tommy No. 4

Sun., Mon., Tues., Apr. 7-8-9—

WILLIAM GARGAN  
PATRICIA ELLIS

### "A Night at the Ritz"

Comedy — Cartoon — Pictorial

Wed., Thurs., April 10-11—

EDWARD EVERETT HORTON

### "\$10.00 Raise"

Comedy—Stranger Than Fiction  
News

YOU'LL SURELY WANT

## A NEW HAT

FOR EASTER

Smart Shades—Reasonably Priced

Bramton ..... \$2.25 and \$2.95  
University Club ..... \$3.50  
Mallory ..... \$4.00

## WELCH'S

494 EXCHANGE STREET

## OFFICE SUPPLIES

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

## W. F. HUMPHREY PRESS

300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

### Interesting Insurance Policy

A \$5,000 claim paid recently by the Phoenix Mutual Life Insurance Company of Hartford, Connecticut, on the life of an eighty-nine-year-old man is an interesting reminder of the many important changes which have come about since the insurance was purchased over sixty-eight years ago.

The policy, according to Laverne F. Darling, local representative of the company, is a unique document printed in script type and painstakingly filled in by hand. It was issued in April, 1866, just a year after General Lee's surrender at Appomatox had ended the Civil War, and contained many curious provisions made necessary by the hazards of early travel. As a safeguard against liability from undue risks, the contract stipulated that: "in case the Assured shall, without the consent of this Company, visit those parts of the United States which lie west of the 100th degree of west longitude, or between the first of July and the first of November, those parts which lie south of the southern boundaries of North Carolina and Tennessee; or shall enter upon a voyage upon the high seas, or shall engage in any capacity in service on any Sea, Sound, Inlet, River, Lake, or Railroad; or in case he shall become addicted to the use of intoxicating liquors as a beverage; or in case he shall die in consequence of a duel, then this policy shall be null, void, and of no effect." "Naturally," comments Mr. Darling, "changing conditions later enabled the company to modify its restrictions, and adherence to many of these early provisions was no longer required. The

(Continued on Page 15)

## A Few Bargain Basement Items at Lynch's

HEAVY MOLESKIN LEATHER 98c yd.  
50 inch wide, regular \$1.69 at.....

CONGOLEUM RUNNER 25c yd.  
27 inch wide .....

NEPONSET RUGS 3 for \$1.00  
3 foot square .....

WASHABLE WINDOW SHADES 39c ea.  
3 foot by 6 foot .....

BEAUTIFUL LACE CURTAINS \$1.00 pr.  
full width .....

RUBBER STAIR TREADS 8c ea. and up

MAJESTIC CARPET SWEEPERS \$1.98  
usually sold for \$2.90.....

## LYNCH BROS.

485-489 Exchange St.

Geneva, N. Y.

25 - -

BEAUTIFUL

- - 25

## "Hudson-Built TERRAPLANES"

to be given away in 27 days

### GREATEST AUTOMOBILE CONTEST EVER HELD!

Here's how you can win one!

Ride in, and drive, a 1935 Hudson or Terraplane. Read a brief description of these cars entitled: "What Do I Get In a Hudson or Terraplane That I Can't Get Anywhere Else?" This description furnished by our dealers.

Then tell us in your own words, on the official entry blank, WHICH ONE of these Hudson-built advantages appeals to you most, and WHY it is most important to you as a car buyer.

For each of the 25 best answers (in the opinion of the contest judges), the Hudson Motor Car Company will give a new 1935 Terraplane Spe-

cial Coach, complete with bumpers and spare tire, and equipped with the Electric Hand.

### Absolutely FREE

Contest begins April 1, 1935, and ends at midnight, April 27, 1935. For contest news, tune in on the Hudson "New Star Revue," Monday evenings at 8:30 E. S. T.,—over the Columbia Broadcasting System. Winners will be announced during the week of May 13, 1935, and a list of the winners will be available at every Hudson and Terraplane showroom.

NOTHING TO BUY! . . . NOTHING TO PAY! . . . NO OBLIGATION!

Act Today—Secure Official Entry Blank from

## GENEVA AUTO CO.

145 Castle St.

Phone 2614

Geneva, N. Y.

## \* DOROTHY GOES SHOPPING \*

The talk of the town! **The Downyflake Coffee Shop, 39 Linden St.**,—every night, a plate dinner for 25c. All kinds of delicious sandwiches. Desserts and beverages too: Maxwell House Coffee, tea and milk. Drop in! It's convenient and economical.

—D—

**McCarthy's Pharmacy** features a Sale this week only. Drop in and browse around! You'll find many worthwhile bargains throughout the store.

**Free!** With every purchase of **\$1.00** or more a pair of colored salt and pepper shakers.

—D—

Fresh and modern! Yes, but not too modern. You can have walls of a new color, some chairs and tables, and yet keep the comfortable sofa, and easy chairs and the mahogany pieces you have always had. It's just new combinations of well-loved things that bring freshness into a room.

—D—

If you are thinking about having your Living Room Suite re-covered or slip covers made, it will be much to your advantage to call at the **Seneca Furniture Co.'s** factory, **Middle St.** See the latest 1935 covering materials! Prices to re-cover suites range from **\$48.50** upwards, for high grade factory work.

—D—

With the present vogue for wooden accessories, wood carving, an ancient craft, has become new and smart. Many a humble kitchen bowl, enriched by a little simple carving, has been brought into the dining-room. Wooden plates to match make a delightful salad service.

—D—

The coolest, smoothest idea in hosiery history . . . **"Roll Top" Knee Hose** are fashioned to fit and will remain snugly in place without the aid of elastic. Smart new shades. \$49 per pair. **Lattimer's Shoe Store, 492 Exchange St.**

**Foreheads are in fashion!** The brim on your Spring hat will probably turn back to show all, or at least part, of your forehead. **The Bon Ton Millinery, 498 Exchange St.** (opposite Regent Theatre) has a grand selection of these delightful new hats as low as **\$1.25**.

—D—

There'll be no tucking away locks under your new Easter bonnet! Here's your chance to display lovely, natural waves and curls. Dorothy recommends a Harper Method Permanent at the **Harper Method Beauty Salon, 10 Seneca St.** Reasonable prices. Call 6783.

—D—

All furniture polishes should be applied with a circular movement to only a small amount of surface at a time; then immediately rubbed briskly with a woolen rag or piece of cheese cloth, with the grain, until a high polish is imparted. Always rub the surface until thoroughly dry.

—D—

Have you any watches or clocks that need repairing? If so, remember it pays to take the work to someone reliable. I recommend **Prince's Jewelry Store, 20 Linden St.** All work is guaranteed.

—D—

There's something different about **Ringer's** bake goods—a special fine quality. Ringer's bread is delicious. You'll like the doughnuts, fried cakes and cookies. Last but not least, fresh cherry pie. **Call 2011.**

—D—

Make your spring suit gayer with a fringed ascot scarf of beige with colored stripes.

—D—

**The Old Gold Shop** (next to Home Dairy) **Seneca Street** buys old silver as well as old gold. Your old gold and silver may be worth more than you realize. Get it together—take to the Old Gold Shop and find out. It might help you considerably toward securing that new Easter outfit.

**George's Candy Kitchen, 364 Exchange St.**, established in Geneva for over 20 years, has a reputation for choice candies. I urge you to try George's Endorsed Chocolates, **50c** a lb. Half-pound boxes at **25c**.

—D—

**Baker & Stark, Inc.** are offering this season the largest assortment of **Spring Hats** that you will find anywhere in the city. You surely can be fitted from a stock as large as this one, and at the price you wish to pay.

—D—

Ladies suits and coats made to order . . . **A. P. Petersen, 476 Exchange St., Geneva, N. Y.** invites you to stop in and look over the samples. Also, coats and suits relined and altered.

—D—

Protect your wife and family by putting **General Blowout-proof Tires** on your car. Be safe on the tire that is built for Human Mileage. See **Fred Garver** on **Main St.** (next to the Armory) or **phone 6203**.

—D—

Spring and always Spring Cleaning! Your greatest help—**Vacuum Cleaner**. Without a cleaner and attachments, you can do no spring cleaning. Call at **Z. N. David's, 23 Castle St.** Ask for a home demonstration! Very reasonable prices. Also parts and service.

—D—

The **Bargain Basement** at **Lynch's** is becoming more popular weekly. For here, you can find the article you wish and at a very low price. Possibly a remnant of yard goods . . . curtains . . . or almost anything.

—D—

**FOR SALE** — Good Upright Player Piano. Cheap for quick sale. Phone 2949. Also  $\frac{3}{4}$  bed with box springs.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS**, or Phone 2108.

**MAYTAG SALES & SERVICE**

New and Used Washers  
Philco Radios

Washers and Radios Repaired  
(any make)

324 Exchange St.

Phone 2005

*Mary L. Rogan***MILLINERY**

52 Linden St.

(Just Around the Corner)

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**LISTED FOR SALE**

McCormick-Deering Tractor, Drop  
leaf table—solid cherry, Brass Bed with  
coil springs, Upright Piano, large an-  
tique Hall Mirror, Goose Feather Pil-  
lows, High Roll Top Desk, Guitar, Ban-  
jo-ukelele

Inquiries have been made for Portable  
Adding Machine, Safe for Store, 4  
Drawer Steel File, 4 Drawer Wood File.

**M. F. DEVANEY**

435 Exchange St. or

19 E. Castle St.

**THIS AND THAT**

(Continued from Page 5)

Those tender little seeds that en-  
tirely cover the new Vienna-shaped  
loaf of bread put out by the Geneva  
Baking Company are genuine Ses-  
ame (ses-a-me) seeds from Southern  
Asia. They are what give the bread  
that deliciously "different" flavor—  
and it's doubly delicious toasted. Try  
it.

Sorry to have had to disappoint  
some who wished to have their ads  
appear in this issue, but considerable  
space was reserved some time in ad-  
vance and the issue closed earlier  
than usual. We are now reserving  
space for April, May and June, so if  
you are interested in a series of ads  
get in touch with us at once.

The greater the difficulty the more  
glory there is in surmounting it.

The wife who drives from the  
back seat isn't any worse than the  
husband who cooks from the dining-  
room table.

**Beautiful**

Asbestos siding for your house.

Fire proof - Wind proof

Ends your paint problem. \$10 per  
month payments.

—o—

**JOHN A. PONTIUS**

90 Elm St.

Phone 4575

**WE INVITE YOU**

to visit our Nursery Storage at White  
Spring St., and see the wide variety of  
**ROSES, SHRUBS, EVERGREENS,**  
**ORNAMENTAL TREES, PEREN-**  
**NIALS, BULBS and ROCK GARDEN**  
**PLANTS** that we are growing and  
from which you can make your  
selection.

Let us help you with your planting  
problems. Our landscape department is  
maintained as part of our service to our  
customers.

We also furnish topsoil and Granulated  
Peat Moss for mulching and as a  
general soil improver.

We can save you money on your needs.  
See US before placing your order.

**MANEY'S NURSERIES**

White Spring St.,

Geneva, N. Y.

Phone 2281

The 1935 Line of

**LEONARD REFRIGERATORS****\$9950 UP**

ALL MODELS ON DISPLAY

**COONEY, WATTS & COONEY**  
HARDWARE

513 Exchange St.

Geneva, N. Y.

NOW SHOWING

*Latest Spring Styles*

DRESSES—Latest Spring Models

SUITS—3 Pc. Swaggers

HATS—Newest Styles

**THE NORMA SHOP**

66 SENECA

Remember—We are  
"Exclusive but not Expensive"

**W A R N I N G**

We Do Not Have Canvassers or Solicitors.  
All Business Done at the Store

**Highest Prices Paid**

For Your

**GOLD and SILVER**

Bring, send or mail in your old gold jewelry,  
bridge work and silver in all forms

No matter how much or how little you have, or how old  
or broken it is. You will be surprised at the high cash  
prices paid you. You get careful, courteous attention  
and full privacy.

Everybody has some old gold trinkets tucked away in  
forgotten places—old rings, watches, chains, pins and  
other gold articles. We buy gold plated and gold filled  
articles in all forms.

Treasury Department License No. TGL 12-746

**THE OLD GOLD SHOP**

36 Seneca

For Private Estimate Call 2853  
"Next Door to Home Dairy"

Geneva





## THE FUNNYBONE



### Blows His Own Horn

A captain was complaining, at a dinner, that because of the dumbness of his officers he was obliged to do all the work of the company. Said he.

"I am my own first lieutenant, my own second lieutenant, my own sergeant and—"

"Your own bugler," interposed one of the company present.

### Smart Child

Father—So the teacher heard you using a bad word and punished you.

Tommy—Yes, and she asked me where I learned it.

Father—What did you tell her?

Tommy—I didn't want to give you away, Dad, so I blamed it on the parrot.

### Complete Line of FISHING TACKLE

Tennis and Baseball  
Equipment

Roller Skates — Kodak  
Developing

### O.K. News Corp.

28 Castle St. Phone 2713  
GENEVA, N. Y.



LONDON

TOWER

GIN

Pt. 95c

5ths \$1.50

Phone 5133

**HOWARD  
LIQUOR STORE**  
(Next to Regent Theatre)

### Sized Up!

Daughter—Do you object to my marriage because of my youth?

Father—Yes, he's hopeless.

### Their Worry

"Abie, have you done anything about that blackhand letter?"

"Oh, ain't I, though? I turned it over to my insurance company. They got \$20,000 tied up in me—let them worry."

"Doctor," called the small boy, "come up to our house quick!"

"Who is sick at home?" asked the doctor.

"Everybody but me. I'd been naughty, so they wouldn't give me any of the nice mushrooms pa picked in the woods."

### Mystery

An Englishman was on his first visit to America. While driving along he saw a sign that said: "Go slow; that means you."

"By jove," said the Englishman, "how did they know I was here?"

### Very Likely

"Are you secretly married to her?"

"No, she knows it."—*Wampas.*

### All the Same

Sailor (just home from cruise)—Sorry, old girl; I tried 'ard to get you a monkey but, I 'ad no luck.

Fond Wife—Oh, it don't matter, dear—I 'ave you.

Child Dies from Eating Jimson Weed—Headline. See what comes of training a child to eat spinach? Anything tastes good to him.

### Biscuits for Heels

First Suburbanite—With price of leather going up I won't know what we'll do for shoes.

Second Suburbanite—I've found the finest substitute in the world; we'll use my wife's pancakes; they're better than leather.—*Detroit News.*

Try Our Delicious  
HAMBURG AND COFFEE

## TEXACO GRILLE

Lake Street (Just off Exchange)  
24-Hour Service Plenty Parking Space

### DUNLOP

NO DOWN PAYMENT

3 Months to Pay

Rebate for Promptness

Phone 3163 373 Exchange St.

## GENERAL AUTO REPAIR WORK

## RIGBY'S GARAGE

230-4 Genesee Street

## HARRY M. MOYER PRINTER

69 Oak Street

Phone 4189

FOR—

BETTER MEATS  
CLEANER MEATS

and

QUICKER SERVICE

Come to

## BERG'S MARKET

96 Elm St.

Phone 2864

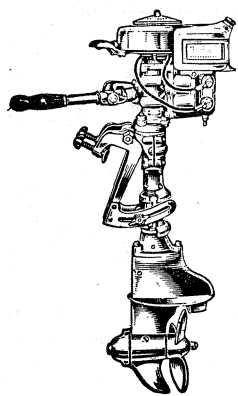
Ask Us About . . .

## Safety Maintenance

Bring your car in and let check the steering and front end alignment. This is one of the most important items for safety.

**FINK'S SUPER  
SERVICE STATION**  
LAKE ST.  
PHONE 2448

"The Only Independent in Geneva"



## JOHNSON OUTBOARD MOTORS

SALES and  
SERVICE

Service on  
All Makes

### CHAS. E. COOL

61 Geneva St.

Phone 2050

## \$1000 Cash

and three pairs of shoes each year  
for life is the first prize in the  
W. L. Douglas Shoe Contest.

*Get free details and official  
entry blank at our store*

## SAVAGE'S Shoe Store

Exchange St.

(Regent Theatre Bldg.)

## Spring is Here!!

CALL ON US FOR YOUR  
LAWN AND GARDEN NEEDS  
SPADING FORKS, LAWN ROLLERS

GRASS SEED

LOMA

SHEEP MANURE

GARDEN TOOLS

## Dorchester & Rose

HARDWARE

Phone 2496

### Gleaned From Here and There

(The 35th of a series of quotations  
from the collection of M. F. De-  
vaney).

"Happiness is the only good; the  
place to be happy is here, the time to  
be happy is now and the way to be  
happy is to make others so."

"Make light of your troubles and  
you can keep them dark."

"The finest of battles a man can  
win, where the winning is better  
than gold,

Is the battle that ends in a cheery  
smile when the tongue's inclined to  
scoold.

"In fighting the battles of life, my  
friend, has it ever occurred to you,

That the man who wins where  
others lose is the man with the  
pleasant word.

"The folks we like to meet the  
most and the ones we count worth  
while,

Are the ones who always come to  
the front with a great big cheery  
smile."

"Happiness is like jam—you can-  
not spread it without getting a little  
on yourself."

"Life is like base ball, we must  
step up to the plate and swing."

"Sometimes it shows a great com-  
mand of language to say nothing."  
(Continued on Page 13)

### WHY BUY A NEW ONE?

Have Your Hat  
CLEANED and BLOCKED

Like New, for Easter  
at the

Kirkwood Hat Cleaning Parlor  
Kirkwood Block (Castle Street)



### NO CASH DOWN

AND TAKE PLENTY  
OF TIME TO PAY

NO FUSS, NO DELAY

**Batteries, Brakes,  
Radios, Truck Tires**

Firestone Auto Supply and  
Service Stores

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts., Phone 2323  
J. H. Bindeman, Mgr.

## COLONEL CHEERIO

SAYS  
We Have

"TOREADOR" Porto Rico Rum.....5th \$2.60, 10th \$1.35  
New York State WINES.....bottle 55c, 1/2 gal. \$1.15  
GIN ..... 5th \$1.25  
A Wide Variety of WHISKEYS.....pt. 85c up



WE GIVE CHRISTMAS CLUB THRIFTIES  
Redeemable in Cash Next Christmas

## IMPORTED SCOTCHES

"VAT 69"  
 "BLACK & WHITE"  
 "STODART'S"  
 "JOHNNIE WALKER"

\$3.95

JUST A REMINDER—The Law does not allow us to remain open on Sundays. Make your purchases during the week

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

## TRUE to TYPE



AS ROYAL A  
 TOKAY  
 AS HUNGARY  
 KNOWS

No Hungarian vintner, straining his wine through straw, ever produced a finer, more truly royal Tokay than Widmer makes on the shores of New York State's Finger Lakes. This honey colored, sweet wine is the perfect wine to serve with desserts or at afternoon parties. Ask for Widmer's by name—be sure you get a true-to-type wine.

WIDMER'S  
 TOKAY

Also: Sherry, Port, Muscatel, Angelica, Sweet Catawba, White Port, Brandied Wine, Sauternes, Claret, Burgundy, Rhine.

F. A. C. A. Permit No. W-776

**Widmer's**

Be Sure of your wines.... Ask for WIDMER'S



Carol Deis—Dayton, Ohio, stenographer—winner of Atwater Kent national radio audition in 1930—often heard over NBC networks.

Harry Einstein, called "Parkyarkarkas" in Eddie Cantor's program has given up his business in Boston in order to continue to appear before the microphone. His salary as radio's most amusing stooge will amount to more than \$20,000 this year.

These NBC artists made their first public appearances as follows: Louise Bernhardt at the age of 4 as a dancer in an amateur show in her home town of Melrose, Mass.—Harry Reser, at 8, played a violin solo at a teacher's recital in Piqua, Ohio, his birthplace—Conductor Al Goodman, the son of a Jewish cantor, at 5, sang in his father's synagogue in Baltimore, Md.

Results are obtained by News advertisers.

Let Us Prepare Your  
 Car for Summer Driving

We have the correct grades to insure proper lubrication.

BAUMGARTNER'S  
 SERVICE STATION

Top of Bean's Hill, Geneva, N. Y.

## GAS

Sunoco, Tydol, Socony, Gulf

## OILS

Sunoco, Tydol, Mobil, Gulf  
 Kendall, Penzoil, Quaker State

## PRICES REDUCED!

SEMET-SOLVAY  
 COKE

Satisfactory Heat  
 At Lowest Cost

'blue coal'

America's finest home fuel

For These Outstanding Fuels

Phone 6232 or 6187

P. O'Malley  
 & Son

27 CASTLE ST.

Advertising in "THE NEWS pays.

Our Nation-wide Reclothing  
Plan brings generous

## CREDIT

Just in Time for

## ... EASTER ... DRESS UP

Ladies' Coats .....	\$12.95
Ladies' Suits .....	14.95
Ladies' Dresses .....	5.95
Men's Suits .....	19.75
Men's Topcoats .....	19.75

## MUTUAL CLOTHING CO.

509 Exchange St.

Good

## USED PLAYER PIANO

Rolls and Bench

Also other Used Pianos at  
Bargain Prices

## BOLIN MUSIC HOUSE

### Events of Public Interest

We will gladly publish—without charge—reading notices of events of public interest, such as bake sales, suppers, banquets, exhibits, recitals, games, plays, etc., if these are mailed to reach us not later than Monday noon, Saturday preferred, preceding our delivery day, which is Thursday of each week.

This applies to Phelps, Waterloo, Ovid and Willard, as well as Geneva.

Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y.

### Masks of Rubber

Masks of rubber render unnecessary the make-up box for actors and actresses, who can now change their faces as easily and as quickly as they don different costumes. The new masks are perfectly lifelike, for they are made directly from each individual's features.

### Gleaned from Here and There

(Continued from Page 11)

"The moment a man begins to think for himself, that moment he begins to grow."

"Don't worry if it takes a long time to put over the Code, remember that the one Moses tried to put over over 1900 years ago is not working yet."

(To be continued)

Advertising in "THE NEWS pays.

???

Do you like to have your garments thrown in a machine with 30 or 40 other garments, to make up a "load", or would you prefer your garments cleaned individually?

## Mc Guire's

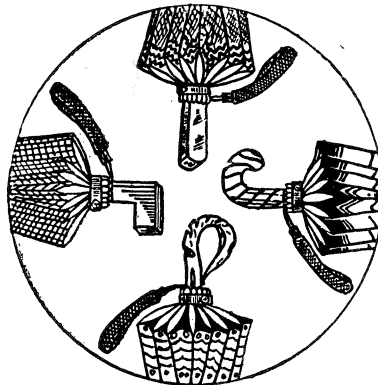
offer you this individual  
sanitary service.

Try us and be convinced.

Phone 4126 553 Exchange St.

## SPECIAL SALE OF GLORIA UMBRELLAS

# \$2.85



Fine imported Gloria Umbrellas — 16 rib — with "Gemstone" and "Catalin" handles — the best we've ever offered at such a low price. Ask to see them — make your choice from our complete assortment.

## J. W. SMITH DRY GOODS CO.

## ITS NOW TIME TO PLANT

AND — WE CAN TELL YOU WHAT, WHERE AND HOW

Our downtown store for your convenience at 101 Seneca Street (East of Adams Garage) is in charge of people who know plants and who can correctly advise you what to plant for the results desired.

We solicit your orders on the basis of quality, believing that one healthy vigorous plant that will thrive and blossom true to name is worth any number of poor plants, no matter how cheap they are.

Whether you buy one plant or a hundred, every one is covered with a FREE REPLACEMENT GUARANTEE that protects you.

Our downtown store will be open evenings until 8 o'clock.

Fruit tree orders handled at our shipping department on Carter Road.

We are offering a special premium with early orders, also a well written booklet on how to prune.

Mail or phone orders will be given prompt attention and stock shipped, reserved or delivered promptly.

Let us help you with your planting problems.

## CHAS. O. WARNER Guaranteed Nursery Products

GENEVA, NEW YORK

Office: Carter Road  
Phone 2417

Residence: 88 Hillcrest Avenue  
Phone 3580

**RADIO FLASHES**

By Ralph Le Brun

Dr. William J. Carrington, President of Kiwanis International, will discuss his organization's progress during the last year in a nation-wide broadcast over the Columbia network on Monday at 1:30 P. M. Arranged in connection with "Kiwanis Progress Week," Dr. Carrington, speaking from Atlantic City, will be heard by thousands of Kiwanians many of whom will assemble in local club rooms especially for the broadcast.

One of the final matches of the American Bowling Congress, in progress at the N. Y. State Armory in Syracuse, will be described over the Columbia network on Saturday at 10:45 P. M. The program will originate through WFBL with Leo Bolley the Station's sport announcer at the mike.

A CBS broadcast from England at 9:30 A. M. Saturday will describe the annual contest between the oarsmen of Oxford and Cambridge Universities as they race on the Thames.

More than 160 persons, a newly created telephone exchange and 250 trunk lines are called into service Sunday evenings in order that radio listeners might cast their votes on Major Bowes' Amateur Hour Broadcast over the NBC-WEAF network. Weeks of planning lie behind the special telephone setup. The New York Telephone Co. found it necessary to create a new unlisted exchange number, tying in lines from other exchanges, to handle the thousands of calls placed in the 60 minute period on each Sunday evening.

What's in a name? Plenty in the case of Don Mario, tenor of the Penthouse Serenade program. His full name is Jose Francisco Antonio Ildelberto Israel Alvarez del Rio Loyola. He was born in Cuba, the son of a wealthy sugar man, and educated in the United States. Don speaks English, Spanish, Italian and French fluently and even knows a little German.

Colonel Stoopnagle and Budd were having luncheon in a restaurant near the studios of WABC. Suddenly the Colonel leaned toward Budd and whispered: "Don't look now, but two fellows are just going out the door and one of them has your hat on."

**RADIO SERVICE****TUBES PARTS SERVICE**

For any make radio

**RALPH LE BRUN**

Phone 3921

**We Cordially Invite You. . .**

To see the changes we have made in our store including the most modern method to display house paints.

Rest of Week Only

SEMI-LUSTRE ..... 89c per quart  
 MARNOT FLOOR VARNISH.....\$1.12 per quart  
 S-W FLOOR WAX.....53c per pound  
 BEDROOM PAPERS.....from 5c per roll and up  
 30 in. HEAVY PLASTIC PAPERS..15c per roll and up

We give Christmas Thrifties—Redeemable in cash  
 next Christmas

**FAIRFAX BROS. CO.**

87 Castle St.

Phone 2441

**RIGHT NOW—****X -- TRANSMISSION  
X -- DIFFERENTIAL**

—these two points on your car need attention.  
 A heavier lubricant than in Winter is necessary.  
 May we make the change? It will take only a few minutes and may save you, in prevented repair bills, far more than the minor costs.

**Wilson's Esso Station**

Lake Street

Privately Operated

Phone 4082

Gleaming White Porcelain

**Electric Kitchen Units****\$1.75, Installed**

Have base outlet installed now—  
 while prices are low

COMPLETE OUTLETS, \$2.00 and up

**W. J. MAHER**

9 Toomey Place

Phone 4310

(Estimates cheerfully given)

We Specialize in

**Radio Repairing  
and Batteries**NATIONAL BATTERIES  
R.C.A. RADIOS**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

**YOUR PATRONAGE  
WILL BE  
APPRECIATED**

-at-

**The Modern Quick  
Shoe Repair Shop**

22 Linden St. Geneva, N. Y.

Quality Workmanship and Materials

**MINOR REPAIRS MADE  
WHILE YOU WAIT**

**"A TERPSICHOOREAN NIGHT"**

Schine's Geneva Theatre

TUES., MAY 14

presented by students of

Misses Helen and Jane Finnerty

Tickets 50c

See Our New

**"Styleflex"**Arch Support  
SHOES**\$3.98**

AAA to EEE

These shoes are scientifically built to hold the foot in position and to support the arch. Black, brown and white. Kid ties and Oxfords.

**J. W. SMITH DRY GOODS CO.**

(Basement Shoe Dept.)

# To People

**who need \$50 to \$300 in a hurry**

We specialize in Automobile, Co-maker and Furniture Loans. We realize that when emergencies arise, there is no time for red tape, so our service provides you with cash in 24 to 48 hours. Our managers are courteous, sympathetic men who have helped many people with money problems, and they can aid you, too. Why not drop in today? Write or 'phone if more convenient.

Small monthly repayments 3, 6, 8, 10 or even 20 months.

**PERSONAL FINANCE COMPANY**

OF NEW YORK

Phone 251 120 Genesee St.  
Room 304, National Bank of Auburn Bldg., Third Floor  
Auburn, N. Y.

Loans made in all nearby towns

## READERS:--

WE WILL PAY \$1.00 EACH (in merchandise) for the five March 28 copies of the Geneva Community News delivered to those whose telephone numbers appear on page 5 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address Geneva Community News, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

### Interesting Insurance Policy (Continued from Page 7)

policy remained in full force for more than sixty-eight years, despite the fact that six major depressions occurred during this period." The insured was a resident of Montclair, New Jersey. Beneficiaries under the policy were his three children, whose present ages are sixty-seven, sixty-four, and fifty-two.

### Bride's Trust Fund

More than 10,000 brides have benefited from a strange trust fund established by "Uncle" Oliver Smith, of Hadley, Mass., nearly 100 years ago. Each bride-to-be may apply for \$50, provided she is between the ages of nineteen and forty-five. The \$50 is not a loan, but an outright marriage gift.—*Pathfinder Magazine*.

## PURE ICE

MADE FROM REFILTERED CITY WATER

(so Pure and Clean)

Ice refrigeration provides dependable service at the lowest initial and operating cost.

It is absolutely safe and without noise or fear of shutdown.

WHAT A JOY to have plenty of Crystal clear Ice on hand at all times.

Stop our drivers anywhere. They will gladly serve you and give you any information that you may desire. Inquire about Ice, Refrigerators, or Ice Coupon Books. Or send a card directly to our office, Box 43, Geneva.

Those who really know prefer Pure Ice.

## L. E. HILTON

14 Clover Street

Phone 6102

Owner and Distributor

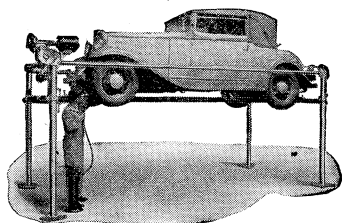
Deliveries in all rural communities  
South, East, and West, of Geneva.

# PHILLIPS MOTOR CO. ❖ Geneva, N. Y.

## Bottoms Up!

You often have admired the graceful lines and body design of your car—and probably have inspected the powerful engine under the hood—but we doubt if you have ever turned your car upside down to see what it looks like underneath.

Our new Walker Electric Life gives you this opportunity, it takes your car up 5 feet off the floor and lets you walk right under, without any obstructions, and see every under-part with your own eyes. It also allows us to give you that superior service, in lubrication.



**Complete  
Service  
for Your  
FORD  
- CAR -**

## Ford Sales Doubled

The enthusiastic manner in which the motoring public has accepted the new, larger, and more comfortable Ford V-8 for 1935 is shown by sales records. In January domestic retail deliveries of Ford V-8 cars and trucks registered an increase of 110 per cent over the same month last year.

Domestic production in January totaled 100,793 cars and trucks. In February 130,000 units were produced. For March the schedule has been set at 160,000 units—more than 6,000 a day. With January sales more than doubled, another big increase in February, and a new high production schedule for March—Ford marches on.

## ? Why the Above Record ?

The New Beauty and Comfort with the finest Performance and Economy of any Ford V-8 ever built.

**THE NEW FORD V-8 TRUCK for 1935**  
More than ever America's great value.

New FORD V-8 COMMERCIAL  
CARS have Speed, Utility, Economy

**PHILLIPS MOTOR CO.**

Geneva, N. Y.

Phone 2255

SINCE THE ANNOUNCEMENT OF

## The New Ford V-8 for 1935

WE HAVE BEEN SELLING THEM LIKE  
WILD FIRE

Therefore we have taken in a great many good cars and trucks of all makes. During the winter months used cars have not sold in proportion as fast as we have taken them in. Now comes the

## GREATEST SALE OF GOOD USED CARS AND TRUCKS

in the history of Geneva  
(OVER 50 TO CHOOSE FROM)

Used Car Dept., 57 Geneva St. Phone 2654.

Used Car Field, Top of Hill, Canandaigua Road.

Sales Manager ROY ALDRIDGE

(Used Cars & Trucks) and New Trucks & Commercial

## CARS

1934	FORD DeLUXE SEDAN, Radio, Heater	\$495.00
1933	FORD DeLUXE TUDOR SEDAN	\$375.00
1932	DeSOTO SEDAN Heater	\$265.00
1930	STUDEBAKER COUPE	\$165.00

5 CARS \$25.00 each

6 CARS \$50.00 each

9 CARS \$75.00 each

33 Cars \$95 to \$550

Fords - Chevrolets - Plymouth - Pontiac - Essex - Hudsons  
Buicks - DeSoto - Dodge - Oldsmobile - Studebaker  
Franklin

(Small Down Payment) (Low Finance Charge)

## TRUCKS and COMMERCIALS

1934	FORD V-8 PICK-UP, like new	\$450.00
1932	FORD, 157 inch Wheel Base, Chassis, Cab, Stake Body, complete	\$350.00
1929	CHEVROLET SEDAN DELIVERY	\$115.00

**PHILLIPS MOTOR CO.**

New Cars  
351 Exchange St.

Used Cars and New Trucks  
57 Geneva St.



# THE GENEVA COMMUNITY NEWS

Apr. 11, 1935

5100 Copies

**JUST THREE MORE DAYS  
of This 23rd Anniversary Sale**

●  
SHOP NOW and BUY AT

**20% Discount**

Sale Closes Saturday, April 13

●  
**HOWARD DRY GOODS CO.**

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

## SPRING TIME is RUG TIME

and New Patterns — Large Stocks — and  
reasonable prices makes LYNCH'S the place.

AXMINSTER RUGS, \$21.00  
9 x 12 .....  
Others \$25.00 - \$27.50 to \$39.00

MOHAWK WILTONS, \$45.00  
9 x 12 .....

VELVET RUGS, \$15.00  
9 x 12, good patterns .....

BEAUTIFUL AMERICAN ORIENTALS,  
9 x 12 size \$69.00 and \$89.00  
1/3 off regular price

Don't fail to visit the  
BARGAIN BASEMENT

**LYNCH BROS.**

485-489 Exchange St.

Geneva, N. Y.

## Riding Quality

the most desired quality in a car.  
Before you purchase, ride in the  
front seat—ride in the back seat—  
and over the roughest road you  
can find—that's a demonstration.

—○—  
**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

Phone 6621

## L. E. HILTON

14 Clover Street

Geneva, N. Y.

### SERVICE TO THE HOME

ASHES AND RUBBISH removed by the week or in  
load lots.

BUILDING OR REPAIRING DRIVEWAYS

RICH TOP SOIL for lawn or garden

Well Rotted SHEEP and COW MANURE Mixed  
CLEAR COW MANURE RICH BLACK MUCK

HAND GRADING AND ROLLING

(Experienced men to grade your lawn and  
spreaders to apply fertilizer as it should be)

-: Dealer in :-

Best Lawn Seed Sacco Fertilizer  
CRUSHED STONE, CINDERS, SAND, GRAVEL

—○—  
LOCAL OR LONG DISTANCE HAULING  
(At very reasonable rates)

Estimates Free

**Phone 6102**

(We welcome visitors to see the quality  
of our merchandise)

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Apr. 11

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"There is nothing agrees worse than a  
proud mind and a beggar's purse."

### APRIL



9—C. P. Steinmetz, electrical  
wizard, born 1865.



10—Nebraska is first state to  
celebrate Arbor Day, 1872.



11—Mt. Vesuvius erupts and  
destroys seven towns, 1906.



12—The Republic of Switzer-  
land is organized, 1798.



13—Westinghouse secures his  
patent on the air brake,  
1869.



14—S. S. Titanic strikes iceberg  
and sinks, 1,517 die, 1912.



15—World exposition at Paris  
opened to public, 1900.

©WNU

Advertising is a process of gain-  
ing friends for a product or an in-  
stitution, or both. Gaining friends  
is a confidence building plan and in  
any walk or life it takes time and  
repetition of contacts to gain friends.  
That is the reason it takes times for  
advertising to do its job properly.

## Charity Ball

The sixteenth annual Charity Ball  
under the auspices of Court Geneva  
No. 416, Catholic Daughters of  
America, will be held in the State  
Armory on Easter Monday night,  
April 22.

Jimmie Lynch and his recently  
re-organized band of 12 pieces will  
furnish the music. This organization  
has been making a big hit wherever  
heard. Certain of the members were  
with Jimmie in Paul Whiteman's  
Leviathan Band and others have  
been with other leading bands in  
various parts of the country. All in  
all the combination is "first-class"  
in every respect and excellent music  
is assured.

As a special feature, will appear  
Fraulein Mirzel, now filling an en-  
gagement at "Old Heidelberg",  
Pittsford Inn, and also being fea-  
tured with the Old Heidelberg Or-  
chestra in their broadcasts over  
WHAM at 6:15 p. m. on Fridays.

Fraulein Mirzel is a very talented  
entertainer and only recently re-  
turned from a four months tour of  
leading European cities. She sings  
in several languages and among  
other numbers will present an Inter-  
national Potpourri in a number of  
languages. She will also present a  
musical novelty act as a surprise  
number. (See ad, pages 6 and 7.)

One evening last week as we sat  
in Schine's Geneva Theatre and  
saw Fred Astaire's wonderful danc-  
ing in "Roberta" it brought back to  
mind an evening spent several years  
ago in the old Smith Opera House  
witnessing the fine musical produc-  
tion "Apple Blossoms", in the cast  
of which appeared Fred and Adele  
Astaire, with Wilda Bennett and  
John Charles Thomas in the leading  
singing roles.

All Kinds of Appropriate  
FLOWERS FOR EASTER

**Hamilton Gardens**

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS



You'll have  
a quieter car  
for a much longer  
time.

—o—  
Let Us Explain

—o—  
**RICKELS**

Service Station

"Independently operated"

Lake Street

Phone 2920

21ST ANNIVERSARY

**KELVINATOR**

from \$99.50 up

**BOLIN MUSIC HOUSE**

**Annuities for Women? Yes!**

The only interest women formerly  
had in life insurance was as bene-  
ficiary, to receive the insurance  
money in case of some one else's  
death.

Now, however, women are buying  
Annuity-Endowments in order to  
guarantee a substantial nest egg  
for their later years.

MARRIED WOMEN are buying  
these contracts as a saving plan,  
and an investment for the future.  
BUSINESS and PROFESSION-  
AL WOMEN are buying them as  
a means of providing a safe, sure  
income for their retirement.

Booklet on Request

New York Life Insurance Co.  
Phone 2085

Box 28

Geneva, N. Y.

**RADIO FLASHES**

By Ralph Le Brun

"Baseball is back." On Tuesday at 3:00 P. M., Pat Flanagan, ace sports announcer of Columbia's Chicago outlet, WBBM, describes over the Columbia network the opening game between the St. Louis Cardinals and the Chicago Cubs at Wrigley Field.

Fibber McGee, a tank town character for whom truth is indeed stranger than fiction, and Molly, his wife, will bring radio its newest comedy team Tuesday when they make their debut from the Radio City studios over an NBC-WJZ network at 10:00 P. M. Supporting Fibber and Molly in the new program series will be an orchestra, under the direction of Ulderico Marcelli, and Ronnie and Van, comedy vocal duo. The program will be sponsored by the makers of Johnson's Wax, the sponsor which also presents the "House by the Side of the Road" program over an NBC-WEAF network each Sunday at 5:30 P. M.

When "The House of Glass", a new dramatic serial of life in a small country hotel makes its debut over an NBC-WJZ network on Wednesday, it will bring Gertrude Berg, creator of "The Goldbergs", back to the air as an author and an actress. The "House of Glass" will deal with every-day events in the lives of the Glass family and the guests at their Catskill Mountain hotel in mythical Glassburg, N. Y. Mrs. Berg will be featured as Mrs. Glass, the proprietress.

Noted both as an original writer for the microphone and as an actress, Gertrude Berg is regarded as one of the leading creators of radio drama. Her true-to-life story of the rise of a Jewish family from New York's lower East Side to Park Avenue, as portrayed in "The Goldbergs", ran for nearly five years over NBC networks. Married and a mother of two children, she divides her time between her home and the radio.

Saturday at 5:00 P. M. over the Columbia network the National Olympic Ski Championships will be described in a broadcast from Tacoma, Wash.

(Continued on page 11)

**WILL YOU KINDLY MENTION  
GENEVA COMMUNITY NEWS  
WHEN PURCHASING  
FROM OUR ADVERTISERS?**

**RADIO SERVICE****TUBES PARTS SERVICE**

For any make radio

**RALPH LE BRUN**

Phone 3237

**A LIVING MAN . . .****May Earn Money and Enjoy Happiness!**

Synchronized Brakes

**SAVE LIFE**

Take a few minutes.....invest a few cents.....be  
sure your brakes are correct.

**STRATTON'S BRAKE SERVICE**

Rear Texaco Grille Phone 2028 Lake St.  
General Repairing -- Exide Batteries

**OFFICE  
SUPPLIES**

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

**W. F. HUMPHREY PRESS**

300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

# The Easter Apparel

## Should Be Wisely Chosen

**MEN'S SUITS**

Double Breasted - Single Breasted  
Shirred Back

**\$16.50 - \$19.50 - \$22.50**

Hart, Schaffner &amp; Marx Suits slightly higher at

**\$25.00 - \$35.00****TOPCOATS**from **\$16.50** to **\$28.50**

**MALLORY HATS** ..... \$4.00  
(others (\$2.95))

**HOSIERY - SHIRTS - NECKWEAR**

The very latest in New Furnishings of every kind  
can be found at

**WELCH'S****494 Exchange Street**

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Kraft Crab Delight

2 tablespoons green pepper, chopped  
2 tablespoons butter  
2 tablespoons flour  
1 teaspoon mustard, a little salt and cayenne pepper  
1 cup stewed and strained tomatoes  
1 cup Kraft grated cheese  
1 egg slightly beaten  
¾ cup milk  
1 cup crab meat

Cook peppers in butter for 5 minutes, blend in flour and seasonings, add tomatoes, cheese and egg. Cook for a few minutes. Heat milk, add above ingredients and lastly crab meat. Serve in patty shells or on rounds of toast. Cheese may be sprinkled over top when serving, if desired.

Mrs. H. C., R.D. No. 3, Geneva

## Graham Cracker Cream Cake

1½ cups crushed and sifted graham crackers  
1 teaspoon baking powder  
½ teaspoon salt  
5 eggs (separated)  
2 cups sugar  
1 cup Brazil nuts (chopped)  
1 teaspoon vanilla  
Add baking powder and salt to

crushed crackers. Beat egg yolks until thick, stir in sugar and beat well. Add cracker mixture, nut-meats and flavoring. Fold in stiffly beaten egg-whites. Place mixture in greased layer-cake tins and bake in moderate oven. Put layers together with cream filling and top cake with whipped cream.

M. T., Andes Ave.

## Yum Yum Salad

1 cup crushed pineapple  
¼ to ½ cup sugar  
Juice of ½ lemon  
1 tablespoon granulated gelatin  
¼ cup cold water  
½ cup dry yellow cheese  
½ cup whipping cream

Heat pineapple, add sugar and lemon juice. Soak gelatin in cold water 10 minutes. Add hot mixture and stir until gelatin is dissolved. When cool and beginning to set add grated cheese and whipped cream. Turn into individual molds and chill. Serve with a cooked salad dressing.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

# FLOWERS for EASTER

Appropriate Messengers of the Easter Season

Send Flowers for a True Remembrance

## STALEY FLOWER SHOPPE

84 Castle St.

Phone 2105



**THIS MUCH IN A CROSLEY SHELVA DOR MORE**

**\$79.50 and up**

Prices include Delivery, Installation and One Year Free Service

Shelvador provides 50% more usable capacity and makes things twice as easy to find.

**FEATURES**  
Ventilated Front,  
Automatic Interior Light,  
Temperature Control,  
Porcelain Interior, and many others.

**WHEELER'S**  
(Opposite Post Office)

NOW SHOWING

## Latest Styles for Easter

DRESSES—Latest Spring Models

SUITS—3 Pc. Swaggers

HATS—Newest Styles

## THE NORMA SHOP

66 SENECA

Remember—We are  
"Exclusive but not Expensive"

## NOW is the time

To Think About Putting Those

## Winter Garments in Storage

All Garments Insured Against

THEFT—FIRE—MOTHS

Phone

## J. W. SMITH DRY GOODS CO.

and let us call for your Furs or winter garments

**MAYTAG SALES & SERVICE**

New and Used Washers  
Philco Radios

Washers and Radios Repaired  
(any make)

324 Exchange St. Phone 2005

*Mary L. Rogan*

**MILLINERY**

52 Linden St.

(Just Around the Corner)

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**HEADQUARTERS**

for the

*New-Style*

\$3.50 \$4.50

\$5.50

**DOUGLAS SHOES**  
FOR MEN



**SAVAGE'S  
Shoe Store**

Exchange St.

(Regent Theatre Bldg.)

**A Typical Downyflake Menu****BREAKFAST:**

Fruit Juice - Eggs - Toast or  
Downyflakes and Coffee

**LUNCH:**

Soup - Sandwiches - Pastries  
Fro-joy Ice Cream

**DINNER:**

25c Dinner Plate  
(We Serve Maxwell House Coffee)

**DOWNYFLAKE  
COFFEE SHOPPE**

39 Linden Street

**Roseland Park**

A visit to Roseland Park, Canandaigua Lake, a few days ago revealed considerable pre-summer activity. Benches were being gotten ready for placing, additional grading being done, nursery stock set out, etc., etc.

The tap room is now open and regular meals, as well as lunches, are being served.

Inquiry also brought to light the fact that dances are being held each Saturday night with various orchestras furnishing music. On April 13, Stan Harris and His Knights of Rhythm will officiate, followed on April 20 by Joe Nobles and His University Revelers. Then on April 27, Don Lang and His Music and on Sunday evening, April 28, The Georgians, directed by Chuck Lennon.

Roseland is the best equipped park in this section for either small or large picnics and bookings have already been made by several large organizations to hold their annual outings there this summer. (See page 7.)

Is YOUR Phone Number  
Here?

Geneva 2695

Geneva 6709

Geneva 5152

Ovid 43-M

Waterloo 216-M

(See page 12)

**TRAUTMAN & SMITH**

**FLOWERS OF QUALITY**

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

**Beautiful**

Asbestos siding for your house.

Fire proof - Wind proof

Ends your paint problem. \$10 per  
month payments.

—o—

**JOHN A. PONTIUS**

90 Elm St.

Phone 4575

**Rain is Collected**

Gibraltar depends for its water on rain collected by an artificial catchment area of nearly 40 acres and stored in large tanks, while a supply of brackish water for other purposes is obtained from wells near the sea level.

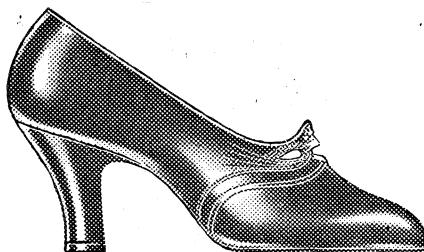
—o—

**16,000 Miles of Trout Streams**

The are approximately 16,000 miles of trout fishing streams in the state of Michigan. The acquisition of land with river frontage is favored by the department of conservation to insure continued freedom of fishing privileges.—*Detroit News.*

**New Spring Shoe Styles**

Nationally Advertised Makes



**"VITALITY" and  
"ARCH PRESERVERS"**

for Mothers and Daughters

**"FRIENDLY" and  
"BOSTONIANS"**

for Fathers and Sons

**"SIMPLEX" and "SUREFIT" for Children**

May we be favored with your patronage?

**PATTON & HALL**

(Successors to Fitzwater Shoe Store)

502 Exchange Street

T. B. HARRISON, Mgr.

**AT INTERMISSION**

—OR ANY TIME—

***Guinan's Restaurant*****"JUST THE BEST—ALWAYS"**

(24-Hour Service)

Main and Castle Streets

Prepared

**COCKTAILS**Manhattan, Martini, Side Car, Clover Club,  
Old Fashioned**PINTS - FIFTHS - QUARTS**

\$1.35 and up

**T. J. COMISKY**

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)  
PHONE 2635Be Ready for the  
CHARITY BALL**YOUR EVENING CLOTHES**

Reflect Your Personality

Keep them radiantly lovely with

***Foote's Quality Cleaning***

(Harry D. Tarbell)

Our Phone 2910      Our Store 78 Castle St.  
(We Give Xmas Thrifties)

See Our Fine Assortment of

**EARRINGS, NECKLACES**

and

**BRACELETS**that you should wear at the  
CHARITY BALL**S. A. GILBERT**

510 Exchange St.

Geneva, N. Y.

**Y.O.U****Are Invited**

to the

**SIXTEENTH****CORSAGES . . .**

FOR THE CHARITY BALL

Cut Flowers — Designs — Plants

Floral Gifts Wired to All Parts of the World

**HOWARD L. REEDER**

(Member F.T.D.)

303 Hamilton St. Phone 2109 (24-hour Service)

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N**Annual Charity Ball**

Auspices

COURT GENEVA NO. 416

**CATHOLIC DAUGHTERS of AMERICA**E  
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N**State Armory --- Geneva, N. Y.**

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Easter Monday Night, April 22, 10 to 3

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-: Music by :-

# Jimmie Lynch and His Orchestra

(12 PIECES)

Assisted by

## Fraulein Mirzel

ENTERTAINER

Featured at "Old Heidelberg",  
Pittsford Inn  
and WHAM, ROCHESTER

SEMI-FORMAL

\$2.50

## PARTY FROCKS

New Ones of MOUSSELINE DE SOIE  
and SILK LACES

in a choice of summer pastels  
\$10.95 to \$16.75

## The Seneca Shop

JAMES F. HOBBS

## DANCING . . .

EVERY SATURDAY NIGHT 9 to 1

## ROSELAND PARK

CANANDAIGUA LAKE

Apr. 13—Stan Harris and His Knights of  
Rhythm

Apr. 20—Joe Nobles and His University  
Revelers

Ladies 35c

-:-

Gentlemen 40c

## IF YOU WANT TO LOOK YOUR BEST AT THE CHARITY BALL

Why Not Let Us Help You  
With Your Clothing Needs.

Remember Our Prices Are the Lowest You Will  
Find Anywhere, With Values the Best.



489 Exchange St.

North Regent Theatre

## LOWEST SPRING PRICES

NOW IN EFFECT

Try Our Service



PHONE 2221

## Have Your SHIRTS COLLARS DRESS SHIRTS

For the CHARITY BALL  
Laundered at

## Geneva Star Laundry

L. A. Currey M. E. Tillema  
511 Exchange St. Phone 2112

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(We Give Xmas Thrifties)



## \* DOROTHY GOES SHOPPING \*

There is no substitute for fine, custom clothes, tailored to measure, designed and fashioned for the individual.

Also cleaning, pressing, repairing and altering of ladies' and gentlemen's clothing. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

Don't be discouraged if the bright, spring sunshine makes your rugs or carpets look worn. Just pay a visit to **Lynch's** rug department and you will be really surprised at the moderate price for which you can replace your old rug or carpet.

Accents for Variety: Color is the high point of spring fashions. A smart use of accessories comes next. By interchanging clips, bracelets, buckles, scarfs, gloves, hats and bags, you can make six ensembles grow where two grew before.

Your garments do not have that "just back from the cleaners" odor, when cleaned at **McGuire's**. They use the most modern method of dry cleaning. It is absolutely odorless, and your garments are individually cleaned under the most sanitary conditions. **553 Exchange St. Phone 4126.**

Surely you'll be sending Easter Greetings to those dearest to you. Dorothy found all kinds of beautiful Easter cards at **McCarthy's Pharmacy**. Cards for Mother, Father, sweetheart and friend. Drop in and look them over!

At Geneva's oldest Confectionery, Lovell and Covell chocolates. One of America's masterpieces handled exclusively at **George's, 364 Exchange St. Phone 2534.**

This week's special . . . George's Chocolate Drops **39c!**

With the first crocus, check your accessories. Here's a bag to raise your style score: quilted leather for chic; hookless fastening for safety.

On Tuesday evening, April 30, 1935, at 8 p. m., the Senior Class of DeSales High School will present the play "**Skidding**" at the Geneva High School Auditorium. Admission 75c and \$1.00—reserved.

We hate to part with our old shoes that are broken in and comfortable. Now we need not, for **Carl** rebuilds and repairs them and yet they retain all their old comfort. **Carl's Shoe Repair Shop.**

Feminine Hollywood is now hanging its wardrobe with pajamas. There are "peejays" for every hour, from morn till eve. Their lines may be masculine or feminine. They may be dainty or sophisticated, but all will be designed for comfort if you care to swagger a bit.

Morning pajamas may be printed silk, gingham, cretonne or costume velvet. This type should be bright and gay as your personality and coloring will permit.

Early afternoon pajamas are of plain silks with hip-length jackets of contrasting colors. For tea they may be printed velvet or candy-stick satin, always with long, full sleeves.

If you like to lounge in the evening, pajamas of polka-dot silk or velvet are the reigning vogue. These will be worn with a calf-length coat of matching hue and a minimum of jewelry.

Sandals of matching colors are very effective with this type of costume. Never wear gold or silver footwear unless your pajamas are of one solid, dark color, preferably black.

For Easter, there will be a wonderful array of cakes at **Ringer's Bakery**. And hot cross buns deliciously different. When other bread becomes tasteless, try Ringer's homemade bread. **Cal 2011** and order.

Service Sheer Stockings for 59c? Certainly—in all the wanted colors—full-fashioned of course, with mercerized cradle feet for greater wear. **Lattimer's Shoe Store, 492 Exchange St.**

**Baker & Stark, Inc.** are showing the well known "**Peter Pan**" Wash Suits for Little Fellows. This should be welcome news to mothers. They're splendid fitting garments and fit the pocketbook as well.

A tricorn is always smart with a suit and young-looking with its pompons. You can have one as an extra hat if you crochet it yourself of wool bouclé.

**GENEVA**

Fri., Sat., April 12-13  
Betty Furness - Richard Cromwell  
"**McFadden's Flats**"

Sun., Mon., Tues., April 14-15-16

**WALLACE** **BETTY**  
in  
**WEST POINT of the AIR**

Wed., Thurs., April 17-18

Jean Parker — "**PRINCESS O'HARA**" — Chester Morris

NOTE—Regent Theatre closed during Holy Week

For EASTER

Your PORTRAIT

**THE STEWART STUDIO**

35 Seneca St.

Phone 2183

**FUR SAFETY**

Protect your fur garments during the summer months by placing them in a cold storage vault at a temperature of 22 degrees above zero. Garments insured against Fire, Theft and Moths to amount of declared value.

**LE BRUN'S FUR SHOP**

Repairing and Remodeling

38 Linden St.

Phone 3461

Work Called For and Delivered

**Castle Street Market**

Phone 251

Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.****GLEANINGS**

"The most important thing we wear is our expression".

"A clock kills time by keeping its hands busy."

"It is better to wear out than to rust out."

"Its not the quarry but the chase; not the trophy but the race."

"Try anything once."

"The world is full of starters, but its the finishers that count."

"It is better to be small and shine than to be large and cast a shadow."

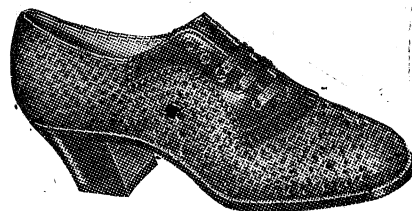
"More than wisdom, more than wealth, is the gallant heart that laughs at care."

"Look up not down, look forward not backward."

—o—

Yes, we publish reading notices of events of public interest without charge.

Buy them at **LATTIMER'S**  
They Wear Longer



AAA to C

SMOKED ELK, WHITE, or BROWN

**\$3.45**

Many other Styles to choose from  
\$2.98 to \$4.95

**LATTIMER'S**

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Geneva, N. Y.

Let us Symonize or  
Polish Your Car for Spring  
**WALTER B. JEWETT**

GULF GASOLINE  
GULF PRIDE MOTOR OIL  
WASHING GREASING  
Phone 2951 110 Lake Street  
Cars Called for and Delivered

**W A R N I N G**

We Do Not Have Canvassers or Solicitors.  
All Business Done at the Store

**Highest Prices Paid**

For Your

**GOLD and SILVER**

Bring, send or mail in your old gold jewelry,  
bridge work and silver in all forms

No matter how much or how little you have, or how old or broken it is. You will be surprised at the high cash prices paid you. You get careful, courteous attention and full privacy.

Everybody has some old gold trinkets tucked away in forgotten places—old rings, watches, chains, pins and other gold articles. We buy gold plated and gold filled articles in all forms.

Treasury Department License No. TGL 12-746

**THE OLD GOLD SHOP**

36 Seneca

For Private Estimate Call 2853

Geneva

"Next Door to Home Dairy"

**SPRING PRICES on COAL and COKE**

Consult us about your requirements for the season at your earliest convenience.

-: 75c TON CASH DISCOUNT :-  
Good for 10 days after delivery.

**S. & T. D. BEARD**

Phone 2651

93 Castle Street

\*\*\*\*\*  
WILL YOU KINDLY MENTION  
GENEVA COMMUNITY NEWS  
WHEN PURCHASING  
FROM OUR ADVERTISERS  
\*\*\*\*\*



## THE FUNNYBONE



### Not So Desirable

After suitable preparation to receive the news, the man who had been a father for 15 minutes arrived at the hospital and was ushered by a nurse to the bedside.

"Well, well!" he exclaimed, "look at the boy! He's got my eyes, my nose, my chin—"

"That's all right, dear," observed the mother, "but let's hope he never gets your breath."—Royal Arcanum Bulletin.

### Page the Dictionary

A distinguished professor was once called to the telephone and before he knew it he was treating the operator to an advanced course in English.

"No, no," he whined irritably, "I said 'conflagration'; C as in circumambient, O like O in ossification, N as in nyctalopia—"

### That's Something

Tommy—Mother, I got a chance to sell our dog for a dollar.

Mother—Why, we paid \$2 for him a year ago.

Tommy—I know, but we've had a year's wear out of him, ain't we?—*Pathfinder Magazine*.

### Wiped Out

Returned Native Son: "And what became of the stained glass window in MacDuffy's store?"

Inhabitant: "They washed it."

### RCA-Victor Auto Radios

No Spark Plug Suppressors  
Necessary on the

#### NEW 1935 MODELS

This saves Gasoline and does not retard the speed of your car like other ordinary types.

Come in . . . let us show you . . . before buying ANY auto radio. We also have Delco Auto Radios.

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.

### A Good Method

Overweight Woman — Doctor, what will I do to reduce?

Doctor—Take proper kind of exercise.

Overweight Woman—What kind of exercise would you recommend?

Doctor—Push yourself away from the table three times a day.

### Boloney

Mistress — Bridget, it always seems to me that the crankiest mistresses get the best cooks.

Bridget—Ah, go on wid yez blarney!

### The Lunacy Test

Judge—"On what grounds do you ask for a divorce?"

Wife—"Insanity, your honor. I put crackers in his bed, and he ate them."

Judge—"Is that all?"

Wife—"No, your honor. After he had eaten the crackers, he wanted to know who stole his soup."—*Carolina Buccaneer*.

### In Trouble

An Austrian barrister tells of a black fellow charged in a country town with stealing. His solicitor decided to put him in the box to give evidence on his own behalf. The magistrate, being doubtful if he understood the nature of an oath, undertook to examine him on the point.

"Jacky," he said, "you know what will happen to you if you tell a lie?"

"My oath, boss," replied Jacky, "me go down below—burn long time."

"Quite right," replied the magistrate. "And now you know what will happen if you tell the truth?"

"Yes, boss; we lose 'em case."—*Ex.*

**That's My Barber Shop**  
**HOTEL SENECA**

**JOE and TONY**

**"It Pays to Look Well"**

**BUNO—Will Stop Dandruff and Falling Hair**

Try Our Reasonably Priced  
SUNDAY DINNERS

## TEXACO GRILLE

Lake Street (Just off Exchange)  
24-Hour Service Plenty Parking Space

### DUNLOP

USE YOUR CREDIT  
NO DOWN PAYMENT

No Fuss

No Delay

Phone 3163

373 Exchange St.

## CAR WASHING

### RIGBY'S GARAGE

230-4 Genesee Street

### HARRY M. MOYER

PRINTER

69 Oak Street

Phone 4189

FOR—

BETTER MEATS  
CLEANER MEATS

and

QUICKER SERVICE

Come to

### BERG'S MARKET

96 Elm St.

Phone 2864

## Why Not . . .

### PATRONIZE HOME INDUSTRY

HYVIS OIL

is put up in

American Can Co. CANS

Sold by

**FINK'S SUPER  
SERVICE STATION**  
LAKE ST.  
PHONE 2448

"The Only Independent in Geneva"

Our Nation-wide Reclothing  
Plan brings generous

## CREDIT

Just in Time for  
... **EASTER** ...  
**DRESS UP**

Ladies' Coats .....\$12.95  
Ladies' Suits ..... 14.95  
Ladies' Dresses ..... 5.95  
Men's Suits ..... 19.75  
Men's Topcoats ..... 19.75

**MUTUAL CLOTHING CO.**

509 Exchange St.

**FILL YOUR  
BINS NOW!**

FUEL PRICES  
LOWEST IN YEARS

**'blue coal'**

America's finest home fuel

**SEMET-SOLVAY  
COKE**

Satisfactory Heat At Lowest Cost

Phone 6232 or 6187

**P. O'Malley  
& Son**

27 CASTLE ST.

—New Location—

**VENA'S MEAT MARKET**

49 CLINTON ST.

Armour's First Class Meats  
Reasonably Priced

Round Steak, 22c      Sirloin, 24c  
Country Veal—Steak, 24c  
Rib Chops, 18c  
Shoulder Chops, 15c

Buy at VENA'S and Save Money

## RADIO FLASHES

(Continued from page 3)

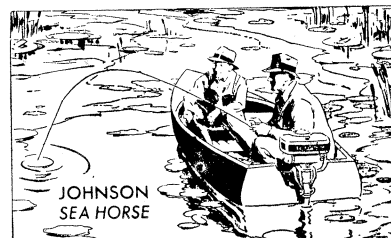
One of history's great tragedies—the destruction of Pompeii by an eruption of Mount Vesuvius in the year '79—will be recalled in graphic fashion for American radio listeners on Sunday in a special trans-Atlantic broadcast over the Columbia Network. The broadcast, the first ever scheduled from the ruined city of Pompeii, 12 miles southeast of Naples, will be heard between 12:45 and 1:00 P. M.



GRAHAM McNAMEE—Dean of American announcers. Born in Washington, D. C., July 10, 1899, Graham started training his voice early in life. Boyhood found him in a choir, youth on the amateur concert stage. Later in New York he realized concert artists were not in demand. He drifted into radio to keep the wolf from the door. Today, McNamee is conceded one of the world's best known announcers.

## No Peace on Earth

World history tells us that during the last 3,421 years, war has been going on continuously on some part of the globe except for 270 years. During this period, 8,000 peace treaties have been written and signed that lasted an average of two years each. During the same period, 25 combinations of nations of one kind or another have been formed and continued for a time, comparable to the present League of Nations.—*Capper's Weekly.*



**Johnson Outboard  
Motors**

SALES and SERVICE

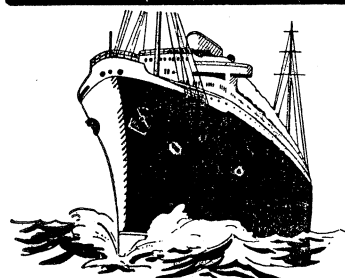
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Service on All Makes

**CHAS. E. COOL**

61 Geneva St.

Phone 2050

**TRUE to TYPE**



**NO RICHER  
MUSCATEL**  
*ever came from EUROPE*

If you like a sweet wine with a full, fruity flavor—you'll more than enjoy Widmer's Muscatel. Made from fully sun-ripened grapes, especially adapted to the production of a spicy, strong-flavored wine, it has the pure rich flavor that distinguishes the finest Muscatels.

**WIDMER'S  
MUSCATEL**

Also: Sherry, Port, Tokay, Angelica, Sweet Catawba, White Port, Branded Wine, Sauternes, Claret, Burgundy, Rhine.

F.A.C.A. Permit No. W-776

**Widmer's**

Be Sure of your wines... Ask for WIDMER'S

**"A TERPSICHOEAN NIGHT"**

Schine's Geneva Theatre

TUES., MAY 14

presented by students of

Misses Helen and Jane Finnerty

Tickets 50c

**WE INVITE YOU**

to visit our Nursery Storage at White Spring St., and see the wide variety of ROSES, SHRUBS, EVERGREENS, ORNAMENTAL TREES, PERENNIALS, BULBS and ROCK GARDEN PLANTS that we are growing and from which you can make your selection.

Let us help you with your planting problems. Our landscape department is maintained as part of our service to our customers.

We also furnish topsoil and Granulated Peat Moss for mulching and as a general soil improver.

We can save you money on your needs. See US before placing your order.

**MANEY'S NURSERIES**

White Spring St., Geneva, N. Y.  
Phone 2281

Ad space in THE NEWS has been at a premium the past few weeks. Sorry we had to disappoint additional advertisers again this week.

**4**  
**LOAN**  
**PLANS**

**20**  
**REPAY-**  
**MENT**  
**PLANS**

No red tape at our office . . . we'll give you the cash in 48 hours or less. We've helped lots of people out of money difficulties, and we can do the same for you. One small monthly payment covers everything. Take as long as 20 months to repay. The only charge is on the unpaid part of your loan . . . and only for the number of days you owe that amount.

**FURNITURE, AUTO, CO-MAKER  
& COMBINATION LOANS**

Come in, write or  
phone today.

**UP TO \$300-24 to 48 HOURS**  
**NEED**  
**MONEY?**  
**LOANS IN NEARBY TOWNS**  
**PERSONAL**  
**FINANCE COMPANY**

OF NEW YORK  
Phone 251 120 Genesee St.  
Room 304, National Bank of Auburn Bldg., Third Floor  
Auburn, N. Y.

**USE THE SPARK PLUGS  
CHAMPIONS USE . . .**

COLORADO SPRINGS, COLO.—Pike's Peak Climb, 1934. Champion equipped cars won every place in open and stock events . . .

Are the spark plugs in YOUR CAR efficient? Come in . . . let us test them . . . see for yourself.

**Wilson's Esso Station**

Privately Operated

Lake Street

Phone 4082

**READERS:--**

WE WILL PAY \$1.00 EACH (in merchandise) for the five April 4 copies of the Geneva Community News delivered to those whose telephone numbers appear on page 5 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address Geneva Community News, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

**of Interest to Mothers . . .**

Complete New Assortment

**Boys' Wash Suits**

We are again featuring the "Peter Pan" Wash Suits in sizes from 3 to 10 years. If you are in need of Wash Suits this season, we believe it will be to your advantage to see these splendid garments. . . Wonderful assortment of patterns and color effects.

**95c to \$1.95**

EVERY GARMENT GUARANTEED

**Baker & Stark, Inc.**  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

# THE GENEVA COMMUNITY NEWS

Apr. 18, 1935

5100 Copies

## Easter Accessories

HANDBAGS

GLOVES

COSTUME JEWELRY

HANDKERCHIEFS

HOSIERY

UNDERWEAR

### HOWARD DRY GOODS CO.

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

## With the Largest Easter Stock in Years

When you come to Baker & Stark for a Suit or Topcoat . . . you'll not only find it, but more important still, you'll find you can afford it, too.

### NEW SPRING SUITS

As Low As

**\$19.85**

Every Garment Strictly Hand Tailored  
OTHERS UP TO \$35.00

### SPRING TOPCOATS

**\$18.50**

**Baker & Stark, Inc.**  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

## BASEMENT SPECIALS at LYNCH'S

WASHABLE WINDOW SHADES, **39<sup>c</sup>**  
3 colors, size 3 foot x 6 foot.....

One Lot WINDOW SHADES, slightly imperfect, **29<sup>c</sup>**  
Regular 50c .....

FINE QUALITY CURTAIN RODS, **10<sup>c</sup> ea**  
Brass or Ivory finish .....

AXMINSTER RUGS, 27 inch x 50 inch **\$1.98**  
Usually sold at \$3.00 .....

TABLE OIL CLOTH, **28<sup>c</sup> yd.**  
45 inches wide .....

RUG BORDER, **25<sup>c</sup> yd.**  
24 inches wide .....

CONGOLEUM and 9x12 **\$5.98** 6x9 **\$2.98**  
NEPONSET RUGS .....

Join the KENWOOD BLANKET CLUB

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## COMPLETE MOTOR CAR SERVICE

Washing	Motor Tuneup
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Motor Wash	Brake Service

Official Alemite Lubrication Station

PENZOIL, KENDALL, MOBILOIL,  
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# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Apr. 18

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"No man is more than another unless  
he does more than another."

### APRIL

- 16—Postage stamps in books  
placed on sale, 1900.
- 17—Fort Pittsburgh, Penna.,  
surrenders to the French,  
1754.
- 18—Paul Revere makes that  
most famous ride, 1775.
- 19—First bloodshed of Civil  
War, Baltimore, 1861.
- 20—Harold Lloyd, favorite  
screen comic, born 1894.
- 21—U. S. severs relationship  
with Spain, 1898.
- 22—Proclamation opens Okla-  
homa for settlement, 1889.

All Kinds of Appropriate  
FLOWERS FOR EASTER

**Hamilton Gardens**

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

## THIS AND THAT

Only a comparatively few hours  
left now in which to purchase that  
new Easter outfit.

All indications point to a large  
attendance at the sixteenth annual  
Charity Ball under the auspices of  
Court Geneva No. 416, Catholic  
Daughters of America, to be held in  
the State Armory on Easter Mon-  
day night, April 22. Music will be  
furnished by Jimmie Lynch and Or-  
chestra of 12 pieces, with special en-  
tainment by Fraulein Mirzel, RKO  
Vaudeville and Radio artist.

Several merchants report excep-  
tionally satisfying results from their  
News advertising during the past  
few weeks.

In the Weekly (Dun & Brad-  
street) Business Review, issued last  
Friday, the statement is made that  
the immediate future is to bring the  
sharpest rise in business that has  
been witnessed in the past twenty-  
five years.

Have you tried the new "But-  
ereg" Bread? It is recommended for  
food value, for flavor and for toast-  
ing. This new and delicious bread is  
made exclusively by Spaulding Bak-  
eries. Your grocer has it.

The General Motors, Ford, and  
Chrysler plants are now operating  
at near capacity. In April, it is es-  
timated, these three leaders in the  
automobile field will produce ap-  
proximately 90 per cent of the num-  
ber of cars and truck units they  
turned out during April, 1929.

(Continued on Page 6)

## Last Call...

for

EASTER GARMENTS

Our service is at your disposal

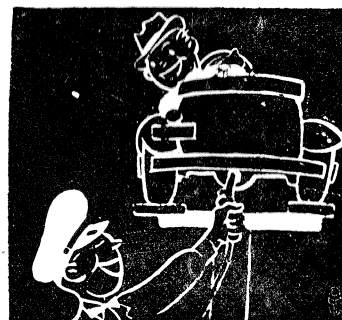
**FOOTE'S CLEANERS**

HARRY D. TARBELL

Phone 2910

78 Castle Street

We Give Christmas Thrifties



## Play Safe

Change Transmission and  
Differential Lubricants  
NOW

**RICKELS**

Service Station

"Independently operated"

Lake Street

Phone 2920

## USED PIANOS

Sterling Huntington  
Conover

Bargains.

Easy Terms.

## BOLIN MUSIC HOUSE

### How Do You Stand Now?

Do you have a reliable guarantee  
that if you save regularly up to  
age 60 you can then begin to draw  
a fixed and irreducible income of  
\$100 a month, or more or less,  
enough to pay your necessary liv-  
ing expenses as long as you live?  
Think of some of the people you  
know, in the sixties or seventies  
and then consider what solid com-  
fort and peace of mind a guaran-  
teed life income of \$100 a month  
would bring to you.

A New York Life Annuity gives  
you this feeling of security.

Write or phone for booklet

New York Life Insurance Co.  
Phone 2085

Box 28

Geneva, N. Y.



**RADIO FLASHES**

By Ralph Le Brun

The Columbia System will, over the week-end present many unusual programs of great interest. Among these are:—on Saturday at 12:45 P. M. from European and American points five Catholic Cardinals will be heard pleading for international amity. The Eastertide broadcasts will start at 6:30 A. M. Sunday morning with a message to American listeners from Pope Pius XI speaking from Vatican City. At 7:00 A. M. comes Easter Choral music from Soldiers Field in Chicago. The annual sunrise service under the auspices of the Grand Commander of the Knights Templar of the District of Columbia at Arlington National Cemetery is scheduled for 7:30 A. M. and at 8:00 the Sunrise Service from the Hollywood Bowl in California. An international broadcast from Jerusalem at 11:15 will include the tolling of bells in Christ Church as well as descriptions of Easter Day scenes in this ancient city.

The charity's use of Mrs. Roosevelt's radio earnings is to be revealed on Thursday, April 25, at 3:30 P. M. over Columbia Network in a special broadcast by the "American Friends Service", a Quaker organization which receives the money from the President's wife.

On Tuesday at 1:30 P. M. over the Columbia network Prince Gustavus Adolphus of Sweden will broadcast in English from Stockholm a message to world Scout organizations on St. George's Day, a sacred day to all Boy Scouts.

A ship should not rely on one small anchor, nor life on a single hope.

**Faulty Brakes Cause Accidents**

CAN YOU AFFORD A LAW SUIT?

**STRATTON'S BRAKE SERVICE**

Rear Texaco Grille Phone 2028 Lake St.  
General Repairing -- Exide Batteries

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SUPPLIES**

Desks, Tables, Chairs, Storage  
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Equipment, Catalog Covers, Etc.

**W. F. HUMPHREY PRESS**

300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

Not all women powder. There's many a kindly heart beats beneath a shiny nose.

Any sensible person would prefer that others be polite instead of sincere in some cases.

**RADIO SERVICE**

TUBES PARTS SERVICE

For any make radio

**RALPH LE BRUN**

Phone 3247

225 High Street

**Beginning Saturday, April 20**THIS OFFICE WILL CLOSE  
at**12:00 Noon**Get Your Orders in This Month  
For Low Prices**S. & T. D. BEARD**

Phone 2651

93 Castle Street



You have no idea how  
new WALLPAPER  
would improve those  
rooms. Let us show  
you the new, correct  
styles.

Papers from

5c per roll and up

We give Christmas Thrifties—Redeemable in cash  
next Christmas

**FAIRFAX BROS. CO.**

87 Castle St.

Phone 2441

**SWP**

HOUSE PAINTS

With our new, modern  
way of displaying  
house paints, you can  
see just how your  
house will look.

Avoids painting  
mistakes.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Wilted Endive

Wash one head of endive and place in salad bowl.

Fry  $\frac{1}{4}$  lb. bacon, cut into small squares. When brown and crisp, place on endive. Beat together 1 egg, 2 tablespoons brown sugar and pinch of salt.

Add  $\frac{1}{2}$  cup vinegar and  $\frac{1}{2}$  cup water. Add all ingredients to bacon grease and cook until thick. Pour over endive and bacon, and let stand about 10 minutes before serving.

Mrs. P. L., Universal Ave.

## Cream Puffs

$\frac{2}{3}$  cup sifted flour  
 $\frac{1}{2}$  cup butter  
 $\frac{2}{3}$  cup water  
 $\frac{1}{8}$  teaspoon salt  
2 eggs

Heat butter and water to boiling point, add flour and salt and continue cooking. Beat in eggs, one at a time. Remove from fire and drop by tablespoons on buttered baking sheet. Bake for 45 minutes in moderately hot oven. When cool, slit tops and insert cream filling.

## (Cream Filling)

6 tablespoons flour  
 $\frac{1}{2}$  cup sugar

$\frac{1}{4}$  teaspoon salt  
 $1\frac{1}{4}$  cups evaporated milk  
1 cup water

Cook in double boiler for 10 minutes. Add 2 slightly beaten eggs. When thick remove from fire and add 2 teaspoons vanilla and 1 tablespoon butter. When cool, fill shells.

G. H., Prospect Ave.

## Butterscotch Pecan Patties

1 cup white sugar  
 $\frac{1}{2}$  cup brown sugar  
 $\frac{1}{3}$  cup white corn syrup, a little salt

$\frac{1}{2}$  cup evaporated milk  
 $\frac{1}{3}$  cup butter

$\frac{3}{4}$  cup pecans, teaspoon vanilla

Put sugars, corn syrup, salt and milk in saucepan. Stir until sugar is dissolved, bring to boiling point and boil until a little dropped in cold water just keeps its shape. Remove from fire, add butter and vanilla and let stand 10 minutes. Add nuts and beat until creamy. Drop by teaspoons on oiled paper.

M. C., Castle St.

(Continued on Page 6)

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

# FLOWERS for EASTER

Appropriate Messengers of the  
Easter Season

Send Flowers for a  
True Remembrance

## STALEY FLOWER SHOPPE

84 Castle St.

Phone 2105

# GREAT NEWS

LOWEST PRICE

on Hard Coal in  
Years

## CALL 2221

For

THE NEW CASH PRICE

on

D & H ANTHRACITE

and

SEMET-SOLVAY COKE



# Winter Garments Stored --

Now is the time to put your FURS or  
other winter garments in storage.

All Garments Insured Against  
THEFT—FIRE—MOTHS

## J. W. SMITH DRY GOODS CO.

Phone 2357 and we will call

# Formal and Semi-Formal Dresses

For the Easter Ball

Pre-Easter Sale on

COATS AND SUITS

Now Going On

## THE NORMA SHOP

66 SENECA

Remember—We are  
"Exclusive but not Expensive"

**MAYTAG SALES & SERVICE**

New and Used Washers  
Philco Radios

Washers and Radios Repaired  
(any make)

324 Exchange St. Phone 2005

*Mary L. Rogan*

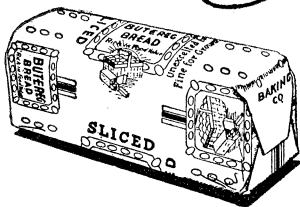
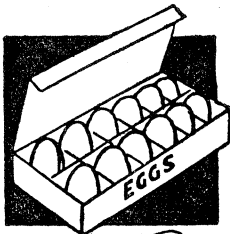
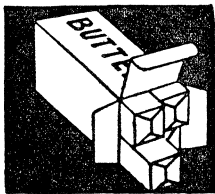
**MILLINERY**

52 Linden St.  
(Just Around the Corner)

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing



**SPAULDING'S  
BUTEREG  
BREAD**

**Easter Supper and Bake Sale**

An Easter Supper, under the auspices of the Church Aid, will be held in the Parish House of the North Presbyterian Church on Tuesday, April 23. Baked goods, aprons and other useful articles will be on sale.

Is YOUR Phone Number Here?

Ovid (Willard) 51-F-5  
Phelps 59-J  
Geneva 6549  
Geneva 3703  
Geneva 4026

(See page 9).

Enough is usually better than too much.

The heaviest rains fall on a leaky house.

A detour is the longest distance between two driven points.

"THE PLACE TO EAT"

*Guinan's*

Restaurant

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties

**EASTER SPECIAL**

"EGG NOG"

will be one of several  
special flavors

Order Early

**DAVIDSON'S**

312 Castle St. Phone 6122

**CASH FOR YOUR ANTIQUES**

Furniture, Glass or China Dishes,  
Brussels Carpets, anything old.  
Write or Call

**J. W. BROADHURST**

38 West Main St. Telephone 283  
WATERLOO, N. Y.

**TRAUTMAN & SMITH**

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

**Permanent**

Asbestos siding--no more painting.

Wind proof--storm proof.

\$10.00 month

**JOHN A. PONTIUS**

90 Elm St. Phone 4575

**OUR WALKING TESTIMONIAL**

"FRIENDLY" SHOES

When a customer of ours steps out in a pair of Friendlies we like to know his feet look well—in case he's asked where he got his shoes.

Then, too—we know little points of fit—around the ankle, across the instep help make him a satisfied customer. Stop in and see our new line. We have them in wingtips, straight tips and plain toes—in black and tan.



**PATTON & HALL**

(Successors to Fitzwater Shoe Store)

502 Exchange Street

T. B. HARRISON, Mgr.

# WINES FOR EASTER

"OLD PORTAGE", complete line ..... 5ths 55c; ½ gal. \$1.15  
 WIDMER'S "HILLSIDE", Very Famous Wine..... Qts. 95c; ½ gal. \$1.50

Also a Very Complete Line of Imported Wine

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.



### NEVER SIPPED finer "DRY" WINES

Light, dry wines are "natural" wines . . . pure, fermented grape juice. They're ideal beverage wines . . . and the proudest products of European vineyards must share their place of honor with Widmer's "True-to-Type" Dry Wines, made in the famous Finger Lakes Region of New York State. Serve Widmer's Claret and Red Rhine Wines with red meats . . . Sauterne and White Rhine Wine with fish or fowl.

## WIDMER'S

Sauternes, Claret,  
Burgundy and Rhines.  
Also: Sherry, Port, Tokay, Muscatel, Angelica, Sweet Catawba, White Port, Branded Wine, Burgundy.

F. A. C. A. Permit No. W-776

## Widmer's

Be sure of your Wines, ask for WIDMER'S

### THIS AND THAT

(Continued from Page 2)

Reading notices of events of public interest are published by THE NEWS without charge. This applies to events in Ovid, Willard, Phelps, and Waterloo, as well as Geneva. Mail such notices to us by Saturday preceding publication day, which is Thursday of each week.

If your copy of THE NEWS is not delivered in accordance with our instructions to our deliverymen, which are to place copies behind storm or screen doors, or fastened in door knobs or handles, will you kindly advise us? We are very particular about our system of delivery and shall greatly appreciate the co-operation of any of our readers at any time.

### THE COMMUNITY KITCHEN

(Continued from Page 4)

#### Luncheon Rolls

½ cup scalded milk  
 2 tablespoons sugar  
 ½ teaspoon salt  
 ½ yeast cake dissolved in luke warm water  
 2 tablespoons melted butter  
 1 egg and a few gratings from rind of a lemon  
 About 2 cups flour  
 Add sugar, salt and butter to scalded milk. When luke warm, add dissolved yeast cake, beaten egg, lemon gratings and flour. Beat thoroughly and let rise. Add more flour, knead lightly and roll ½ inch thick.

Shape with biscuit cutter, place in buttered pan, let rise again and bake for 30 minutes in 350° oven.  
 A. M., N. Main St.

### for EASTER FLOWERS

see

## HOWARD L. REEDER

Hamilton Street

Phone 2109

NO SHRINKING . . .  
 NO FADING . . .  
 NO ODOR!

Now you can send any type of garment of any kind of material without fear of consequences. With Band Box equipment, we give you the best cleaning you've ever known, in the quickest time, and restore the original color and sheen.

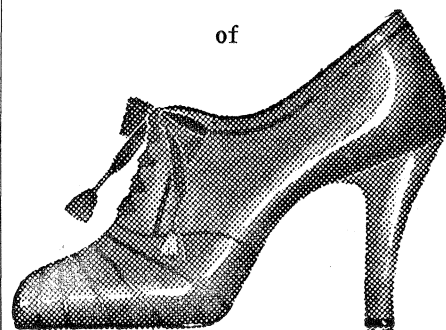
## Mc Guire's

Phone 4126 553 Exchange St.

See Our

### NEW SMART SPRING LINE

of



## Rio Rita Shoes

\$2.98

AAA to C

BASEMENT SHOE DEPT.

## J. W. SMITH DRY GOODS CO.

Youth in the hammock dreams of the future; old age of the past.

## EVERGREENS, ROSES, SHRUBS, and Ornamental Trees

at REDUCED PRICES

Let us help you plan your planting.  
Come and look at our large assortment of home-grown hardy stock before placing your order.

### MANEY'S NURSERIES

White Spring St., Geneva, N. Y.  
Phone 2281

## Wee Blue Inn NOW OPEN

New Location

West of STANDARD STATION

Bean's Hill

Serving . . .

DINNERS  
SHORT ORDERS  
SANDWICHES  
SOFT DRINKS  
BEER and ALE

### ALONG THE AIRWAYS

There are at present, according to the March 1, 1935 bulletin issued by the Department of Air Commerce, a total of 2,314 airports and landing fields approved by the Department in the United States. Of these 674 have lighting facilities.

Of the larger States the great State of New York appears to be lacking in landing field facilities, with a total of only 98, as compared with 204 for California, 145 in Texas, 116 in Pennsylvania, 113 in Ohio and 103 in Michigan.

The Pennsylvania Airlines and Transport Co. reports a total of 3,160 passengers carried on the line's Washington-Detroit-Milwaukee route during March—nearly seven times the number flown in the same period of any previous year and nearly double the number for October, 1933, the system's former "peak" month.

Nine squadrons of the British Royal Air Force now operate entirely on a fuel produced by the low-temperature carbonization of coal, and the results, it is said, have been "generally satisfactory".

Young folks are always consulting the clock; old folks the thermometer.

## ROSELAND PARK

CANANDAIGUA LAKE

### DANCING

Saturday Night, April 20

—o—

Music by

**JOE NOBLES**

and His University Revelers

## Free Spring Spray

with Every Oil Change

## BAUMGARTNER'S SERVICE STATION

Top of Bean's Hill, Geneva, N. Y.

GAS

Sunoco, Tydol, Socony, Gulf

OILS

Sunoco, Tydol, Mobil, Gulf  
Kendall, Penzoil, Quaker State

IT PAYS to read

"THE NEWS"

WILL YOU KINDLY MENTION  
GENEVA COMMUNITY NEWS  
WHEN PURCHASING  
FROM OUR ADVERTISERS?

## Announcing . . .

We are now in a position to furnish  
**BALLANTINE'S XXX ALE**

"America's Finest"  
TO THE HOME TRADE

By Single Bottle or Full Case Lots

**M. TOOLE & SONS**

426 Exchange Street

Phone 2051

FREE DELIVERY



As Smooth

As Old Brandy

**Qts. \$1.85**

**Pts. \$1.00**

10 yr. Old Scotch

**\$3.50**

**HOWARD  
LIQUOR STORE**

(Next to Regent Theatre)

PHONE 5133

## \* DOROTHY GOES SHOPPING \*

The sweetest way of extending Easter Greetings is an exquisite Easter Gift box of delicious Page & Shaw or Whitman's chocolates from **McCarthy's Pharmacy**.

Or just say "Hello" to someone with an Easter card from **McCarthy's**.

—D—

Suits are all set to blossom forth for Easter. For crisp effect and snap, your Spring hat should be of contrasting color. Light blue and yellow crepes, straws and felts are lovely with dark suits. At **The Bon Ton Millinery**, 498 Exchange St., they are as low as \$1.25.

—D—

Buttons are to play a great part in spring trimmings—buttons from neckline to hemline. You'll find big, flat buttons down the front on suits, coats, silk dresses and sport dresses.

—D—

Beauty in Spring coiffures is based upon smart combination of headdress and hat. Greater demands are made upon your permanent, because charming new coiffures consist of swirls, natural waves and curls. Dorothy recommends **The Harper Method Beauty Salon**, 10 Seneca St. Call 6783.

I recommend you to entrust your furs to **Freedman's**, "The only practical furrier in Geneva", for storage. The rate is 2½% and your garments are insured against Moths, Fire and Theft.

You're invited to inspect their vault at any time. It's right on the premises.

Special prices, during the summer months, on Repairs, Remodeling, Cleaning and Glazing.

—D—

**Baker & Stark Inc.** are offering the largest assortment of **Suits and Topcoats** that they have shown in years. Not only will you find what you want, but better still you'll find you can afford it, also.

—D—

There is no substitute for fine, custom clothes, tailored to measure, designed and fashioned for the individual.

Also cleaning, pressing, repairing and altering of ladies' and gentlemen's clothing. **A. P. Petersen**, 476 Exchange St., Geneva, N. Y.

—D—

On Tuesday evening, April 30, 1935 at 8:00 P. M., the Senior Class of De Sales High School will present the play "Skidding", at the Geneva High School Auditorium. Admission 75c and \$1.00, reserved.

See the new Spring material for Slip Covers at **Lynch's**. You will be surprised to find for how little you can have your discolored chair or living room suite become practically new again. Slip covers made at **Lynch's** fit.

—D—

**Stop in the Downyflake Coffee Shoppe** for that afternoon snack. The most delicious coffee and doughnuts in town for only 10c. They also serve appetizing sandwiches and Tea, Coffee, or Milk. Lunches served until ten o'clock Saturday evenings.

—D—

Have you noticed all the new tires, with the corkscrew tread, running around town? They are the new **Generals** and you should hear how enthusiastic the owners are. It's time you call at **Fred Garver's**, Main St. (next to Armory). Phone 6203.

—D—

**George's Candy Kitchen** 364 Exchange St. one of Geneva's oldest establishments has a reputation for choice candies. A lovely Easter Gift, a 2 lb. box of George's Endorsed Chocolates for \$1.00. And they are delicious!

—D—

An ounce of experience is worth a pound of words. I advise you to just try some of **Ringer's** bake goods. Home-made bread, hot cross buns, a variety of cookies and all kinds of delicious layer cakes. Call 2011.

—D—

Have you any watches or clocks that need repairing? If so, remember it pays to take the work to someone competent and reliable. I recommend **Prince's Jewelry Store**, 20 Linden St. All work is guaranteed.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frazt**, c/o GENEVA COMMUNITY NEWS, or Phone 2108.

# GENEVA

## Final Radio Auditions

Saturday Night, 9 P. M.

Winners of the five previous auditions will have their finals.  
Three winners will go to Syracuse.

### On the Screen -- "IT HAPPENED ONE NIGHT"

Sun., Mon., Tues.

STARTING EASTER SUNDAY

## NEW LOWER SUMMER PRICES

600 GOOD SEATS 25¢

Orchestra Seats Reduced to 35c

Wed. and Thur., April 24-25



"Geo. White's 1935 Scandals"

## FOR MOTHER'S DAY—

She will appreciate  
your photograph.

**THE STEWART STUDIO**

35 Seneca St.

Phone 2183

**FUR SAFETY**

Protect your fur garments during the summer months by placing them in a cold storage vault at a temperature of 22 degrees above zero. Garments insured against Fire, Theft and Moths to amount of declared value.

**LE BRUN'S FUR SHOP**

Repairing and Remodeling

38 Linden St.

Phone 3461

Work Called For and Delivered

**Castle Street Market**

Phone 251

Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.****At the Kirkwood Grill**

One of the most pleasing spots in Geneva for those seeking a first-class place for dining and dancing is the Kirkwood Grill. It has recently been found necessary to enlarge the Grill to accommodate the increasing patronage. While the cuisine is outstanding in quality, with prices very reasonable, another feature that contributes in no small way to the success of the Grill is the inspiring melodies furnished by Geo. Fischer and His Music. This snappy organization plays each night from nine 'till one and, starting Easter afternoon, will play each Sunday from 3:30 to 6:30 p. m.

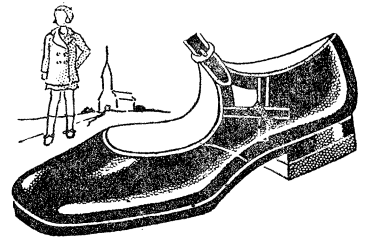
Mr. Fischer is well known not only as an orchestra leader but as a vocal soloist as well, having formerly been soloist with the Slager Band, Rochester, in a series of concerts and also singing with the Emil Coleman Orchestra at Hotel Piazza, New York, as well as many other similar engagements.

Some are born to lift and some to lean.

He does not dislike scandal who listens to it.

Buy them at **LATTIMER'S**

They Wear Longer



Easter wouldn't seem right to the children without new shoes.

Many Styles

**\$1.98 to \$2.95****LATTIMER'S**

492 Exchange St.

Geneva, N. Y.

Let us Symonize or  
Polish Your Car for Spring  
**WALTER B. JEWETT**

GULF GASOLINE

GULF PRIDE MOTOR OIL

WASHING GREASING

Phone 2951

110 Lake Street

Cars Called for and Delivered

**READERS:--**

WE WILL PAY \$1.00 EACH (in merchandise) for the five April 11 copies of the Geneva Community News delivered to those whose telephone numbers appear on page 5 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address Geneva Community News, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

**SPRING IS HERE . . .**

Now is the time to start your Lawn and Garden Work.  
Lawn Mowers, Rollers and Rakes, Grass Seed—  
Flower and Garden Seed. Loma—Soil Pep  
Wheel Barrows - Spading Forks - Ornamental Fence  
Flower Guards

Visit our store and see our selection  
of the latest in Garden Equipment.

**COONEY, WATTS & COONEY**  
HARDWARE

513 Exchange St.

Geneva, N. Y.

**CANDY FOR EASTER**

Try

**Isenman's**

HOMEMADE EASTER EGGS

Also

**EASTER BASKETS and NOVELTIES**

Easter Special

**FRESH STRAWBERRY  
ICE CREAM**

or

Choice of our usual assortment  
of delicious flavors.

150 Castle Street

Phone 4724

WILL YOU KINDLY MENTION  
GENEVA COMMUNITY NEWS  
WHEN PURCHASING  
FROM OUR ADVERTISERS





## THE FUNNYBONE



### Glad to Go

"Get ready to die. I'm going to shoot you."

"Why?"

"I always said I'd shoot anyone who looked like me."

"Do I look like you?"

"Yes."

"Then shoot."

### No Mistake

Patrick—And whose funeral is that?

Michael—O'Reilly's.

Patrick—What? You don't mean to say that O'Reilly is dead?

Michael—You don't suppose they're just practicing on him, do you?

### Insult To Injury

The parson was peeved last Sunday. "I don't mind people looking at their watches while I am preaching," he said, "but it riles me, terribly, when they put them to their ears to see if they are still going."

### Distribution Costs

Rastus—You say the gospel am free?

Preacher—Sutinly, Brothah Rastus, the Gospel am free.

Rastus—Then Brothah pahson, how come yo's allus yellin' fo' money?

Preacher—Brothah Rastus, you knows nuthin'. The gospel am free, but so am watah; but yo' gotta pay fo' de bucket yo' carries it in.

### A Nose for News

"Among the prettiest girls present was Brigadier-General Pertle," wrote a young reporter in his account of a garden party.

The next day he was called into the editor's room, and the chief stormed at him. "What do you mean by writing stuff like that?"

"Well," explained the reporter, "that's where he was."

### The Irritable Spouse

Voice on the telephone: "I ordered that crab meat three hours ago and it hasn't come yet."

Grocer: "We expected a fresh shipment this morning and I've been waiting for it."

Voice: "But my husband is complaining because his dinner's not ready."

Grocer: "Well, you wouldn't want to serve an old crab, would you?"

Results are obtained by News advertisers.

## HARRY M. MOYER

PRINTER

69 Oak Street

Phone 4189

Try Our Reasonably Priced  
DAILY SPECIALS

## TEXACO GRILLE

Lake Street (Just off Exchange)  
24-Hour Service Plenty Parking Space

Allowance for . . .

OLD TIRES

on

**NEW DUNLOPS**

Phone 3163 373 Exchange St.  
USED TIRES FOR SALE

## NEW TOPS

for Open and Closed Cars

## RIGBY'S GARAGE

230-4 Genesee Street

FOR—

BETTER MEATS  
CLEANER MEATS

and

QUICKER SERVICE

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

**COLONEL CHEERIO**

SAYS

We can supply your

## EASTER REQUIREMENTS

with a choice assortment of Whiskey,  
Scotch, Rum, Gin and Wines.

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

WE GIVE CHRISTMAS CLUB THRIFTIES

Redeemable in Cash Next Christmas

## RCA-Victor Auto Radios

No Spark Plug Suppressors  
Necessary on the  
NEW 1935 MODELS

This saves Gasoline and does not  
retard the speed of your car like  
other ordinary types.

Come in . . . let us show you . . .  
before buying ANY auto radio.  
We also have Delco Auto Radios.

**Geo. F. Bruzee**

"The Battery Man"

23 E. Castle St.

Phone 6522

Geneva, N. Y.



*Brake drums "out of round" make correct brake adjusting impossible and substantially increases the wear of brake material. We true drums accurately on a special machine, reasonably.*

**FINK'S SUPER  
SERVICE STATION  
LAKE ST.  
PHONE 2448**

"The Only Independent in Geneva"

## FILL YOUR BINS NOW!

FUEL PRICES  
LOWEST IN YEARS

## 'blue coal'

America's finest home fuel

**SEMET-SOLVAY  
COKE**

Satisfactory Heat At Lowest Cost

Phone 6232 or 6187

**P. O'Malley  
& Son**

27 CASTLE ST.

### GLEANINGS

"The world is not interested in what a big shot we were before 1929 as how we weathered the storm."

"A man is himself plus what he reads."

"It's not the badge that makes the man but the man who makes the badge."

"An optimist is one who takes the cold water which is thrown on his proposition and uses it to generate steam to put it over."

"Don't be afraid."

"The early bird may get the worm, but if all the birds were early there wouldn't be enough worms to go around."

"Economy is doing without something you want so that some day you may be able to buy something you may never want."

"In the United States Navy a man may be able to pass a physical and mental test and then be rejected for just plain ugliness."

"One can be lonesome in a crowd."

"Drink a glass of milk before retiring."

"This year's world output of motor cars will run into millions."—article in automobile magazine.

Well, you can't say we didn't warn you.

## Special Easter Event

A LADIES HAT given absolutely FREE with every purchase of a Coat, Dress or Suit.

COATS ..... \$12.95

DRESSES ..... \$5.95

SUITS ..... \$14.95

**MUTUAL CLOTHING CO.**

509 Exchange St.

**JOHNSON**  
*Sea-horse* OUTBOARD MOTORS

SALES and SERVICE

—o—

Service on All Makes

—o—

**CHAS. E. COOL**

61 Geneva St.

Phone 2050

Come to

## "JOE'S"

28 E. North St. (cor. Wadsworth)

for

## Fine Liquors and Wines

Domestic and Imported

including

WIDMER'S WINES

Out of the congested area—  
always plenty of  
parking space.

Not Open Sundays

**SPECIAL ! ! !**

Easter Week

## Armour's and Swift's QUALITY MEATS

Reasonable Prices

Bacon .....	26c lb.
Round Steak .....	22c lb.
Veal Rib Chops.....	18c lb.
Pork Chops .....	25c lb.
Rib Lamb Chops.....	18c lb.

**VENA'S MEAT MARKET**

49 CLINTON ST.

It PAYS to Buy at VENA'S

Filling station attendants are getting so considerate and courteous that we expect they soon will be polishing our spectacles every time we drive in for a gallon of gas.

## Is the Best Too Good for You?

If Not  
Buy Quality Merchandise from  
**LESLIE E. HILTON**

FINE ROTTED MANURE,  
Per cu. yd. ....\$3.25  
(about 22 bushel)  
CLEAR COW MANURE,  
Per cu. yd. ....\$3.65  
FERTILE LOAM SOIL,  
Per cu. yd. ....\$2.50  
BLACK MUCK SOIL,  
Per cu. yd. ....\$3.25  
SCREENED MIXED SOIL,  
Per cu. yd. ....\$3.25  
(manure muck and top soil)  
SEASONED HARD WOOD,  
Per cord ....\$3.25  
Large Quantities Discounted  
According to Amount  
—: We Deliver A Bushel or A Load :—

**Phone 6102**

14 Clover St. Geneva  
(Drive up and see us sometime)

## AUTO LOANS UP TO \$300

If you want a loan on your car, see us. Loans made to employed, single or married people. Here you can get the cash in 24 to 48 hours or sooner in special emergencies. We "Refinance" unpaid balances on cars. Our charges on Auto Loans are surprisingly reasonable.

We also make Furniture and Co-Maker Loans.

Come in—Write—or 'Phone.

Loans Made in All Nearby Towns.

## PERSONAL FINANCE CO.

of New York  
ROOM 304—THIRD FLOOR NATIONAL BANK BLDG.  
120 GENESEE ST. PHONE 251 AUBURN, N. Y.  
Licensed Pursuant to Article IX of the Banking Law

*Beginning EASTER SUNDAY, The KIRKWOOD HOTEL*

announces a

# Cocktail Hour Every Sunday Afternoon IN THE NEW GRILL

Between the hours of 3:30 and 6:30 p. m.

With

GEORGE FISCHER AND HIS MUSIC

The Chef, Monsieur Francois, will serve

**Delicious Sandwiches and Salads**

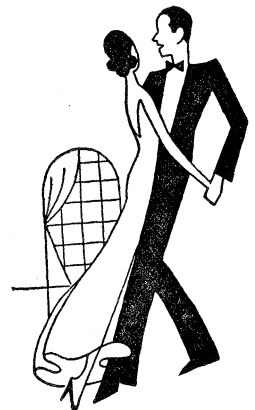
at Special Prices

Make your Sunday afternoon a pleasant one at

# THE KIRKWOOD GRILL

*Dancing Every Night from Nine 'Till One*

ENTRANCE ON CASTLE STREET



# THE GENEVA COMMUNITY NEWS

Apr. 25, 1935

5100 Copies

LIGHT WEIGHT

## UNDERWEAR

Warmer Days Bring The Need For Lighter Underwear . . . Our Stock Is Complete And At Prices That Will Please Your Purse.

Munsingwear Union Suits.....	\$1.25
Goodknit Athletic Union Suit.....	75c-95c
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Shirts and Shorts.....	35c-50c
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New Popular "Scants".....	35c



489 Exchange St. North Regent Theatre

## ADVERTISE

in

### The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,100 COPIES

DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

CALL 2108 FOR RATES

Space now being reserved  
for May, June and July

## SPRING IS HERE . . .

Let Us

CHANGE YOUR OIL

LUBRICATE YOUR CHASSIS

TUNE YOUR MOTOR

- and -

don't forget—we wash cars,  
daytime or evenings.



**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

Phone 6621

OPEN 24 HOURS

## W A R N I N G

We Do Not Have Canvassers or Solicitors.  
All Business Done at the Store

**Highest Prices Paid**

For Your

**GOLD and SILVER**

Bring, send or mail in your old gold jewelry,  
bridge work and silver in all forms

No matter how much or how little you have, or how old  
or broken it is. You will be surprised at the high cash  
prices paid you. You get careful, courteous attention  
and full privacy.

Everybody has some old gold trinkets tucked away in  
forgotten places—old rings, watches, chains, pins and  
other gold articles. We buy gold plated and gold filled  
articles in all forms.

Treasury Department License No. TGL 12-746

**THE OLD GOLD SHOP**

36 Seneca For Private Estimate Call 2853 Geneva  
"Next Door to Home Dairy"

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

Apr. 25

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box 146

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.








Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"Experience keeps a dear school, but  
fools will learn in no other."

### APRIL

-  23—William Shakespeare, the  
Bard of Avon, born 1564.
-  24—Russia's Czar declares war  
on Turkey, 1877.
-  25—Rebel New Orleans sur-  
renders to Admiral Farragut,  
1862.
-  26—New York abolishes the  
jailing of debtors, 1831.
-  27—U. S. troops capture To-  
ronto, Canada, 1813.
-  28—DeWolf Hopper opens in  
"A Matinee Idol," New  
York, 1910.
-  29—King Parjadhikok of Siam  
visits Washington, 1931.

### PLANTS — DESIGNS

Flowers for All Occasions

## Hamilton Gardens

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

### THIS AND THAT

Castle Street is fast becoming  
Geneva's "Great White Way". An-  
other large new electric sign blazed  
forth on that thoroughfare during  
the past week, this time over the  
entrance of the Kirkwood Grill.

The English writer was wrong  
who said that no laws are enforced  
in the United States. He should try  
parking beside a fire plug.

The O. K. News Corp. has  
awarded three prizes in the 1934  
lake trout contest. The three men  
each landed a 13¼ lb. trout to win  
a Shakespeare Triumph reel. The  
winners are Albert Harrison, Earl  
Brown and Joseph Saglimbeni and  
each is figuring on doing his best  
to win the O. K. News prize for the  
1935 season. Register your catches  
with the O. K. News.

Persistency is a winning feature  
in advertising. Merchants are find-  
ing out that our "Dorothy Goes  
Shopping" page is a mighty fine  
place to do persistent advertising at  
a very reasonable cost.

John Pontius is displaying at his  
Sheet Metal Works, 90 Elm Street,  
a permanent asbestos house siding  
which has all the appearance of  
beautifully grained wood. This sid-  
ing is shown in different colors and  
does away with the painting prob-  
lem forever.

It is said that when a Chinese is  
puzzled, he scratches his foot in-  
stead of his head. This seems to be  
a queer thing to do, but, after all,  
the one operation is probably just  
as effective as the other.

## Quality Cleaning Is Protection from Moths

Time now to clean garments  
to be put away

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

We Give Christmas Thrifties

Our instructions to deliverymen  
are to always place THE NEWS be-  
hind storm or screen doors or fasten  
in door knobs, but never to throw  
on porches nor place in porch rail.  
If YOUR copy is not delivered in  
accordance with our instructions  
will you kindly let us know?

The most practical lesson we can  
learn from the busy bee is not to  
get stung.

(Continued on Page 9)

## A Reflection:--

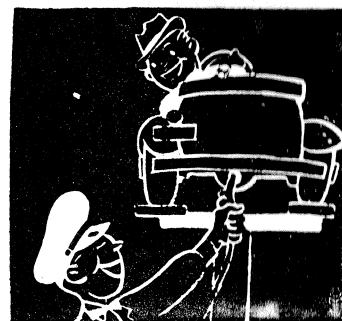
"What I didn't lose in '29," an old  
friend remarked, "I lost in '30—  
with one exception—and nobody  
can take that away from me. Some  
years ago I made what seemed, at  
that time, only a small investment.  
I bought a life annuity of \$100.00  
a month. In '29 I never thought  
much about it. Today, however, it  
makes a big difference—actually,  
the difference between comfort  
and poverty! And these monthly  
checks will last as long as I do."  
New York Life's booklet on an-  
nuities is very interesting—send  
for one.

New York Life Insurance Co.

Phone 2085

Box 28

Geneva, N. Y.



## Play Safe

Change Transmission and  
Differential Lubricants  
NOW

## RICKELS

Service Station

"Independently operated"

Lake Street

Phone 2920

**RADIO FLASHES**

By Ralph Le Brun

Daylight Saving Time returns to the larger cities Sunday, so don't forget to look for your favorite programs one hour earlier. Where hours are mentioned in the following articles they refer to the time at which these programs will be heard in the Geneva territory.

Mario Chamlee, former Metropolitan Opera star, and George Frame Brown, noted radio actor and originator of "Real Folks", will bring two new and engaging characters, Tony and Gus, to radio listeners in a new five evening a week series to be inaugurated over an NBC-WJZ network on Monday at 6:15 P. M. Tony, an Italian youth with operatic ambitions, and Gus, a young Swedish heavyweight with prize ring aspirations, will enact their adventures before the NBC Radio City microphones each evening except Saturday and Sunday. The first episode of the new series will find Tony and Gus in the steerage of a ship bound for America. Other episodes will carry them through numerous adventures as they travel around the country, struggling to become professional singer and prize fighter.

Babs Ryan and her brothers, until recently members of Fred Waring's orchestra, are now being heard with Hal Kemp on the Penthouse Party Wednesday at 7:00 P. M. over the NBC-WJZ.

Father John F. O'Hara, president of Notre Dame University; football coach Elmer Layden, and Eddie Dowling, noted Broadway actor, will join Richard Him-

ber and his Studebaker Champions in their Alumni Day tribute to Notre Dame at the broadcast over an NBC-WEAF network on Monday, April 29, at 7:00 P. M. The Notre Dame Glee Club and Frank Walker, of the university alumni association, also will participate in the half hour broadcast from New York and Chicago, which will form a special program in the regular weekly series of Studebaker Champion broadcasts by Himber and his noted orchestra.

(Continued on Page 6)

If a man is tall and thin, let him notice how a well-dressed, tall and thin man attires himself. Never mind what the fat ones wear.

**Dorchester and Rose****HARDWARE**

Garden Tools — Lawn Mowers — Lawn and  
Garden Seeds — Vigoro, for the Lawn  
Lawn Hose — Norge Refrigerators

Paint Demonstration at Our Store—  
**THURSDAY—FRIDAY—SATURDAY**

**RUGS**

Our Rug Department is now supplied with a complete line of latest patterns

AXMINSTERS —

WILTONS —

AMERICAN ORIENTALS

Odd sizes to fit any room

**Charles Wheeler**

FURNITURE

CASTLE STREET (Opposite P. O.) GENEVA, N. Y.

**RADIO SERVICE**

TUBES PARTS SERVICE

For any make radio

**RALPH LEBRUN**

Phone 3237

225 High Street

**OFFICE  
SUPPLIES**

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

**W. F. HUMPHREY PRESS**

300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Cream Cheese Cookies

1 cup sugar  
1 cup shortening  
One 3 oz. package cream cheese  
3½ cups sifted flour  
1 teaspoon baking powder  
1 egg  
1 teaspoon lemon juice  
Rind of ½ lemon

Cream shortening, add sugar, lemon juice, grated lemon rind and cream cheese. Mix well, then add sifted flour and baking powder. Shape into balls 1 inch in diameter and place on greased cookie sheets. Bake for 15 minutes in 375° oven. When cool dip in melted fondant or cooled boiled frosting and roll in chopped nuts or cocoanut. 3 dozen cookies.

Mrs. J. B., Madison St.

## Hermits

2 cups sugar  
1 cup butter  
1 cup raisins stoned and chopped  
1 teaspoon soda dissolved in 3 table-  
spoons milk  
1 teaspoon nutmeg, cloves and cin-  
namon

3 eggs  
1½ cups of flour

Mix well and drop by teaspoon on greased baking sheet. Bake in moderate oven.

R. T., Stanley, N. Y.

## Apricot Rice

1 cup canned or stewed dried apricots

1 cup cooked rice  
1 egg  
½ cup evaporated milk  
½ cup water

Put apricots in greased baking dish. Cover with rice. Beat egg until light and add sugar. Scald milk and water and pour slowly over egg mixture. Add to rice and apricots. Place dish in pan of hot water and bake in moderate oven 350° until knife, when inserted, will come out clean. Serve with custard sauce.

## Veal Birds

Spread thin slices, 3 by 7 inches, cut from the upper leg of veal, with finely chopped ham. Roll, pin with

(Continued on Page 5)

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 Lake St.

Phone 2740

toothpicks, brown in skillet, turning constantly. Cover and cook 40 minutes over low fire, turning occasionally. Serve with brown gravy.

F. M. I., Waterloo, N. Y.

(Continued from Page 4)

## FOR MOTHER'S DAY—

She will appreciate  
your photograph.

## THE STEWART STUDIO

35 Seneca St.

Phone 2183

## Prices on Fuel Are Reduced

CALL 2221

For

THE NEW CASH PRICE

on

D & H ANTHRACITE

and

SEMET-SOLVAY COKE



We will appreciate it very much—

and so will our advertisers—if you will kindly say—

"I saw your ad in the

**Geneva Community News"**

when making purchases

## FUR STORAGE

Be sure your winter garments are safely stored—  
protect them during the hot summer months.

Just phone 2357 and we will do the rest!

All Garments Insured Against

THEFT - FIRE - MOTHS

**J. W. SMITH DRY GOODS CO.**



This will go down as the brass age. People have brass enough to ask Uncle Sam for anything.—Carey Williams in the *Greensboro (Ga.) Herald-Journal*.

## FUR SAFETY

Protect your fur garments during the summer months by placing them in a cold storage vault at a temperature of 22 degrees above zero. Garments insured against Fire, Theft and Moths to amount of declared value.

## LE BRUN'S FUR SHOP

Repairing and Remodeling  
38 Linden St. Phone 3461  
Work Called For and Delivered

## Castle Street Market

Phone 251 Near Main

### BEST QUALITY MEATS

Home Made Pure Pork Sausage  
Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.**

## THE COMMUNITY KITCHEN

(Continued from Page 4)

### Honey Date Bars

1 egg beaten  
½ cup flour  
½ cup bran  
¾ cup honey  
2 cups dates (chopped)  
½ cup nut meats chopped  
1 teaspoon of baking powder

Mix egg and honey, add dry ingredients, nuts and dates and blend thoroughly. Spread in shallow pan, bake 20 minutes in moderate oven. Cool, cut into three inch bars and roll in powdered sugar.

E. M., R.D. No. 2, Geneva

### Copper Pots, Pans for Roofs

A plating of copper made of beaten household pots and pans was used in reroofing the Foreign Office and Supreme Court building of Denmark, a building in which kings and notables of all sorts have been dined. The roof needed repairing, but it was found there was no appropriation. The people came to the rescue with gifts of outworn copper pots and pans.

## Mother's Day Cards

Now on Display

### SPECIALS

Pepsodent Tooth Paste 3 | c

Pepsodent Antiseptic

21c - 39c - 69c

Pure Heavy Mineral Oil

39c Pint

69c Quart

\$1.79 Gallon

## Clarke's Pharmacy

Exchange & Castle Streets

GENEVA

Phones  
2242 - 2541

Free  
Delivery

### Ruined Cities in Yucatan

Ruined cities abound in Yucatan, many of them buried in dense undergrowth for centuries, their history unknown, their hieroglyphics undeciphered. An almost unbroken line of these silent and deserted mementoes of a vanished people stretches between Yucatan and the primeval forest beyond the Guatemala frontier. The predominant character of the important Maya structures is that they are built upon an artificial elevation, a pyramid or truncate cone supporting a building more or less vast. The walls are generally of great thickness, many are faced on the interior with carved stones and many also present a rich profusion of adornments, sculptured in bas-relief upon their faces.

### Largest Lakes, Rivers

The ten largest lakes are Superior, 31,820 square miles; Huron, 23,010 square miles; Michigan, 22,000 square miles; Erie, 9,940 square miles; Ontario, 7,540 square miles; Great Salt lake, 1,800 square miles; Lake of the Woods (Minnesota and Canada), 1,500 square miles; Tulare, (artificial), 800 square miles; Okeechobee, 730 square miles; Pontchartrain, 625 square miles. Rivers: Mississippi-Missouri, 4,221 miles; Colorado, 2,000 miles; Rio Grande, 1,650 miles; Columbia, 1,270 miles; Arkansas, 1,460 miles; Ohio, 1,283 miles; Platte, 1,030 miles; Red, 1,275 miles (last four tributaries to the Mississippi-Missouri system); Brazos, 950 miles; Tennessee, 950 miles.

## SPRING IS HERE . . .

Now is the time to start your Lawn and Garden Work.  
Lawn Mowers, Rollers and Rakes. Grass Seed—  
Flower and Garden Seed. Loma—Soil Pep  
Wheel Barrows - Spading Forks - Ornamental Fence  
Flower Guards

Visit our store and see our selection  
of the latest in Garden Equipment.

## COONEY, WATTS & COONEY

HARDWARE

513 Exchange St.

Geneva, N. Y.

## READERS:--

WE WILL PAY \$1.00 EACH (in merchandise) for the five April 18 copies of the Geneva Community News delivered to those whose telephone numbers appear on page 9 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address Geneva Community News, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

# NEW LOW PRICES

on "ROYAL BOX" GIN (90 proof).....pts., 85c — 5ths, \$1.29 — full qts., \$1.60

A Very High Class Blend of STRAIGHT WHISKEY—8%, 15 yrs. old; 20%, 7 yrs. old; balance 1 yr. matured. Compare this blend by referring to the back label with any Whiskey on the market.  
pts., \$1.50 — qts., \$2.85

## T. J. COMISKY

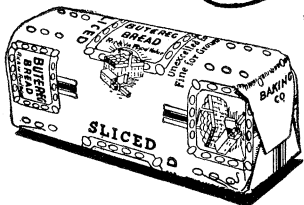
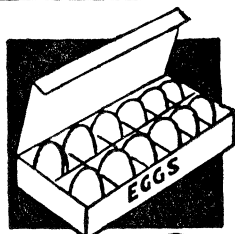
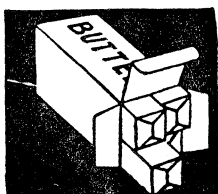
Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

Many of our happy memories of our youth are illusions; but nevertheless blessed for all that.



**SPAULDING'S  
BUTEREG  
BREAD**

Ask for it . . . at your grocers

### RADIO FLASHES

(Continued from Page 3)

It has been suggested that as a business stimulator radio service men should raise mice. Frequently evidence is found that mice have gnawed dial cables and wires and carried bits of paper and string inside the set, invariably causing trouble.



Gogo De Lys—feature artist on several NBC series—is of French-Canadian parentage. She made her debut on the West Coast attracting wide attention with her blues songs. Recently she came East where she has repeated her success.

### Skates 16,000 Feet Up

Skating proved exhilarating for a member of the expedition which recently explored Mount Kenya in Africa. He amazed the native porters, when he glided over the pound at the top, 16,000 feet above sea level.

### MAYTAG SALES & SERVICE

New and Used Washers  
Philco Radios

Washers and Radios Repaired  
(any make)

324 Exchange St.

Phone 2005

"THE PLACE TO EAT"

**Guinan's**

Restaurant

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties

### THIS AND THAT

(Continued from Page 2)

If you find your telephone number listed in one of our issues, follow the instructions given on another page and send the previous week's issue IMMEDIATELY. The offer published each week becomes void within one week, or in other words upon publication of the next list of numbers.

### Cries at Job Every Day

In order to do his work, a federal laboratory chemist in Pittsburgh is forced to cry every day. He tests samples of tear gas before the shipments are sent to banks and law-enforcement agencies. Although he has been gassed hundreds of times he has suffered no permanent injuries.  
—*Popular Mechanics Magazine*.

Even people who haven't money to burn manage to burn some.

## STAR LAUNDRY



When your laundry comes back from the GENEVA STAR and you wonder how on earth such perfect work is possible, this is the reason: Every STAR worker is a specialist. Each operation is done by a person who is super skillful in that one operation.

Special on

DAMP WASHES 59¢  
12 pounds for.....

**Geneva Star Laundry**

L. A. Currey M. E. Tillema  
511 Exchange St. Phone 2112

"Fortune seems to favor the hopeful man."

### GLEANINGS

"Individuals are like tools, let them lose their temper and they are worthless."

"No whiner ever made a winner."

"Difficulties are fuel to the go-getter."

"Much of the success of the game is in being game."

"A grape-fruit is a lemon that saw its chance and took advantage of it."

"A tourist is a man who goes to Switzerland to see the same moon he could back home."

"Pain is the whip that spurs man to greater industry and endeavor."

"Americanism is spending millions of dollars to build good roads then going 60 miles an hour so that we cannot enjoy the scenery."

### Downyflake Baked Goods

CINNAMON BREAD,  
delicious toasted; only .....11c  
RAISIN BREAD .....11c  
Try our round COTTAGE BREAD, 11c  
The best WHOLE WHEAT BREAD, 8c  
Try our PIES, only.....25c

### Downyflake Coffee Shoppe

39 Linden St.

"A knocker is a man who tells the truth, the whole truth and nothing but the truth."

## ROSELAND PARK

CANANDAIGUA LAKE

### DANCING

Saturday Night, April 27  
DON LANG and HIS MUSIC

—o—

Sunday Night, April 28

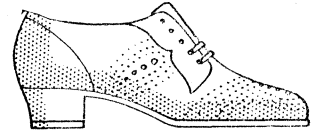
Music by

THE GEORGIANS

Directed by Chuck Lennon

## SPECIAL...

Friday and Saturday Only



WOMEN'S  
WHITE SPORT OXFORDS  
Values to \$3.00

**\$1.77**

## SAVAGE'S SHOE STORE

(Next to Regent Theatre)

### Jade Difficult to Value

Of all valuable stones jade varies the most in price according to color and workmanship. And jade is probably more difficult to value than any other precious stone. Most of the jade comes originally from the mines in Burma. Great blocks may be seen lying on the quays for shipment to China, where it is cut by workmen who know the secret of finding the perfect pieces of purest color. The Chinese are supposed to have maintained the monopoly of jade cutting on account of their patience and their extreme appreciation of the beauty of the stone. The most valuable jade is of a rare emerald color and translucent.

If one doesn't want to be mournful when he looks backward, let him recall the funny experiences he has had—but everyone wants to be mournful.

Self-denial is good for everyone notwithstanding each enforcement of it nearly ruins one's temper.

You should forgive many things in others, but nothing in yourself.

WILL YOU KINDLY MENTION

GENEVA COMMUNITY NEWS

WHEN PURCHASING

FROM OUR ADVERTISERS

## Diamond Crystal Ice

For

DEPENDABLE REFRIGERATION

CALL 2404

**Geneva Refrigerating Corp.**

## \* DOROTHY GOES SHOPPING \*

Having trouble with your watch? **G. H. Prince, 20 Linden St.,** will repair and service it for you. A service that means something. All work is guaranteed.

—D—

It's smart to be fifty—for life begins at forty. Gracious, flattering hats for smart matrons at **The Bon Ton Millinery, 498 Exchange St.** Flowers for Madame—on a shiny Semi-Rough Straw. Dozens of styles. Somewhere in this group there's a hat for you!

—D—

Don't be reckless when buying bake goods. **Ringer's** have a reputation for quality bake goods at reasonable prices. Only finest materials are used—fresh eggs and butter. Walk in and look around. You'll find something tempting to any appetite.

—D—

Fashion dots on dots—all kind of dots—and they're a sure sign that your navy sheer is this spring's inspiration. Polka-dots, rice-dots, shower-dots, nailhead dots . . . you'll see them on crepes, taffetas, and scarf silks, combined with the navy sheers of your riding-gotes, jacket and one piece dresses. Navy sheers are on the dot for smartness.

See the new Spring material for Slip Covers at **Lynch's**. You will be surprised to find for how little you can have your discolored chair or living room suite become practically new again. Slip covers made at **Lynch's** fit.

—D—

Any type of garment, any kind of material—no shrinking, no fading, no odor. **McGuire's** "Band Box" equipment offers you the very best cleaning service. You will find that this type of cleaning restores the original color and lustre to garments. Phone 4126.

—D—

Shirring or gathering no longer just hints at its presence. In fact, it takes wider areas to assert its claim for attention as an integral factor of this year's fashions. Some of the newest flared jackets are widened, particularly at the back, by benefit of clusters of shirring from the neck or from shoulder yokes.

—D—

Tires, especially the new General Tires with the corkscrew tread, are an interesting topic of conversation among men. But why just talk about them—stop in **Fred Garver's (next to Armory)** and see them! Owners are very enthusiastic about them. Phone 6203.

We hate to part with our old shoes that are broken in and comfortable. Now, we need not, for Carl rebuilds and repairs them and yet they retain all their old comfort. **Carl's Shoe Repair Shop.**

—D—

At least one gingham dress in your summer wardrobe. Wooden buttons and a matching or plain color bow make the dress different. Easy-fitting, short sleeves, of course.

—D—

On Tuesday evening, **April 30, 1935, at 8:00 P. M.,** the Senior Class of DeSales High School will present the play "**Skidding**" at the Geneva High School Auditorium. Admission 75c and \$1.00, reserved.

—D—

Ladies suits and coats made to order. Stop in and look over a complete line of Spring samples. Also coats and suits relined and altered. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

—D—

Several gold bracelets are smart when worn on the arm, underneath the billowy, bouffant sleeves, of wrist length, of net or chiffon. The gleam of the bracelets shines thru the fabric.

—D—

**The Seneca Shop, (Florence Toole)** is featuring its Second Anniversary Sale this week, which continues until Saturday. Thrifty shoppers should take advantage of this wonderful opportunity. There will be special prices on new summer materials, silks, etc. . . . curtains . . . novelties, beaded bags, accessories, etc. Stop in and browse around! Many worthwhile bargains.

—D—

Sweet pea colors in crisp taffetas hold fair to become the leading tones for spring and summer weddings. They are especially effective in the pinky, rosy, orchid blue tones.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frantz, c/o GENEVA COMMUNITY NEWS,** or Phone 2108.



### GRAND OPENING VAUDEVILLE SEASON

Friday and Saturday, April 26-27

## 5 GREAT ACTS 5

Featuring

**Marcos Pavalos** and His "Flying Down to Rio" Orchestra

On the Screen: **JOAN BLONDELL** in "TRAVELING SALESLADY"

WHAT A SHOW, ALL AT REDUCED PRICES

**600 BALCONY and LOGE SEATS ANY TIME 25c**

ORCHESTRA SEATS REDUCED TO 35c

SUN.  
MON.  
TUES.

**JEAN HARLOW**  
**WM. POWELL**

**"RECKLESS"**

# Mary L. Rogan

MILLINERY

52 Linden St.  
(Just Around the Corner)

# G. H. PRINCE

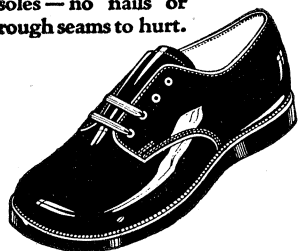
20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

# Stylish?

Of course, but  
that's only half  
the story..

It is true that Simplex Flexies are prescribed by children's specialists because they assure the proper development of growing feet. In Flexies the little feet rest squarely on the ground so the pliant legs can't bow in or out. Flexible soles — no nails or rough seams to hurt.



# PATTON & HALL

(Successors to  
FITZWATER SHOE STORE)

502 Exchange St.  
T. B. HARRISON, Mgr.

Energy arises from being so bored  
by one's surroundings that one gets  
busy.

A tie-up has been effected between Schine's Geneva Theatre and the Feenament National Amateur Hour, heard over the National Broadcasting Co., Sunday evenings whereby amateurs of this vicinity will be given an opportunity to compete in the national try-outs. Phone the manager of Schine's Geneva Theatre for particulars.

## Motor Oil Gets "Blood Count"

The "blood count" for engines, the work of a woman scientist, and something new in automobile tests, has been perfected in Pennsylvania. The new treatment examines engine oil as much as a physician studies human blood.

## Sculptor Uses Blow Torch

One California sculptor works with metal instead of marble or clay and uses a blowtorch instead of a chisel. He builds up grotesque figures of wrought iron, modeling the hot metal with the aid of an acetylene torch, a welding rod and a pair of pliers. — *Popular Mechanics Magazine.*

## Is YOUR Phone Number Here?

Waterloo 76-M  
Ovid 19-J  
Geneva 3359  
Geneva 6921  
Geneva 6415  
(See Page 5)

Let us Symonize or  
Polish Your Car for Spring  
**WALTER B. JEWETT**

GULF GASOLINE  
GULF PRIDE MOTOR OIL  
WASHING GREASING  
Phone 2951 110 Lake Street  
Cars Called for and Delivered

## "A TERPSICHOOREAN NIGHT"

Schine's Geneva Theatre  
TUES., MAY 14  
presented by students of  
Misses Helen and Jane Finnerty  
Tickets 50c

# TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

# Permanent

Asbestos siding--no more painting.  
Wind proof--storm proof.  
\$10.00 month

# JOHN A. PONTIUS

90 Elm St. Phone 4575

Use Your  
**CREDIT**  
NO CASH • EASY TERMS  
AVERAGE  
PAYMENT  
**39¢**  
PER WEEK

# Firestone Auto Supply and Service Stores

COMPLETE CAR SERVICE

Cor. Lake & Exchange Streets

Phone 2323

J. H. BINDEMAN, Mgr.



## THE FUNNYBONE



### The Challenge

"Laugh that off," said the fat man's wife as she sewed his vest button on with wire.

It's nice to see people smile and to hear them laugh—but not when we're chasing our hat down the street.

### At Heart Only

Two charwomen were discussing their husbands; neither seemed quite satisfied with her match.

"Anyway," said one, resignedly, "I'll say this much for my man—he's a gentleman at heart. He hates work."—*Buffalo Courier-Express.*

### In This Corner: Father Time

Author: "This is the plot of my story. A midnight scene. Two burglars creep stealthily toward the house. They climb a wall, force open a window, enter the room. The clock strikes one!"

Actress (breathlessly). "Which one?"

### Reverse Surprise

He was at the fountain-pen counter making a purchase. "You see," he said, "I'm buying this for my wife."

"A surprise, eh?"

"I'll say so. She's expecting a Packard."

## EVERGREENS, ROSES, SHRUBS, and Ornamental Trees

at REDUCED PRICES

Let us help you plan your planting. Come and look at our large assortment of home-grown hardy stock before placing your order.

### MANEY'S NURSERIES

White Spring St., Geneva, N. Y.  
Phone 2281

### So Dumb

A little man bought two tickets at the theatre box office and, followed by his wife and 11 children, started to enter.

"Here," shouted the doorkeeper, "Where are the other tickets?"

The little man was amazed. "Don't you advertise that children under 12 with parents are admitted free?" he asked.

"But these aren't under 12," came from the doorman.

The little man's expression was now one of complete incredulity. "Well," he said, exasperated, "All I can ask you to do is count 'em again. You'll find that there's just 11."

"Man in California Yawns for Four Days"—headline.

Probably ran up against a Floridian who got the jump on him.

The small boy had fallen into the stream, but had been rescued.

"How did you come to fall in?" asked a bystander.

"I didn't come to fall in," the boy explained. "I came to fish."

Try Our Delicious  
**BUTTERSCOTCH PIE**  
with Whipped Cream

## TEXACO GRILLE

Lake Street (Just off Exchange)  
24-Hour Service Plenty Parking Space

## DUNLOP

TIRES AND TUBES

EASY CREDIT

Phone 3163 373 Exchange St.

Open Evenings

## Battery Service...

Charging and Testing

## RIGBY'S GARAGE

230-4 Genesee Street

FOR—

BETTER MEATS

CLEANER MEATS

and

QUICKER SERVICE

Come to

## BERG'S MARKET

96 Elm St.

Phone 2864

## COLONEL CHEERIO

Says

We Have . . .

"MILLSIDE INN" WHISKEY—90c pt.; \$1.40 5th; \$1.70 qt.

A LARGE VARIETY OF GINS

80c pt. up

WINES, 55c 5th up



148 CASTLE ST. Phone 2254

WE GIVE CHRISTMAS CLUB THRIFTIES

Redeemable in Cash Next Christmas

That's My Barber Shop  
**HOTEL SENECA**  
 JOE and TONY

"It Pays to Look Well"

BUNO—Will Stop Dandruff and  
 Falling Hair

**HARRY M. MOYER**  
 PRINTER

69 Oak Street

Phone 4189

**R**

## Prescribed Lubrication

New Alemite Unit System

Latest Development in Lubrication

"Make Us Responsible for Your  
 Car, We'll Keep it Right for You"

**FINK'S SUPER  
 SERVICE STATION**  
 LAKE ST.  
 PHONE 2448

"The Only Independent in Geneva"

**75c Per Ton**

Discount on fuel, at present time,  
 for cash within 10 days

FILL YOUR BINS NOW!

**'blue coal'**

America's finest home fuel

**SEMET-SOLVAY  
 COKE**

Phone 6232 or 6186

**P. O'Malley  
 & Son**

27 CASTLE ST.

## ALONG THE AIRWAYS

During 1934 a total of 561,370 passengers were carried on American Air Lines and air express totaled 3,449,675 pounds. The total air miles flown has increased greatly and more passenger planes are being added to the schedules of the airline companies. Faster planes and also Sleeper planes have been added. The total air miles flown in 1934 was 48,786,551. During 1934 air passengers were paying for transportation at an average of 5-9/10c per mile as compared to 6-1/10c in 1933.

With the increase in the number of new airports throughout the country the aviation industry will have a very strong foothold in advancement and, naturally, a sound footing for permanency. Each year is showing a great increase in the number of students taking flying instructions at the various airports as well as at the recognized Aviation Schools. The classes for the present year are the largest ever. Along with the above a great number of colleges throughout the country have now added aeronautical training and many flying clubs have been formed within the colleges.

Department of Commerce bulletins show the aviation industry going ahead by leaps and bounds with a big increase in the production of all types of aircraft. Even exports to foreign countries have increased greatly and this includes engines and all kinds of aircraft accessories.



William Powell, Jean Harlow  
 —appearing Sunday, Monday  
 and Tuesday in "Reckless" at  
 Schine's Geneva Theatre.



**JOHNSON  
 Outboard Motors**

SALES and SERVICE

Service on All Makes

**CHAS. E. COOL**  
 61 Geneva St. Phone 2050

Come to

**"JOE'S"**

28 E. North St. (cor. Wadsworth)

for

**Fine Liquors  
 and Wines**

Domestic and Imported

Gin, 65c up Whiskey, 70c up  
 Wine, 25c up

Out of the congested area—  
 always plenty of  
 parking space.

Not Open Sundays

**VENA'S MEAT MARKET**  
 49 CLINTON ST.

ARMOUR'S QUALITY BEEF

Round Steak .....	22c
Beef Steak .....	18c
Veal Shoulder Chop .....	15c
Veal Steak .....	24c

It Pays to Buy at VENA'S



We Specialize in

## Building Lawns

Experienced Men To Serve You

We have only the best

LAWN SEED

LAWN FERTILIZER

RICH TOP SOIL

FINE ROTTED MANURE

BLACK MUCK and

MIXED SOILS

Place Your Order Now

Phone 6102

**Leslie E. Hilton**

# You could do a lot of things with a \$50-\$300 LOAN

Pay old bills . . . back taxes . . . fix up the house . . . take care of your teeth . . . these are only some of the things you could do if you had ready cash. We'll lend you the money—quickly and cheerfully. Our service will provide you with cash in 48 hours or less . . . and one small monthly amount takes care of everything. Take 3, 6, 8, 10 or 20 months.

Come in to see our Manager today  
Write or 'phone if more convenient  
Auto, Co-maker and Furniture Loans

## Personal Finance Company OF NEW YORK

Phone 251 120 Genesee St.  
Room 304, National Bank of Auburn Bldg., Third Floor  
Auburn, N. Y.



**FURS  
REPAIRED  
STORED**

Don't Risk  
the  
DESTRUCTION  
of Your  
FINE FURS

By storing your Furs in our vault you not only keep them safe from moths, but free from burglars and thieves. For only 2½%.

Special Summer Prices on  
REPAIRS REMODELING  
CLEANING GLAZING

**FREEDMAN'S**

114 Seneca Street

Phone 2172

FURS CALLED FOR AND DELIVERED

"The Only Practical Furrier in Geneva"

## Faulty Brakes Cause Accidents

CAN YOU AFFORD A LAW SUIT?

### STRATTON'S BRAKE SERVICE

Rear Texaco Grille Phone 2028 Lake St.  
General Repairing -- Exide Batteries

## TED TAYLOR

NOW OPEN FOR BUSINESS

-- at --

35 TILLMAN ST.

WASHING

POLISHING

SIMONIZING

GREASING

Expert Work by Expert Workmen  
Call for and Delivery Service—Phone 5174

Special for Saturday

## JOE ROTHENBERG'S

59 Seneca Street

FULL COURSE DUCK, or

STEAK DINNERS ..... 60c

FRICASSE of CHICKEN on Tea Biscuit.. 50c

—: Also Other Specials —:

# THE GENEVA COMMUNITY NEWS

May 2, 1935

Special, This Issue, 6000 Copies

## FREE A Useful Gift FREE

TO THE FIRST 300 WOMEN WHO CALL AT OUR  
NEW LOCATION -:- 431 EXCHANGE STREET

On Our Opening Day, SATURAY, MAY 4

The public is cordially invited to come in and inspect our new model

### MAYTAG WASHERS AND IRONERS

"IRONRITE" IRONERS

GENERAL ELECTRIC "HOTPOINT" REFRIGERATORS

"BENGAL" and "ROUND OAK" GAS RANGES

AMERICAN LIQUID FUEL APPLIANCES (for homes where gas is not available)

PHILCO RADIOS

VACUUM CLEANERS

**Special**

At 3:30 P. M. we will offer to the highest bidder

A MODEL NO. 110 MAYTAG WASHER

**Special**

At 9:00 P. M. A MODEL A-4 G. E. "HOTPOINT" REFRIGERATOR

### MAYTAG SALES & SERVICE

A Complete Service Department for All Makes of Radios and Washers—in charge of E. C. Sutherland

## COMPLETE MOTOR CAR SERVICE

Washing	Motor Tuneup
Lubrication	Body and Fender Work
Simonizing	Chassis Repair
Motor Wash	Brake Service

Official Alemite Lubrication Station

PENZOIL, KENDALL, MOBILOIL,  
and EMBLEM OILS

—: STORAGE :—

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## RUSSELL-HART CHEVROLET, Inc.

South Exchange St.

Geneva, N. Y.

Phone 6621

OPEN 24 HOURS

## Before You Buy

Be sure and see the new

### Sanitary Ice Refrigerator

Fully insulated with 3 inches of insulation.  
Pure circulating chilled air passing through  
the food chamber at all times.

COLORS; White Trimmed with Black; and  
the New Bakelite Hinges and Handles.

One Ice Servicing each week is all that is  
necessary with this Wonderful Refrigerator.  
We have the largest display of New and  
Used Refrigerators in Central New York.

COME IN AND LOOK THEM OVER

## L. E. HILTON

14 Clover St. Phone 6102 Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

May 2

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"He who takes no care of little things  
will not have the care of great ones."

### APRIL

30—Huge hail stones kill 230  
natives in India, 1888.

### MAY



1—Dutch buy all of Manhat-  
tan Island for \$24, 1626.



2—Coinage of 20c silver pieces  
discontinued, 1878.



3—Brazil discovered by Portu-  
guese Cabral, 1500.



4—Andrew Carnegie sells his  
steel business, 1899.



5—Marie Dressler gains star-  
dom in "Tillie's Night-  
mare," 1910.



6—British destroy U. S. forts  
at Oswego, N. Y., 1814.

### PLANTS — DESIGNS

Flowers for All Occasions

## Hamilton Gardens

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

## THIS AND THAT

The Maytag Sales & Service is  
this week moving from 324 Ex-  
change Street to a new and much  
larger location at 431 Exchange,  
(East Side, near Castle Street).  
Their former line, which consisted  
of Maytag Washers and Ironers has  
been greatly augmented and now in-  
cludes Electric Refrigerators, Gas  
Ranges, Liquid Fuel Appliances,  
Philco Radios and Vacuum Clean-  
ers. A useful gift is to be presented  
to a certain number of women on  
the opening day of the new store,  
Saturday, May 4, and special events  
are to be held at 3:30 in the after-  
noon and at 9:00 o'clock in the eve-  
ning. (See ad on page 1.)

The life of a Tarzan is the ideal  
life, says a naturalist. Yes, Tarzan  
doesn't have to keep up with the  
Joneses.—*Atlanta (Ga.) Constitu-  
tion*

Fill your bins now, at the lowest  
fuel prices in years.

This world has reached a period  
when apparently ignorance has no  
shame—finding that it has so much  
company.

Genial Tom Kenny is branching  
out for himself. (See ad, page 11.)  
Good luck, Tom.

(Continued on Page 5)

## "A TERPSICHOREAN NIGHT"

Schine's Geneva Theatre

TUES., MAY 14

presented by students of

Misses Helen and Jane Finnerty

Tickets 50c

## Send Your Blankets

for our

## CAREFUL DRY CLEANING

Our Special Process returns your  
Blankets with a long, soft, fluffy  
nap for greater warmth.

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

We Give Christmas Thrifties

## WEE BLUE INN

Top of Bean's Hill

West of Standard Station

REGULAR MEALS -- LUNCHES

BEER and ALE

## CASH FOR YOUR ANTIQUES

Furniture, Glass or China Dishes,  
Brussels Carpets, anything old.  
Write or Call

J. W. BROADHURST

38 West Main Street Telephone 283

WATERLOO, N. Y.

## WHEN YOU RETIRE...

you want to be able to take it easy  
for the rest of your life—do just  
the things you like—travel—fish  
north in summer, south in winter;  
play famous golf courses you've  
read about. You may want to set-  
tle down in the quiet of the coun-  
try, or, if you now live in the  
country, move to town. You'll be  
free to do as you please—if you  
have the money... and a New  
York Life Annuity provides that.  
May we tell you about it?

New York Life Insurance Co.

Phone 2085

Box 28

Geneva, N. Y.

## DRIVE IN HERE...

## Let Us Do Our Stuff

It's part of our service to fix you  
up right—fill your radiator and  
battery—test your tires, etc. But  
you want more than courtesy.  
We're sure you can use all the  
extra miles in TEXACO FIRE-  
CHIEF gasoline. You'll also wel-  
come the full protection we can  
give your engine with long-last-  
ing TEXACO MOTOR OIL—in  
sealed cans at regular price. And  
after we MARFAX your chassis  
it's really lubricated. Texaco rep-  
utation plus our service reputation  
gives you a double inducement to  
come in here today.

## RICKELS

Service Station

"Independently operated"

Lake Street

Phone 2920

**RADIO FLASHES**

By Ralph Le Brun

A "Boost Geneva" program will be broadcast over WSYR, Syracuse, at 12 noon on Saturday, May 4. The participants will be young Geneva talent selected in recent performances staged at Schine's Geneva Theatre, as follows: "Hill Billy Musicians", consisting of Edward Smith, Fred Heusler, Joe Felice and Harold Barnard; "Lost Chords Trio"—Kenneth Baumgartner, Charles Kenney and Charles Lazenby; Henry Morarity, soloist, and Anthony Simone, soloist.

The 61st annual running of the Kentucky Derby—America's turf classic—will be aired commercially Saturday over the Columbia network at 6:00. The broadcast originating at the Churchill Downs track in Louisville, Ky., will be sponsored by the makers of Raleigh and Kool Cigarettes.

The Ford Sunday Evening Hour will on coming programs feature the following soloists: May 5—Albert Spalding, violinist; May 12—Charles Hackett, tenor; May 19—Richard Crooks, tenor; May 26—Richard Bonelli, baritone.

Billy Hay, announcer for Amos 'n Andy, landed in Chicago at the age of eighteen from Dumfries, Scotland. He worked as a bank clerk, later got a job with a piano manufacturer.

**RADIO SERVICE****TUBES PARTS SERVICE**

For any make radio

**RALPH LE BRUN**

Phone 3237

225 High Street

**OFFICE  
SUPPLIES**

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

**W. F. HUMPHREY PRESS INC.**  
300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

**GLIDE or GALLOP?**

Driving safely depends on the way your brakes stop your car. Stop in here today—we'll change that galloping stop to a dependable, smooth glide

**STRATTON'S BRAKE SERVICE**

Rear Texaco Grille Phone 2028 Lake St.  
General Repairing :- Exide Batteries

**SPRING PRICES on  
COAL and COKE**

Consult us about your require-  
ments for the season at your  
earliest convenience.

:- 75c TON CASH DISCOUNT :-  
Good for 10 days after delivery.

**S. & T. D. BEARD**

Phone 2651

93 Castle Street

**Keep Cool with Cotton...**

National Cotton Week - May 6-11

See our cotton week showing of . . .

Cottons for every purpose

Cottons for coats, suits, dresses

Cottons for slipcovers, curtains, draperies

Cottons for accessories for home and wardrobe

COME IN AND SEE THEM

**HOWARD DRY GOODS CO.**

We Give Xmas Thrifties—Redeemable  
in Cash Next Christmas

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Apple Macaroons

- 6 apples
- $\frac{1}{2}$  cup sugar for apples
- 1 egg
- 2 tablespoons butter, melted
- $\frac{1}{2}$  cup sugar
- $\frac{1}{2}$  cup flour
- $\frac{1}{8}$  teaspoon salt

Peel and core apples and roll them in sugar and place them in baking dish. Fill centers with sugar (using  $\frac{1}{2}$  cup). Beat egg and beat in sugar, melted butter, flour and salt. Drop a large spoonful of this batter on top of each apple. Bake. Time, 30 to 40 minutes depending on type of apple. Temperature, 350 degrees F. moderate oven. Amount, 6 apple macaroons.

E. C., Exchange St.

## Cheese Straws

- 1 cup flour
- $\frac{1}{2}$  teaspoon salt
- 1 cup grated cheese
- 4 tablespoons cold shortening
- 3 tablespoons rich milk

Sift flour, measure, add salt and grated cheese. Work shortening into dry ingredients until mixture is like coarse corn meal. Add milk and blend well with fork. Roll and cut into narrow strips and bake in hot oven until light brown. Makes 3 dozen.

## Grapefruit-Grape Salad

- 2 cups canned grapefruit
- 1 cup canned seedless white grapes
- $\frac{1}{4}$  cup chopped nuts
- $\frac{1}{4}$  cup chopped stuffed olives
- 1 tablespoon chopped mint leaves

Drain grapefruit. Arrange lettuce leaves on a salad plate. Place

grapes in the center, arrange the grapefruit sections around the grapes. Garnish with nuts, olives and mint leaves. Serve with orange dressing.

Mrs. W. H., Prospect Hill,  
Geneva, N. Y.

## Orange Cake

- $1\frac{1}{2}$  cups sugar
- 1 cup shortening
- 2 eggs
- $1\frac{1}{2}$  cups sour milk
- 3 cups flour
- 1 teaspoon soda
- 2 teaspoons baking powder
- 1 cup raisins
- 1 cup nut meats
- 1 orange

Mix in order given, sifting together flour, baking powder and soda. Put raisins, nuts and orange, including rind, thru food chopper and add last. Batter will be quite stiff. Bake in loaf tin in slow oven for 45 minutes. Frost if desired.

Mrs. E. M. L., Pulteney St.

# Prices on Fuel Are Reduced

CALL 2221

For

THE NEW CASH PRICE

on

D & H ANTHRACITE

and

SEMET-SOLVAY COKE



# FREE ICE

THROUGH THE MONTH OF MAY

we are offering both old and new retail patrons a Very Special Premium with the purchase of our COUPON BOOKS for Cash, as follows:

- 50 lbs. FREE ICE with each 500 lb. book at.....\$ 3.00
- 100 lbs. FREE ICE with each 1000 lb. book at.....\$ 6.00
- 200 lbs. FREE ICE with each 2000 lb. book at.....\$12.00

ASK THE DRIVER OF THE WHITE TRUCK

for information regarding Washed Air Refrigeration  
and "All the Ice Cubes You Want in 5 Minutes"

—ALSO—

Have him give you a demonstration of our SPOTLESS "TONG-BAG" delivery . . . you're under no obligation whatever

# C. J. BRADY

REFILTERED CITY WATER

# ICE

GENEVA—Phone 2740

SENECA FALLS—Phone 62

*Mary L. Rogan*

MILLINERY

52 Linden St.

(Just Around the Corner)

**HARRY M. MOYER**

PRINTER

69 Oak Street

Phone 4189

"THE PLACE TO EAT"

**Guinan's**

Restaurant

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties**Castle Street Market**

Phone 251

Near Main

BEST QUALITY MEATS

Home Made Pure Pork Sausage  
Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.****THIS AND THAT**

(Continued from Page 4)

Sorry to have had to disappoint several advertisers on space again this week. Reservations now being made for May, June, and July. If interested in advertising during these months let us hear from you right away. "The best medium we have ever used" is the way many experienced advertisers speak of THE NEWS.

On Sunday afternoon, May 5, at 4:30, William H. Thompson, well known organist will be heard in a recital at the First Presbyterian Church. Mr. Thompson will be assisted by Nicolas Rasetzki, violinist. A pleasing program has been arranged and the public is invited.

Forty-two platinum blondes all in one show—including a platinum blonde orchestra. Isn't that something. Its been a long time since Geneva has had a musical road show of this size and Schine's Geneva Theatre will undoubtedly do S.R.O. business Thursday, Friday and Saturday.

DON'T  
FORGET!**MOTHER'S DAY**

SUNDAY, MAY 12

We Have

CARDS

GIFTS

WHITMAN'S CANDY

**Clarke's Pharmacy**

Exchange &amp; Castle Streets

GENEVA

Phones  
2242 - 2541Free  
Delivery

Something New in

**Mohawk Broadloom  
RUGS**

All the latest Shades and Coloring.

Never before has Broadloom Carpeting sold at  
this low price**\$35.00**for the 9x12 size. Other sizes 9x15, 9x18  
and 9x21 at same proportionate low price.See the new Chromalin Floor Covering—  
looks and wears like inlaid.....99c yd.**LYNCH BROS.**

485-489 Exchange St.

Geneva, N. Y.

**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Friday, May 3

Will Earn Dividends from May 1

Deposits Insured

**Geneva Savings Bank**

24 LINDEN STREET

**NOW is the time**

To Think About Putting Those

**Winter Garments in Storage**All Garments Insured Against  
THEFT—FIRE—MOTHS

Phone

**J. W. SMITH DRY GOODS CO.**

and let us call for your Furs or winter garments

"GOLDEN RIVER" STRAIGHT WHISKEY, 4 months old.....85c pt., \$1.65 qt.  
BRANDY—ranging in price from.....60c per bottle and up

A VERY COMPLETE LINE OF CORDIALS

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

Is Your Home One of the Many That is Crying for Paint

This is the YEAR for HOME PAINTING  
ACME QUALITY PAINT

NEW FLOORS FOR OLD

ACME QUALITY FLOOR ENAMEL \$1.19  
1 Qt. with 3" Brush.....

Cheap Paint is Made to Sell—Not to Wear  
Your Home Deserves the Best

**COONEY, WATTS & COONEY**

513 Exchange St. HARDWARE

Geneva, N. Y.

**Cotton Days Are Here . . .**

We have the Desired  
COLORS and STYLES

Gingham - Broadcloth - Seersucker  
Tissue Gingham

**\$1.95 and \$2.95**

**THE NORMA SHOP**

66 Seneca Street

Phone 2711

"Exclusive But Not Expensive"

**75c Per Ton**

Discount on fuel, for cash  
within 10 days

FILL YOUR BINS NOW!

**'blue coal'**

America's finest home fuel

**SEMET-SOLVAY  
COKE**

Phone 6232 or 6186

**P. O'Malley  
& Son**

27 CASTLE ST.

Ask us about  
our time payment plan

### SPECIAL NOTICE

THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (April 25) to the five people whose telephone numbers appear on Page 9 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires May 9.

### Recital and Concert

On Tuesday evening, May 7, at 7:45, at the First Baptist Church, Fred G. Drewett, violinist, and William H. Thompson, Pianist and organist, will present their eleventh annual spring recital, together with a concert by the "Little Symphony Orchestra" of 30 pieces. The public is invited.

Let us Symonize or  
Polish Your Car for Spring  
**WALTER B. JEWETT**

GULF GASOLINE  
GULF PRIDE MOTOR OIL  
WASHING GREASING

Phone 2951 110 Lake Street  
Cars Called for and Delivered

WEARING APPAREL

—: for :-

THE ENTIRE FAMILY

EASY CREDIT TERMS

**MUTUAL CLOTHING CO.**

509 Exchange St.

OPPORTUNE TIME NOW

to have

**COTTAGES WIRED**

Also special low prices on base outlet installations, \$2.00 and up, complete

**W. J. Maher**

9 Toomey Place

Phone 4310





Every member of our staff is a specialist in his or her task. Each operation has been developed to a high degree of efficiency. As a result, Geneva Star service is dependable and accurate in every detail from pickup to delivery.

Special on  
DAMP WASHES 59¢  
12 pounds for.....

**Geneva Star Laundry**

L. A. Currey M. E. Tillema  
511 Exchange St. Phone 2112

### GLEANINGS

"There may be an excuse for having an occasional grouch but there's no excuse for carrying one through a lifetime."

"Fellowship is heaven, lack of fellowship is hell."

"Worry can be cured according to an English scientist who claims that constant suggestion and resolution can cure anyone of that evil."

"Our job is half done when we have made up our minds to tackle it with all our strength."

"Never trouble trouble until trouble troubles you."

"One stalk cannot stand alone."

"The goal of everyone is happiness."

"The love of a human being for an animal is only surpassed by the love of an animal for a human."

"Easy going in a smooth place, it's the emergencies that show of what we are made."

"The fact is to lose well is not losing."

(To be continued)

Experts of the National Safety Council have figured it out that Americans have one chance in 3500 of being killed and one chance in 100 of being injured by automobiles during 1935. It looks like fairly long odds, but it means approximately 30,000 people, which isn't so good.

## TRAUTMAN & SMITH

### FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

Will you kindly say to the advertisers—"I saw your ad in THE GENEVA COMMUNITY NEWS."

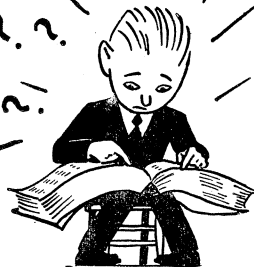
## Like Stepping Out of a BAND BOX Faster, Better, Safer CLEANING SERVICE

Odorless - No Fading  
No Shrinking

**Mc Guire's**

Phone 4126 553 Exchange St.  
(WE RENT TUXEDOS)

*You don't need to hunt through  
the directory -----  
to find a good PAINTER*



*Just get in  
touch with*

Phone  
2441

**FAIRFAX BROS. CO.**

87 Castle  
Street

SHERWIN WILLIAMS PAINTS

Good Values in WALL PAPERS at Reasonable Prices

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

**SPECIALS — REMAINDER OF WEEK ONLY**

25c can Enameloid....12c S-W Screen Enamel (black)....47c

Marnot Floor Varnish (reg. \$1.25)....\$1.12

OPex Auto Polish (reg. 60c)....43c

## TO YOU MADAM...

Your Ice Man offers an outstanding yearly opportunity.

Keep Cool This Summer with DIAMOND CRYSTAL ICE  
DURING THE MONTH OF MAY you may purchase for cash, a

\$12.00 Ice Coupon Book for \$10.80

3.00 Ice Coupon Book for 2.70

SAFE — SURE — SILENT

The Red Trucks

**GENEVA REFRIGERATING CORP.**

Telephone 2404

## \* DOROTHY GOES SHOPPING \*

Have you thought about slip covers for the Summer to protect your Living Room Suite, or that easy Lounge chair? **The Seneca Furniture Mfg. Co., Middle St.,** have a large assortment of nice covers which they tailor to fit your furniture. Also on their sales floor are many new patterns and styles in Living Room Suites which you may purchase directly at factory prices—a tremendous saving for yourself.

—D—

The new Spring creations in curtains shown at **Lynch's** are styled by the two leading Manufacturers: Zion by Marshall Field, and Quaker. Due to the large assortment found at Lynch's, you are sure to find the price and pattern you want.

—D—

Having trouble with your watch? **G. H. Prince, 20 Linden St.,** will repair and service it for you. A service that means something. All work is guaranteed.

—D—

Ladies suits and coats made to order. Stop in and look over a complete line of Spring samples. Also, coats and suits relined and altered. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

Forward, upward and whirling go hats! Choose yours from the delightful selection at **The Bon Ton Millinery, 498 Exchange St.** Smart hats for Miss and Matron in pastel shades with cartwheel brims and smaller shapes . . . and at a price you will appreciate. The kind of hats that make the day a scoring success.

—D—

**Z. N. David, 23 Castle St.,** has the best bargains in vacuum cleaners that you'll find anywhere. New and rebuilt cleaners. Honest allowance for old cleaners. Parts for all makes. Service. Home demonstrations.

—D—

I recommend **Freedman's, 114 Seneca St.** (phone 2172) for Fur Storage. The rate is  $2\frac{1}{2}\%$  and your garments are insured against Moths, Fire and Theft. Special summer prices now on Repairs, Remodeling, Cleaning and Glazing.

—D—

And who doesn't like a dish of ice cream or a soda now-and-then? **George** serves delicious sodas and sundaes. Stop in on your next shopping trip. A pleasant place to rest. **George's Candy Kitchen, 364 Exchange St.**

**Baker & Stark, Inc.** are showing a very complete line of Wash Suits for little lads ranging from 3 to 10 years. These are exceptionally fine garments made by "Peter Pan" and priced as low as 95c.

—D—

No wonder **Harper Method** Permanents are the pride of smart women. These permanents are given only by efficient and experienced operators and enable you to arrange your hair to suit any fancy . . . in lasting waves and curls. **The Harper Method Beauty Salon, 10 Seneca St.** Call 6783.

—D—

At **McCarthy's Pharmacy** they are taking advance orders for Whitman's and Page & Shaw chocolates for **Mother's Day.** They will deliver it in the city or by mail by request on Mother's Day . . . also on display is a lovely assortment of Greeting Cards for Mother.

—D—

### Downyflake Doughnuts

Delicious - Digestible - Desirable. Stop in and try one for yourself. They also have a fine assortment of delicious Downyflake cookies—oatmeal date filled cookies, icebox, fruit bars and others. **The Downyflake Doughnut Shop, 39 Linden St.** Stop in!

—D—

A pretty neckline is important for fair May days and warmer tomorrows. Peasant necklines are the rage. A cape collar caught to the corners of the neck with clips is one of the prettiest. V-necklines and wide necklines are cool and new.

—D—

**The American Legion Auxiliary** is anxious to procure as many Kirkman and Octagon coupons as possible. The coupons are used to maintain the Child Health Camp. Call 5921 or 3865 and coupons will be collected.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS,** or Phone 2108.



THREE DAYS, THUR. FRI. SAT.

May 2-3-4

**STAGE  
SHOW**

## PLATINUM BLONDS

45 Jean Harlows (in Person)

FINEST STAGE SHOW OF THE SEASON

SARA JANE and her PLATINUM TUNESMITHS

14 STREAMED LINED DANCERS

**NOTICE**

SPECIAL PRICES FOR THIS STAGE SHOW  
MATINEE, 10-25c; EVENING, All Seats 40c

SUN.  
MON.  
TUE.

AL JOLSON - RUBY KEELER in

**"GO INTO YOUR DANCE"**

**No More Painting...**

LET US SHOW YOU  
Beautiful - Permanent -  
Asbestos siding for your home  
Wind proof—storm proof.  
\$10.00 month

—o—

**JOHN A. PONTIUS**

90 Elm St.

Phone 4575

Your patronage appreciated at

**BAUMGARTNER'S  
SERVICE STATION**

top of Bean's Hill

Sunoco, Tydol, Socony, Gulf GAS  
Penzoil, Veedol, Sunoco, Gulf OIL

**SEE THAT SHELL!**  
**ONLY WOLVERINE SHELL HORSEHIDES**

HAVE BOTH SOLES AND UPPERS OF THIS  
AMAZING SHELL LEATHER... WEAR LIKE  
IRON... YET TANNED BUCKSKIN-SOFT BY  
SECRET PROCESS!



**That's Why  
WOLVERINES  
Are Always SOFT..  
Dry SOFT..  
Save You Money on Work Shoes**

**WOLVERINE**  
SHELL HORSEHIDE WORK SHOES

**PATTON & HALL**

(Successors to  
FITZWATER SHOE STORE)

502 Exchange St.  
T. B. HARRISON, Mgr.

**SAVE 15% ON FUEL—**

Weatherstrip and Caulk—now  
Before Painting

Estimates cheerfully given—free

**Frank M. Mowers**

52 Jefferson Avenue

Phone 3925

**ALONG THE AIRWAYS**

The Department of Air Commerce has contracted for three new aircraft types in its "Private-Owner" Airplane Program.

For some time the department has received specifications from aircraft manufacturers who have been making a study—at the department's request—for a safe, low-priced airplane for the private owner, this to encourage private-owner flying.

One of the recent three types referred to is a direct drive autogiro—equipped to operate on the highway between the owner's home and the area used for landings. Another type is a small plane using a well known automobile engine for its power plant, and the third type is a plane not having any rudder with a new type of aileron. The first type is said to represent a flying automobile.

—o—

**Is YOUR Phone Number Here?**

Phelps 69-J  
Ovid (Willard) 51-F-22  
Geneva 4024  
Geneva 5332  
Geneva 4976  
(See Page 6)

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**FOR MOTHER'S DAY—**

She will appreciate  
your photograph.

**THE STEWART STUDIO**

35 Seneca St.

Phone 2183

**EVERGREENS,  
ROSES, SHRUBS,  
and Ornamental Trees**

at REDUCED PRICES

Let us help you plan your planting.  
Come and look at our large assortment of home-grown hardy stock before placing your order.

**MANEY'S NURSERIES**

White Spring St.,

Geneva, N. Y.

Phone 2281

**"CONQUERER" GIN**

..... pt. 79c, 5th \$1.20

**"NEWTON HOUSE" Straight**

Whiskey.....pt. 79c, qts. \$1.50

**"PETER FORSYTH'S" 10-yr.**

Scotch.....5ths \$3.50

**"CHAMPAGNE".....5ths \$2.25****7-YR. OLD WINE**

.....5th 55c, 1/2 gal. \$1.15

**HOWARD LIQUOR STORE**

(Next to Regent Theatre)

Phone 5133

**TIRES · BATTERIES · RADIOS****TERMS**

as low as

**25¢**

PER WEEK

and ALL CAR NEEDS

**On Credit****NO CASH—EASY TERMS****YOUR CREDIT IS GOOD HERE****Firestone Auto Supply and Service Stores**

Cor. Lake &amp; Exchange Streets

Phone 2323

**COMPLETE CAR SERVICE****J. H. BINDEMAN, Mgr.**



## THE FUNNYBONE



### Haw, Haw, Haw!

"He's always giggling, that fellow."

"A real he-he man, eh?"—*Tit-Bits Magazine*.

### Never Fails

Woman (in crowded tram, to her friend)—I wish that good-looking man would give me his seat.

Five men stood up.—*Automobilist*.

### Young Saw-Bones

Patient—But—er—the operation won't be—er—serious, will it?

Young Doctor—Only for me! I've never tried it before!—*Answers Magazine*.

### Leave Plenty

Husband—Be careful or some day I'll leave you.

Wife—Leave me how much, darling?

### An Unknown Quantity

"You boys of today want to make too much money," said Brown to his nephew. "Do you know what I was getting when I married your aunt?"

"No," answered the nephew, "and I'll bet you didn't either."

### Laughs at Danger

He: "If I see anything funny, I'm simply bound to laugh."

She: "I say you must find shaving a rather dangerous job."

### The English Language

"I say, old chap, what's your name?"

"Fred."

"Blimey, that's no name. That's what you sew your pants wiv."

### Anything for a Rug

"I guess I'll have to give up smoking," announced the husband, "The doctor says one lung is nearly gone."

"Oh, Robert," exclaimed his wife, "Couldn't you hold out just a little longer, until we get enough coupons for a new rug?"

Algy (recounting tedious story): "And then the big brute threatened to blow my brains out."

Friend: "And did he?"

### Cluck, Cluck

"Tommy's girl is no chicken."

"No; she's a goose if she marries him!"

Try Our Delicious  
STRAWBERRY SHORTCAKE  
with Whipped Cream

## TEXACO GRILLE

Lake Street (Just off Exchange)  
24-Hour Service Plenty Parking Space

LOW CASH PRICES

EASY CREDIT

So Why Not Try a

**DUNLOP**

Phone 3163 373 Exchange St.

## Body and Fender Work

## RIGBY'S GARAGE

230-4 Genesee Street

FOR—

BETTER MEATS

CLEANER MEATS

and

QUICKER SERVICE

Come to

## BERG'S MARKET

96 Elm St.

Phone 2864

## COLONEL CHEERIO

Says

We have—for Wedding Parties

"GOLDEN AGE" CHAMPAGNE at.....\$2.25 5th

Discount for Case Lots

A Large Assortment of

WHISKEYS - BRANDIES - GINS - WINES



WE GIVE CHRISTMAS CLUB THRIFTIES

Redeemable in Cash Next Christmas

You are invited to inspect the  
New Alemite Unit System

## Prescribed Lubrication

The newest and most modern  
lubrication equipment in  
Geneva.

**FINK'S SUPER  
SERVICE STATION**  
LAKE ST.  
PHONE 2448

"The Only Independent in Geneva"

Announcing the Appointment  
of  
**THOMAS H. KENNY**  
273 Washington St., Geneva, N. Y.

as  
**REPRESENTATIVE**  
for the  
**MASSACHUSETTS BONDING  
and INSURANCE CO.**

Health and Accident Insurance  
for Men and Women

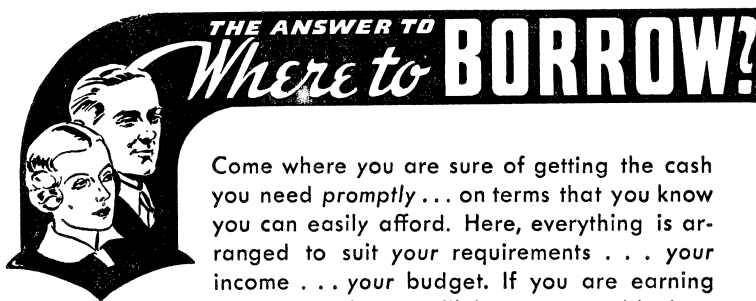
by  
**A. E. SLAYTON**  
District Manager      Rochester, N. Y.

### VENA'S MEAT MARKET

49 CLINTON ST.

**ARMOUR'S QUALITY MEATS**  
Round Steak ..... 24c  
Veal Shoulder Chops ..... 16c  
Rib Veal Chops ..... 20c  
Veal Steak ..... 25c  
Sirloin Steak ..... 25c

It Pays to Buy at VENA'S



Come where you are sure of getting the cash you need promptly . . . on terms that you know you can easily afford. Here, everything is arranged to suit your requirements . . . your income . . . your budget. If you are earning a steady salary you'll have no trouble borrowing \$300, \$200, \$100 or less from us. You can repay a small amount monthly for 3, 6, 9, 12, 15 or even 20 months, depending upon the amount of your loan.

Come in . . . write . . . or phone.

## PERSONAL FINANCE CO.

OF NEW YORK

Phone 251      120 Genesee St.  
Room 304, National Bank of Auburn Bldg., Third Floor  
Auburn, N. Y.

== LOANS MADE IN ALL NEARBY TOWNS

## Wash Suits That the Little Lad at Your Home May Need

(Sizes 3 to 10 Years)

A variety that includes the very best styles for this Spring . . . And please note they are grouped at right, attractive prices . . .

**95c - \$1.29 - \$1.95**

See Them In Our Windows

**Baker & Stark Inc.**  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

NOW IS THE TIME . . .

HERE IS THE PLACE . . .

TO BUY . . .

## Good Used Cars

at

## PHILLIPS MOTOR CO.

Authorized Ford Agency      Geneva, N. Y.

USED CAR DEPT., 57 Geneva St., Phone 2654,  
or Canandaigua Road, top Bean's Hill

## Radio Special Car

EVERY DAY

—: See These Specials :—



# 10,000,000

## Housewives Have Indorsed The GAS and ELECTRIC REFRIGERATOR

*As the Best and Only Sure, Safe Means of Food Preservation*

### 25% OF THE FAMILY BUDGET GOES FOR FOOD

**Isn't It Worth a Few Cents a Day to Keep It  
Fresh and Wholesome**

One out of every four dollars you spend goes for food. And ten cents out of every one of these dollars is later wasted due to food spoilage. When you consider that adequate refrigeration would prevent most of this costly waste, you can readily see that a Gas and Electric Refrigerator is an actual economy, NOT AN EXPENSE.

The following Geneva Refrigerator Dealers are ready to show you all the new models  
Visit their stores early

**DILLINGHAM & SON, INC.**

20-22 Castle Street Phone 2278

**WESTINGHOUSE**

Dual-Automatic-Streamline

**WHEELER'S**

opp. P. O.

**CROSLEY** Shelvador

**APEX**

See

**DORCHESTER & ROSE**

for

**NORGE**

Rollator Refrigeration

**LEONARD**

The Complete Refrigerator

**COONEY, WATTS & COONEY**

513 Exchange Street

Phone 2170

**RIGGS & JENSEN**

Geneva and Waterloo

**ELECTROLUX** Air-cooled Gas Refrigerator

**GENERAL ELECTRIC** and **FRIGIDAIRE**

**KELVINATOR**

**BOLIN MUSIC HOUSE**

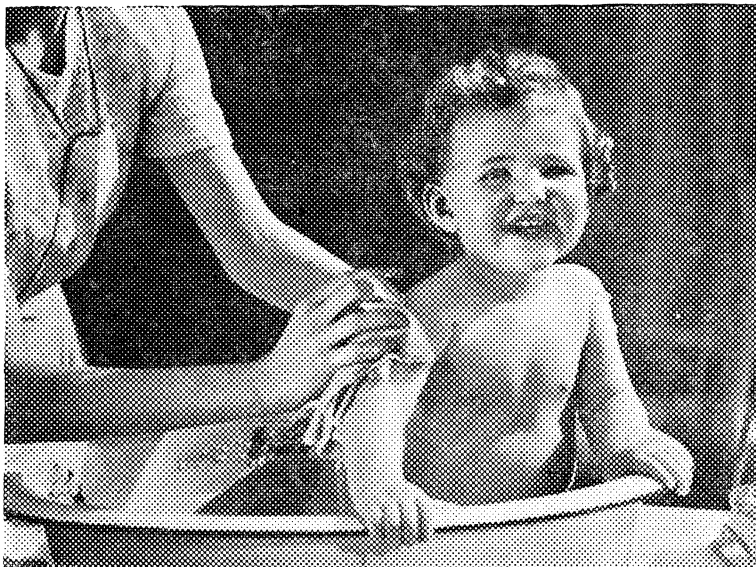
## EMPIRE GAS & ELECTRIC CO.

**Prices Are Lower - : - Terms Are Easier - : - BUY NOW**

# THE GENEVA COMMUNITY NEWS

May 9, 1935

5100 Copies



## *This Little Girl's Guardian Lives in a Safe*

THIS little girl's father is a thoughtful man.

No matter whether anything happens to him or not, his little girl will get a good education. She will have all the advantages in life which such an education can bestow.

For the father was wise enough to make sure that, should he die, there would be a guardian to pay all the expenses of her education—to see her safely through. This guardian is a sheet of paper tucked away in a safe. It is a life insurance policy.

Nor is this all the father's life insurance will do. It is just one part in the life insurance plan he has been following for years.

Other policies will make sure his family will not be in want if he should die. Another will pay off the mortgage on the home. And if he lives, his insurance

will enable him and his wife to enjoy the comfortable, leisurely old age that everyone looks forward to.

This little girl's father is only one of millions of Americans who have ceased to dream about a safe and happy future for themselves and their families—but who, instead, are **BUYING** that future in the soundest, most economical way man has yet devised, **WITH LIFE INSURANCE!**

If you have children in your home, isn't it high time you made certain that **THEY** have the headstart in life that only a good education can give them?

When your Life Insurance representative calls on you in the next few days, he will give you a free copy of the booklet, "How to Win Both Ways." It tells you how to plan a future that means security for yourself and wife if you live. Don't fail to read it carefully.

## May 13-18 Is Life Insurance Week

# LAVERNE F. DARLING

Telephone 2184

Geneva Trust Company Building

Geneva, N. Y.

Representing

PHOENIX MUTUAL LIFE INSURANCE CO., of Hartford, Conn.

*"The sooner you plan your future, the better your future will be."*



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

May 9

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box                      Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"Eating too much fills the churchyard  
faster than eating too little."

### MAY



7—Gray discovers the great  
Columbia River, 1792.



8—State Militia organizations  
created by Congress, 1792.



9—Cy Young pitches perfect  
game against Philadel-  
phia, 1904.



10—First observance of Moth-  
er's Day, Pennsylvania,  
1908.



11—Minnesota is admitted to  
the Union, 1858.



12—145,000 United States coal  
miners strike, 1902.



13—The first air mail postage  
stamps are issued, 1918.

FLOWERS for  
MOTHER'S DAY

Visit or Phone

**Hamilton Gardens**

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

## THIS AND THAT

May 13-18 is National Insur-  
ance Week.

If one doesn't read, nothing much  
after all, seems to be going on.

Save money by putting in your  
next winter's fuel supply now, be-  
fore prices advance.

Honking doesn't make a red light  
even wink.

Life has a different meaning, a  
different riddle, and a different re-  
ply for each of us.

Next week is "Baby Week" at  
the Howard Dry Goods Co. Noth-  
ing too good for baby. Buy now  
while new stocks are complete. (See  
ad, page 9.)

Beware that continually scolding  
about city irritations be not just an-  
other one of them. Be cheerful at  
least part of the time.

"Averhill", which overlooks one  
of Canandaigua Lake's most beauti-  
ful views, is now open for the sea-  
son, but under a different policy  
from former seasons. This year  
Averhill will cater only to private  
parties, bridge luncheons and din-  
ners (parties of eight or more) and  
regular guests for week-ends, week  
or month. The food is delicious and  
lakeside rooms are available; also  
bathing facilities. Reservations may  
be made by phoning or writing  
Averhill, East Lake Road, Canan-  
daigua, N. Y. (See ad page 3.)

A wife is a person who lets you  
tell it and then she tells it right.

## Your Winter Garments

Thoroughly Cleaned  
Before Putting Away  
Will Prevent Moths

**FOOTE'S CLEANERS**

HARRY D. TARBELL

Phone 2910

78 Castle Street

Christmas Thrifties Are Redeemable  
in Cash

The GENEVA COMMUNITY NEWS  
prints on its front page, each week,  
the number of copies it distributes  
and will be more than glad at any  
time to furnish affidavits that at  
least that number of copies are  
printed and distributed.

(Continued on Page 5)

## NATURALLY . . .

Every man hopes for security in  
old age. Yet, as you look about  
you, you are shocked to see so  
many, in the sixties and seventies  
who, though they could have been  
independent, are still struggling  
to make ends meet, or are actual-  
ly dependent on other people —  
principally their sons and daugh-  
ters or their sons-in-law. Some  
postponed saving until they heard  
the approaching footsteps of old  
age. Then, it was too late to ac-  
cumulate a competency. Others  
have saved enough but invested  
unwisely.

As you reflect on these failures  
who might have had a happy old  
age, it naturally occurs to you  
that you don't want anything like  
this to happen to you.

Booklet sent on request.

**New York Life Insurance Co.**

Phone 2085

Box 28

Geneva, N. Y.

## DRIVE IN HERE . . . Let Us Do Our Stuff

It's part of our service to fix you  
up right—fill your radiator and  
battery—test your tires, etc. But  
you want more than courtesy.  
We're sure you can use all the  
extra miles in **TEXACO FIRE-  
CHIEF** gasoline. You'll also wel-  
come the full protection we can  
give your engine with long-last-  
ing **TEXACO MOTOR OIL**—in  
sealed cans at regular price. And  
after we **MARFAK** your chassis  
it's really lubricated. Texaco repu-  
tation plus our service reputation  
gives you a double inducement to  
come in here today.

**RICKELS**

Service Station

"Independently operated"

Lake Street

Phone 2920

**RADIO FLASHES**

By Ralph Le Brun

All hours mentioned are E. S. T. (Geneva Time).

The triumphant return of Admiral Richard E. Byrd and his men from 20 long months in the Antarctic will be described over the Columbia network in a short-wave broadcast from aboard the S. S. Bear of Oakland as the vessel steams toward Washington for President Roosevelt's official reception on Friday. Harry von Zell CBS announcer will board the ship at Norfolk. He will be heard conversing with men of the expedition beginning at 2:45 P. M. It is expected that von Zell will be broadcasting up to the moment that the Bear docks at the Washington Navy Yard. Both President Roosevelt and Admiral Byrd will be heard during the actual reception beginning at 4:45 P. M. The third broadcast will be at 9:30 P. M. when the National Geographic Society will give a reception to Byrd in Constitution Hall.

Mrs. Dean's little boys, Dizzy and Daffy, who spend their afternoons quite profitably throwing baseballs past amazed batsmen in behalf of Sam Breadon and his St. Louis Cardinals will waltz up to Al Jolson's Shell Chateau Microphone Saturday at 8:30 P. M. over NBC-WEAF.

The annual running of the Preakness at Pimlico, Md., will be described to the CBS listeners by Thomas Bryan George, on Saturday at 5:00 P. M. The Preakness with \$25,000 added ranks second only to the Kentucky Derby among outstanding American turf events.

**RADIO SERVICE****TUBES PARTS SERVICE**

For any make radio

**RALPH LE BRUN**

Phone 3237

225 High Street

**OFFICE  
SUPPLIES**

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

**W. F. HUMPHREY PRESS INC.**

300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

**NEW MAGTAG STORE**

Large crowds attended the opening last Saturday of the new Maytag Sales & Service store at 431 Exchange Street. Mrs. A. J. Parrow of 399 Hamilton Street, Geneva, was the fortunate successful bidder on the model 110 Maytag Washer at the afternoon auction and A. F. Power of 607 Castle Street, Geneva, was the high bidder on the G. E. "Hotpoint" Refrigerator in the evening.

**JOE ROTHENBERG'S**

59 Seneca Street

Try Our Daily . . .

35c **BLUE PLATE LUNCHEON**

Special — Saturday . . .

**FRICASEE of CHICKEN on TEA BISCUIT . . . 50c**

Also Other Specials

**See Our DAILY RADIO Used Car Special**

Largest Stock of Good Used Cars and Trucks  
Between Syracuse and Rochester

**NEARLY EVERY POPULAR MAKE!****EVERY WANTED MODEL!**

Most of These Cars Have Thousands of Miles  
Of Dependable and Luxurious Transportation  
**OFFERED AT ALL TIME LOW PRICES**  
"Look Here Before You Buy"

**PHILLIPS MOTOR COMPANY**

GENEVA, N. Y.

Used Car Dept. 57 Geneva St.—Phone 2654

**MR. ROY ALDRIDGE, Mgr.**

Used Car Field Canandaigua Road Top of Hill

**Averhill****OPEN FOR THE SEASON****A New Policy**

This season we are adopting the policy of caring only for parties, banquets, bridge luncheons, wedding breakfasts, etc., etc.

**ALL MEALS BY 24-HOUR RESERVATION FOR MINIMUM PARTIES OF EIGHT PEOPLE . . . . .**  
The same service and high quality of foods that have been featured at Averhill for the past several seasons but confined exclusively to larger parties . . . Individual meals will not be served.

May We Have the Pleasure of **HELPING YOU**  
Entertain?

**DELIGHTFUL LAKESIDE ROOMS**

For Weekly and Monthly Guests

East Lake Road, Canandaigua

Telephone 166-J

## \* DOROTHY GOES SHOPPING \*

Surely, Mother would be pleased with a new hat. **The Bon Ton Millinery**, 498 Exchange St., is offering a special lot of Matrons' hats for Mother's Day at \$1.98.

—D—

**McGuire's** feature the "Band Box" cleaning service. This new method of cleaning is absolutely odorless and your clothes are cleaned individually. It restores life and lustre to old garments. No fading—no shrinking. For quality cleaning and service, **McGuire's**, 553 Exchange St. Call 4126.

—D—

If tire failure has not yet caused injury to you or yours, you are very lucky. Have General Blow-out Proof Tires put on your car today. See **Fred Garver**, 280 Main St. (next to Armory). Phone 6203.

—D—

The annual toll of accidents due to tire failure is 3 times America's world war casualties.

—D—

### Graduation

Be prepared for the occasion! Stop in and see Petersen's samples and get his prices on suits. **A. P. Petersen**, 476 Exchange St., Geneva, N. Y.

At **McCarthy's Pharmacy** they are taking advance orders for Whitman's and Page & Shaw chocolates for **Mothers' Day**. They will deliver it in the city or by mail by request on Mothers' Day . . . also on display is a lovely assortment of Greeting Cards for Mother.

—D—

**Baker & Stark** are showing a splendid assortment of Boys Wash Suits, sizes 3 to 10 years. Priced from 95c to \$1.95. This should be of special interest to mothers who have little fellows of Wash Suit Age.

—D—

The summer merchandise shown in **Lynch's Bargain Basement** will enable you to decorate your cottage or porch at very reasonable cost. Just a few of the items are Porch Screens, Porch Pillows, Rugs, Porch Furniture Coverings.

—D—

Come in and get a box of delicious Downyflake donuts. Treat Mother on Mother's Day. We pay homage to the Mothers of Geneva. Be thoughtful, save Mother the work and bother of baking on Mother's Day. The **Downyflake Coffee Shop**, Linden Street, also have the best pies and other baked goods.

Flatter your hair, for nothing can more deftly make or mar your loveliness. Soft lasting waves falling gracefully form a flattering frame for the plainest face. Your greatest aid—a Permanent—at **The Harper Method Beauty Salon**, 10 Seneca St. Call 6783.

—D—

We're not easily parted from comfortable, "broken-in" shoes. Ask Carl before you discard them! He rebuilds and repairs shoes and they look just like new. **Carl's Shoe Repair Shop**, Castle St. (next to Empire Gas).

—D—

A sweet way to greet Mother on Mother's Day—a box of delicious Endorsed Chocolates from **George's Candy Kitchen**, 364 Exchange St. Other kinds too. All beautifully wrapped.

—D—

**The American Legion Auxiliary** is anxious to procure as many Kirkman and Octagon coupons as possible. The coupons are used to maintain the Child Health Camp. Call 5921 or 3865 and the coupons will be called for.

—D—

**C. J. Brady** is giving Free Ice with the purchase of Cash Retail Coupon Books during the month of May. It would be wise to purchase these books now for your summer's ice supply, and save money. Phone 2740 or hail the drivers on the white trucks.

—D—

No two ways about it—you want quality in bake goods. Call 2011, **Ringer's Bakery**, and in your order include Shortcake Biscuits, homemade bread, whole wheat muffins, or sweet buns. A large variety of cakes and cookies.

—D—

Having trouble with your watch? **G. H. Prince**, 20 Linden St., will repair and service it for you. A service that means something. All work is guaranteed.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, or Phone 2108.



## Lower Summer Prices

NOW INTO EFFECT

**600**      Good Seats Anytime      **25c**

—ORCHESTRA SEATS REDUCED TO 35c—

Fri., Sat., May 10-11

**GINGER ROGERS and WILLIAM POWELL**

## "STAR OF MIDNIGHT"

Sun., Mon., Two Days, May 12-13—Also Tuesday Matinee Only  
**JEANETTE MacDONALD      NELSON EDDIE**

in Victor Herbert's

## "NAUGHTY MARIETTA"

**No More Painting...**

LET US SHOW YOU  
Beautiful - Permanent -  
Asbestos siding for your home  
Wind proof--storm proof.  
\$10.00 month

—o—

**JOHN A. PONTIUS**

90 Elm St.

Phone 4575

New Styles, Values, for

GRADUATION and  
WEDDING PORTRAITS**THE STEWART STUDIO**

35 Seneca St.

Phone 2183

# A DAMP RAG CLEANS THESE WHITE SHOES

Most  
Styles **\$5**

Some at Six

●We've got a "FRIENDLY" white shoe here made up in washette leather that's easy to clean — a damp cloth and a piece of soap is all that's needed. We can fit you in straight tips, wingtips, and plain toes. Also many other new styles.

*The Jarman "FRIENDLY" Shoe***PATTON & HALL**

(Successors to  
FITZWATER SHOE STORE)  
502 Exchange St.  
T. B. HARRISON, Mgr.

**THIS AND THAT**

(Continued from Page 2)

In the June issue of "True Detective Mysteries" Magazine, a magazine with a large national circulation, there appears a fine full page autographed portrait of Chief R. W. Morris of the Geneva police force. This appears in connection with a very interesting article, written by the Chief, on "What's Wrong With Our Police?"

—o—

There is one place where you are not allowed to owe money—the post office.

—o—

"A Terpsicorean Night" is the title of the annual musical and dance revue to be staged in Schine's Geneva Theatre on the evening of Tuesday, May 14, by the dance students of Misses Helen and Jane Finnerty. A cast of 135 will participate.

—o—

It may be that publishers sometimes take their work too seriously. A certain newspaper recently requested its subscribers to state what feature prompted them to subscribe. One woman replied that she was a subscriber because her dog liked to bark at the paper boy.—*Monrovia (Calif.) Journal.*

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**OWN YOUR OWN TIME**

Many men will work hard and forego certain luxuries in order to own their own homes.

Why shouldn't a man be willing to put aside the comparatively small amount of money required to buy a Travelers Insurance Annuity Policy, which will permit him to "own his own time" at 55, 60 or 65.

**D. MAX HENRY**

INSURANCE CONSULTANT and BROKER

Office Phone  
6123

94 Seneca Street  
GENEVA, N. Y.

Home Phone  
4689

IT PAYS to read  
"THE NEWS"

**PLANTING TIME**

We invite you to come and look  
at our large assortment of  
**EVERGREENS,  
ROSES, SHRUBS  
and Ornamental Trees**

We'll be glad to help you  
plan your planting

**MANEY'S NURSERIES**

White Spring St., Geneva, N. Y.  
Phone 2281

Let us Symonize or  
Polish Your Car for Spring  
**WALTER B. JEWETT**

GULF GASOLINE  
GULF PRIDE MOTOR OIL  
WASHING GREASING  
Phone 2951 110 Lake Street  
Cars Called for and Delivered

SAVE 15% ON FUEL—

Weatherstrip and Caulk—now  
Before Painting

Estimates cheerfully given—free

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

**NEW LOCATION**

431 EXCHANGE ST. Phone 2005

**MAYTAG SALES & SERVICE**New and Used Washers  
Philco RadiosG. E. "Hotpoint" and  
Stewart-Warner Refrigerators  
Round Oak and Bengal Gas Ranges  
Washers and Radios Repaired  
(any make)**GAGE HATS**Specially Priced  
at \$4.00**HARRINGTON'S**

106 Lafayette Ave. Phone 5694

**ALFRED J. FREISEM**

Aetna Life Insurance Co.

Geneva Trust Building  
Geneva, N. Y.**GLEANINGS**

"Pride is a silent partner in every job well done."

"Genius is simply the ability for hard work and luck is the occasion when ability and opportunity meet."

"To be understandingly interesting one should be understandingly interested."

"When things get the best of you take a deep breath and relax."

"Your own thinking will do you more harm than what other folks may think about you."

"It is as easy to grin as to growl."

"Let's inventory our compensations."

"Your own thinking will do more harm to your health than your diet."

"It was Confucius who said—'If you have a journey of a thousand miles take one step and keep going.'"

"A man's ability to achieve rests within himself."

(To be continued)



Jeanette MacDonald—appearing in "Naughty Marietta", Sunday, Monday and Tuesday at Schine's Geneva Theatre.

**Is YOUR Phone Number Here?**Waterloo 167-R  
Ovid 20-R  
Geneva 3675  
Geneva 5277  
Geneva 3297

(See Page 12)

**"The Gate to Happiness"**

The Ithaca Dramatic Club will make its first appearance in Geneva on Thursday evening of this week when it presents "The Gate to Happiness", a three act comedy drama, in the First Presbyterian Church auditorium. The play is being presented under the auspices of the Rippey Class.

The players will be augmented by the Ithaca Male Quartette which will give several selections between the acts.

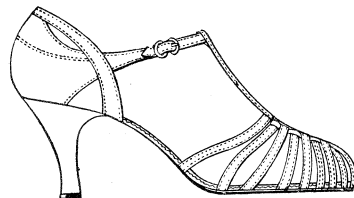
Advertising in "THE NEWS" pays.

**TRAUTMAN & SMITH**

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)**First Anniversary Sale**

2 DAYS

FRIDAY and SATURDAY  
this week

Just Arrived . . .

65 NEW STYLES

in

WHITE SHOES

\$1.98 and \$2.98

**SMITH'S**

BASEMENT SHOE DEPT.

**WANTED . . .**Old Dolls Old Pewter  
Mechanical Banks  
China, Glassware, etc.**Kanadasaga Antique Shop**

485 S. Main St. Phone 4840

GENEVA, N. Y.

**TO YOU MADAM . . .**

The drivers on the Red Ice Trucks say

"You Can Save Money during the Month of May" by buying  
ICE COUPON BOOKS

2000-lb. Book.....Regular \$12.00.....NOW \$10.80

500-lb. Book.....Regular 3.00.....NOW 2.70

—: Cash With Order :—

REFILTERED CITY WATER ICE

**GENEVA REFRIGERATING CORP.**

Telephone 2404

"SUNCAL", 100% Pure California Wine—Port, Sherry, Muscatel and Tokay,  
 .....pts. 39c - full quart 69c  
 "ROYAL BOX", 90 proof Gin.....pts. 85c; 5ths \$1.29 - qts. \$1.60

ALSO 350 OTHER ITEMS TO CHOOSE FROM

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

### WHAT IS THE "SEALTEST" SYSTEM?

Sealtest System Laboratories, Inc., is an organization devoted to the betterment of all dairy products through a rigid, scientific supervision of materials, plants, production-technique, personnel, inspection, and laboratory-control. More than one hundred laboratories, situated at key-points throughout the United States, are under the immediate directorship of master laboratories in Baltimore, Md., and Chicago, Ill.

Intimately supervised by nationally known experts, the Sealtest System carries on a tireless, scientific striving for better ice cream . . . a relentless testing of dairy-samples and all ice cream ingredients . . . a constant search for improvements in flavor and texture.

Quite naturally, too, the Sealtest System goes deeper than pleasing your palate. Ice Cream must be surrounded with safe-guards. And so, the "Sealtest" scientists devote much of their time to the sanitary side of ice cream.

The products of the General Ice Cream Corp., makers of "Fro-joy" Ice Cream, bear the stamp of approval of the Sealtest Laboratories . . . a symbol of finer Ice Cream . . . look for it, in the store, on ice cream packages and on the carry-out cartons.

(See ad, page 8).

It is easier for a person to bear all the misfortunes of his neighbor than one single one of his own.

## CLASS DAY DRESSES

ORGANDIES LACE

**\$7.50 up**

Formals and Semi

## THE NORMA SHOP

66 Seneca Street

Phone 2711

"Exclusive But Not Expensive"

### "A TERPSICHOREAN NIGHT"

SCHINE'S GENEVA THEATRE

TUES., MAY 14  
 at 8 P. M.

Presented by Students of  
 Misses Helen and Jane Finnerty

Cast of 135

TICKETS 50c—obtainable at the Finnerty Dance Studio, cor. West Ave. and Castle Sts., or Jaquins Music Shop, 110 Seneca St.

## Springtime Readiness

DEPENDABLES

For the GARDEN or LAWN

"PLANET JR." TOOLS

Weeders .....\$3.25 to \$10.25  
 Seeders .....\$14.25 to \$21.00  
 LAWN MOWERS .....\$4.98 to \$19.00  
 HEDGE SHEARS, 8" blades.....\$1.00  
 POULTRY NETTING ..... All Widths

WIRE LAWN FENCING (Round Top)

42-inch.....11c ft. 48-inch.....13c ft.

FLOWER GUARDS

TRELLIS, fan shape.....25c to \$1.29

GARDEN HOSE, 50 ft. lengths.....\$3.00

PORCH FLOWER BOXES

Galv. iron, painted 30".....\$1.25 36".....\$1.75

LAWN ROLLERS, ball bearing type.....\$15.00

LOMA, SOIL PEP, GARDEN and FLOWER  
 SEED, RAKES, SPADES

## COONEY, WATTS & COONEY

513 Exchange St.

HARDWARE

Geneva, N. Y.

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Marshmallow Custard

Line baking dish with marshmallows

1 pint sweet cream  
Yolks of four eggs  
2 tablespoons sugar

Beat yolks of eggs, add cream and then sugar. Pour over marshmallows and bake about  $\frac{1}{2}$  hour in a dish set in pan of hot water. Use moderate oven.

A. C., S. Main St.

## Salmon Bisque

1 tablespoon tapioca  
1 tablespoon chopped onion  
1 tablespoon butter, a little salt and paprika  
 $1\frac{1}{2}$  cups of evaporated milk, diluted with  $\frac{1}{2}$  cup water or salmon stock  
1 cup flaked salmon  
1 tablespoon chopped parsley

Add tapioca, onion, butter and seasonings to diluted milk and cook

**Mary L. Rogan**

**MILLINERY**

52 Linden St.

(Just Around the Corner)

in double boiler until tapioca is clear, about 15 minutes, stirring frequently. Add salmon and parsley, heat thoroughly and serve. Serves 6.

## Baked Stuffed Apples

1 apple for each serving  
1 tablespoon brown sugar  
1 tablespoon chopped raisins  
1 tablespoon chopped nuts  
A little cinnamon

Wash and core apples, cutting around each to keep from breaking while cooking. Place in baking dish, fill centers with mixture and add water to about  $\frac{1}{2}$  inch. Cover and bake in moderate oven for 45 minutes, basting several times. Remove from oven, place marshmallow on each apple and return to oven long enough to melt marshmallows.

A. A., Prospect Ave.

## Gelatin Cherry Pie

2 cups whipping cream  
1 tablespoon gelatin  
 $\frac{1}{4}$  cup water

## FREE ICE . . .

with Coupon Books  
purchased during May

Re-Filtered City Water

**ICE**

**C. J. BRADY**

110 LAKE ST. Phone 2740

1 cup canned sour cherries  
Sugar  
Salt  
Colored sugar (if desired)

Soften the gelatin in the water. Sweeten the cherries to taste. Heat to boiling. Add gelatin. Stir until dissolved. Add a few grains of salt. Partially chill. Carefully fold in 1 cup stiffly whipped cream. Pour into baked pastry shell. Serve with whipped cream. Sprinkle with red and green sugar if you desire to dress it up.

Mrs. W. H., Prospect Hill

## ORDER NOW

Your

Winter's Supply of Fuel

at the **LOWEST PRICES**

and **SAVE \$ \$ \$**

**CALL 2221**



## Winter Garments Stored --

Now is the time to put your **FURS** or other winter garments in storage.

All Garments Insured Against  
**THEFT—FIRE—MOTHS**

**J. W. SMITH DRY GOODS CO.**

Phone 2357 and we will call

## Important News for Geneva

Announcing a finer, better Fro-joy Ice Cream . . . backed by the "SEALTEST" SYSTEM of Laboratory Protection.

When buying Ice Cream make sure to get the best the world can offer "SEALTEST."

**SPECIAL—**

**ICE CREAM "MOTHER'S DAY" CAKE**

Sold by all Fro-joy dealers, 35c, (serves four)

**GENERAL ICE CREAM CORP.**

(Phones 2161 and 2606)



**HARRY M. MOYER**

PRINTER

69 Oak Street

Phone 4189

"THE PLACE TO EAT"

**Guinan's**

Restaurant

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties**Castle Street Market**

Phone 251

Near Main

BEST QUALITY MEATS

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.****Mother's Day Service**

On Mother's Day, at the First Methodist Church, Dr. Huse will deliver a special Mother's Day message at the morning service. There will be special music and the Intermediate Pioneer Girls will assist in the service. Arm bouquets will be given to the oldest mother, the youngest mother and to the mother having the largest family present; also for the oldest member of the home department.

Seats will be reserved for the home department and shut-ins attending the service. All are urged to co-operate in making May 12 a day of cheer and gladness for all mothers.

Memorial flowers or plants donated for altar decorations will be sent to the hospital or to shut-ins, as desired.

— o —

**Duke Executed With Wine**

One of the few wine executions in history took place in London when the duke of Clarence, when condemned, asked to be drowned in good liquor.

**SPECIALS  
FRIDAY--SATURDAY**

60c ALKA SELTZER.....49c  
50c PEPSODENT PASTE.....31c  
MILK MAGNESIA.....33c pint  
RUBBING ALCOHOL, 25c pint  
MINERAL OIL.....39c pint  
100 ASPIRIN.....33c

Cards — Gifts

CANDY

FOR

MOTHER'S DAY

**Clarke's Pharmacy**

Exchange &amp; Castle Streets

Phones  
2242 - 2541GENEVA,  
N. Y.

Free Delivery

**SHOPPING FOR BABY?**

Silk Sacques.....39c to \$1.29, pink and blue

Silk Coats.....\$1.29 to \$4.98, pink, blue and white

Carriage Sets.....\$1.29 to \$3.98  
pink, blue and white

Silk Berets, Organdy Bonnets, from.....29c

INFANTS' DRESSES, from.....29c to \$1.98

ROMPERS, handmade, .....89c to \$1.50  
all pastel shades

BOYS' SUITS.....89c to \$1.50

LITTLE GIRLS' SHEER DRESSES,  
all colors .....29c, 59c, \$1.29ANKLE SOCKS to size 7½, every shade.....19c  
Bibs.....29c, Blankets.....39c, Baby Books.....59c

Reuben's Binders, Bands, Shirts

"ME-DO" Self Help Underwear

ARNOLD KNIT NIGHTIES, ideal for  
the new babyCrinkly Crepe Sleepers, Flannel Kimonos,  
Play Tex Sheets and Panties, Red Star Diapers,  
Arnold Knit Crib Sheets, Towels, Wash  
Cloths and Bath Aprons.Hot Water Bottles, Hot Plates, Commodes,  
Jar Sets, Bottle Warmers.

EVERYTHING FOR BABY

**HOWARD DRY GOODS CO.**

We Give Christmas Club Thrifties Redeemable in Cash Next Christmas



## THE FUNNYBONE



### Influence of Fertile Soil

"Mandy, how come you-alls feet grow so big?" inquired Rastus the first evening he called on the village queen.

"Well, I used to live down Souf' where the soil am rich, an' goin' round barefoot so much jes' make 'em grow big."

"Suttanly," remarked Rastus, with a broad grin.

"Look-a-here, Nigger, what you-all laffin' 'bout?" asked Mandy.

"I—I was jes' thinkin' you-all must a done a heap o' settin' down too!"

### Who Knows?

A conscientious father stopped spanking his son. "And now, my boy, tell me why I have punished you."

The boy went on crying. "That's it," he said, blubbing with indignation. "First you pound the life out of me, and then you don't know what you've done it for."

### In Counterfeit Money

He—It costs me £5,000 a year to live.

She—Do you really think it is worth it?

## Stop In . . .

Let us show you the latest Development in Lubrication

NEW ALEMITE  
UNIT SYSTEM

"Make Us Responsible for Your Car, We'll Keep It Right for You."

**FINK'S SUPER  
SERVICE STATION**  
LAKE ST.  
PHONE 2448

"The Only Independent in Geneva"

### Nothing to Hinder

A town girl, staying in the country, became friendly with a young farmer.

One evening, as they were strolling across a field, they saw a cow and her calf rubbing noses in affectionate fashion.

"Ah," sighed the farmer sheepishly, "that makes me want to do the same."

"Well, why not," said the girl calmly; "it's your cow, isn't it?"

### His Opportunity

"The study of the occult sciences interests me very much," remarked the new boarder. "I llove to explore the dark depths of the mysterious, to delve into the regions of the unknown, to fathom the unfathomable, as it were, and to—"

"Let me give you a little more of this stew, Mr. Smith," interrupted the landlady.

### Next Case

"My face is my fortune."

"Huh! Another hard luck story."

—Pearson's Weekly.

Try Our Special

GRILLED TENDERLOIN  
STEAK DINNER.....40c

## TEXACO GRILLE

Lake Street (Just off Exchange)

24-Hour Service Plenty Parking Space

Trade in your old tires for

**NEW DUNLOPS**

Phone 3163 373 Exchange St.

WE FIX FLATS

## GENERAL AUTO REPAIR WORK

## RIGBY'S GARAGE

230-4 Genesee Street

FOR—

BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

## COLONEL CHEERIO

Says

IF . . .

MOTHER LIKES WINE

We have an assortment that will please anyone

A Large and Fine Assortment of

WHISKEYS - BRANDIES - RUMS - GINS

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

WE GIVE CHRISTMAS CLUB THRIFTIES

Redeemable in Cash Next Christmas

## Let Us Fill Your Bins Now . . .

at the lowest fuel prices in years  
Prices will undoubtedly  
advance soon

Phone 6232 or 6186

**P. O'Malley  
& Son**

27 CASTLE ST.

Ask us about  
our time payment plan

## 'blue coal'

America's finest home fuel

**SEMET-SOLVAY  
COKE**



**ETHEL SHUTTA**

well known radio headliner

The child of old troupers, Ethel Shutta made her advent on the stage at the ripe old age of three years. At six she was a dancing veteran. Singing followed soon after. Then vaudeville, the Follies, motion pictures, and radio. Happily married to orchestra leader

George Olsen she finds her time well taken up by Charles, age 8 and George Jr., 5.

See

**HOWARD L. REEDER**

for

Flowers for Mother's Day

303 Hamilton St.

Phone 2109

(Member F.T.D.)

That's My Barber Shop

**HOTEL SENECA**

JOE and TONY

"It Pays to Look Well"

BUNO—Will Stop Dandruff and  
Falling Hair

**VENA'S MEAT MARKET**

49 CLINTON ST.

**ARMOUR'S QUALITY MEATS**

Round Steak .....	24c
Veal Shoulder Chops .....	16c
Rib Veal Chops .....	20c
Veal Steak .....	25c
Sirloin Steak .....	25c

It Pays to Buy at VENA'S

**Cocktail Hour Every Sunday Afternoon**

## THE KIRKWOOD GRILL

Between the Hours of 3:30 and 6:30 P. M.

Featuring

***George Fischer and His Music***

—o—

Monsieur Francois is serving

**DELICIOUS SANDWICHES AND SALADS**

—o—

Spend a Pleasant Sunday Afternoon

At

## THE KIRKWOOD GRILL

—o—

Dancing Every Night from Nine 'till One  
(Entrance on Castle Street)

Come to

## "JOE'S"

Cor. Wadsworth and E. North Sts.

For Your

## Fine Liquors and Wines

Out of the congested traffic district—  
always plenty of parking space

We invite you to look over our stock and prices

JOS. SAGLIMBENI

Phone 2059

We will appreciate it very much—

and so will our advertisers—if you will kindly say—

"I saw your ad in the

**Geneva Community News"**

when making purchases

**SPECIAL NOTICE**

THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (May 2) to the five people whose telephone numbers appear on Page 6 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires May 16.

It PAYS to READ the GENEVA COMMUNITY NEWS.

It PAYS to ADVERTISE in the GENEVA COMMUNITY NEWS—every week.

—o—

**Water in Panama Canal**

The Panama canal has salt water in the sea level locks at each end, and all the other locks contain fresh water from Gatun lake.

# AUTO LOANS

## UP TO \$300

If you want a loan on your car, see us. Loans made to employed, single or married people. Here you can get the cash in 24 to 48 hours or sooner in special emergencies. We "Refinance" unpaid balances on cars. Our charges on Auto Loans are surprisingly reasonable.

We also make Furniture and Co-Maker Loans.

Come in—Write—or 'Phone.

Loans Made in All Nearby Towns.

**PERSONAL FINANCE CO.**

of New York

ROOM 304—THIRD FLOOR NATIONAL BANK BLDG.

120 GENESEE ST.

PHONE 251

AUBURN, N. Y.

## TO A WOMAN, THE NAME "Baker & Stark" ON YOUR SHIRT IS LIKE STERLING ON SILVER...

Just now we are showing a beautiful line of New Spring Shirts . . . Fine end-to-end Broadcloths, durable Oxford-cloth and lustrous plain Broadcloths in Tan, Blue and White . . .

Prices range from

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(SOME AS LOW AS \$1.00)

Included in our showing is the  
New Tru Benized Collar

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GENEVA, N. Y.

489 Exchange St. North Regent Theatre

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# THE GENEVA COMMUNITY NEWS

May 16, 1935

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Broken Flag, for garden paths.

Beautiful Rocks, for rock gardens.

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—: We welcome visitors to see the quality of our merchandise :—

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SATURDAY AND SUNDAY, MAY 18 and 19

## ROSELAND PARK

CANANDAIGUA LAKE



NEW AND LARGER CONCESSIONS, RIDES, Etc., Etc.

FREE—Fireplaces and Picnic Facilities—FREE—the ideal place to hold your picnic — large or small  
Boating and Motor Boat Rides on "The Gem of the Finger Lakes"

## ... DANCING ...

FRIDAY, SATURDAY, SUNDAY NIGHTS

Gents 40c — Excellent Music — Ladies 35c

Sunday Night — Music by "THE GEORGIANS" — directed by Chuck Lennon

Regular Meals, Lunches, and A-la-Carte service in Tap Room

Plan to have your factory, lodge or church picnic at Roseland this summer

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

May 16

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
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in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"Always arise with the larks, but  
avoid larks in the evening."

### MAY



14—First Japanese Embassy  
reaches the United States,  
1860.



15—Revised Version Bible  
published in London and  
New York, 1885.



16—Indians massacre British,  
Sandusky, Ohio, 1763.



17—Richard French is first to  
patent a Reaper, 1803.



18—Hague Peace Tribunal sits  
for first time, 1899.



19—Samuel G. Blythe, political  
writer, born, 1868.



20—Christopher Columbus  
dies at Valladolid, 1506.

## FLOWERS

For All Occasions

Visit or Phone

**Hamilton Gardens**

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

## THIS AND THAT

The dime chain letter craze is, if  
nothing more—a great reviver of  
almost forgotten friendships. We  
are hearing from people we hadn't  
heard from before in months, even  
years.

This is National Insurance Week.

Advertising is as necessary to  
successful business as gasoline to  
the running of an automobile, par-  
ticularly going up hill.—Edward  
A. Filene.

Note to young men: Study the  
mother, not the daughter. A girl  
gets her idea of handling a husband  
by watching her mother do it.—  
*Buffalo Evening News.*

The pre-summer opening of Rose-  
land Park, Canandaigua Lake, takes  
place this coming Saturday and  
Sunday. New and larger conces-  
sions will be in operation and  
among other attractions, the mon-  
key family, which proved so amus-  
ing to both young and old last sea-  
son, is back again. Dancing in the  
pavilion each Friday, Saturday and  
Sunday nights. (See page 1.)

After a woman passes eighty, she  
tells her age and is proud of it.

In answer to inquiries — yes,  
the \$1.00 in merchandise offered to  
five of our readers each week may  
be from the merchants mentioned  
on our "Dorothy Goes Shopping"  
page, if so desired.

Friday evening, May 17, at 8:15,  
Geneva High School presents the  
opera "The Mikado" in the High  
School Auditorium.

Insist on having your

## HATS

Actually DRY CLEANED

It gives new life to the felt and is the  
most satisfactory method for restoring  
felt hats. Send yours this week.

**FOOTE'S CLEANERS**

HARRY D. TARBELL

Phone 2910

78 Castle Street

Christmas Thrifties Are Redeemable  
in Cash

Some men are so contrary that if  
they went under a shower bath  
they'd raise an umbrella.

By the street of "By-and-by" one  
arrives at the house of "Never."

Do you follow the historical  
events listed on the "Almanac"  
printed in THE NEWS each week?

Faith walks in the light while  
doubt stumbles in the dark.

Fuel prices are scheduled to ad-  
vance soon. Take advantage of the  
present lowest prices in years and  
fill your bins now.

Fools rush in where wise men  
fear to wed.

## Amateur Night

The third in a series of amateur  
contests will be staged at Schine's  
Geneva Theatre at 9 p. m. on Wed-  
nesday, May 22. This series is in  
connection with the National  
Feenamint Amateur Hour heard  
over the Columbia Broadcasting  
System each Sunday afternoon at  
5, with Ray Perkins as master of  
ceremonies. The finals in the series  
of Geneva contests will be on  
Wednesday, May 29.

## DRIVE IN HERE . . .

. . . We'll drive away your  
engine troubles

## THIS NEW WAY

A large part of our reputation has  
been built on **TEXACO MOTOR  
OIL**. It routes our customers  
away from big oil bills and re-  
pair shops. And now its purity,  
smoothness and endurance are  
perfectly protected by the new  
red-and-white cans—at no extra  
cost! That's value worth coming  
for. And so is our service.

**RICKELS**

Service Station

"Independently operated"

Lake Street

Phone 2920

**RADIO FLASHES**

By Ralph Le Brun

(All time is E. S. T. — Geneva Time)



"BABS" (Blanch) RYAN, who, with her brothers, Charlie and Little, is now featured with Hal Kemp and his orchestra. Five feet three inches tall, blonde and weighing 112 pounds, Babs has had an interesting musical career. Hailing from Davidson, Tenn., she spent her childhood in Kansas City, Kan. At the age of five she was playing piano duets with her mother—a music teacher; at twelve she had her own school orchestra; at fifteen made her radio debut. Running away from home and

the prospects of a college education she joined her "brothers" on a vaudeville stage in Chicago—and stopped the show.

Boston's Aleppo Shrine Band of 100 pieces and the Chanters, a male chorus of 100 voices, will be heard over the Columbia network on Sunday at 2 P. M. The Aleppo Band, composed—except for its leader—of non-

professional musicians, was organized several years ago and is conducted by the nationally known bandmaster and cornet virtuoso, Walter Smith. The Chanters Chorus is a comparatively new organization, having been formed only five months ago, but under the expert direction of Roy Harlow, long identified with choral music activities in Boston, the group is already enjoying widespread recognition.

(Continued on page 11)

**SPEAKIN' OF PEP!**

A bright, fat spark in every cylinder—at the right time—will put more pep in your car than any gas, oil or special gadget. Let us test the ignition and timing on your car.

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Whatever papers you need we have it at prices to  
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JOHNSON'S or OLD ENGLISH WAX 59c lb.  
CORD BOUND CHAMOIS, 15x17.....49c  
MURESCO (5-lb. pkg.), white 50c, colors 55c  
WALLPAPER CLEANER.....10c, or 3 for 25c  
Floor Mops - Polishes - Shades

We Give Christmas Thrifties — Redeemable in Cash  
Next Christmas

**Fairfax Brothers Co.**

87 Castle Street

Phone 2441



## —\* DOROTHY GOES SHOPPING \*—

Free Ice with the purchase of Cash Retail Coupon Books from **C. J. Brady** during the month of May. Save money on your summer's ice supply by purchasing these books now. **Phone 2740** or hail the drivers on the **White Trucks**.

—D—

Crisply starched linen is perfect for a full-skirted dance frock smartly bound with cording of the same fabric.

—D—

The **Jubilee Sale**, this week, continuing through Saturday, at **The Bon Ton Millinery, 498 Exchange St.** Your choice of any hat in the Thrift Department at **55c** or **2 for \$1.00**. Better hats will sell at **97c**.

—D—

### Graduation

Be prepared for the occasion! Stop in and see **Petersen's** samples and get his prices on suits. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

—D—

The sheer silk costume suit is one you will see often this summer. Many will have kimono-sleeved dresses with a flattering loop trimming at the neck.

The **American Legion Auxiliary** is anxious to procure as many **Kirkman** and **Octagon** coupons as possible. The coupons are used to maintain the **Child Health Camp**. Call **5921** or **3865** and the coupons will be called for.

—D—

Like a boomerang you'll be back for more, after you've tried **Ringer's** famous doughnuts and fried cakes. The same may be justly said of **Ringer's** cakes and cookies, **Boston Brown Bread** and **Health Bread**. Call **2011**.

—D—

The flowered chiffon evening frock has come back as a high fashion again. A slim molded frock rises to a wide-shouldered collar that turns back upon itself to form a soft and flattering bow caught with a jeweled clip.

—D—

Naturally curly hair can be no lovelier than hair with a **Harper Method Permanent** . . . hair that becomes soft and pliable . . . hair that may be arranged in beautiful waves, ringlets or curls. Priced in tune with the times. Call **6783**, **Harper Method Beauty Salon, 10 Seneca St.**

**Baker & Stark, Inc.**, have just received another new assortment of **Boys' Wash Suits**. Ages **3 to 10** years and priced **95c** to **\$1.95**. This should be of special interest to mothers who have youngsters in need of **Summer Togs**.

—D—

Twin prints and a touch of shirring give a frock a completely **1935** air.

—D—

Having trouble with your watch? **G. H. Prince, 20 Linden St.**, will repair and service it for you. A service that means something. All work is guaranteed.

—D—

The **10c** and **25c** cans of paint and enamel found in **Lynch's Bargain Basement** will make your old porch furniture look like new. Other porch and cottage items—screens, pillows, rugs and porch furniture coverings. Washable window shades at **39c**.

—D—

Here is a rare and admirable idea. Save samples of cloth in every conceivable color. Use them to try out color combinations for new dresses.

—D—

Novelty silk ties will be smart accents for smart summer costumes.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS**, or **Phone 2108**.

—O—

### Chicken Supper

A chicken supper is to be served by the **Ruth Watson Class** at the **No. 9 Chapel** on **Thursday, May 16**, starting at **5:30 p. m.** Adults **40c**; children **25c**.

—O—

### Bear Name of Jehovah

Several fragments of **Sixth century B. C.** pottery discovered at ruins of **Lachish, Palestine**, bear the name of **Jahve**, spelled as **Jehovah** in the Bible.



## Lower Summer Prices

NOW INTO EFFECT

**600** Good Seats Anytime **25c**

—ORCHESTRA SEATS REDUCED TO 35c—

**FRI. and SAT. GEORGE O'BRIEN in "COW BOY MILLIONAIRE"**

**SPECIAL KIDDIES CARTOON SHOW - SAT., MAY 18th**  
DOOR OPEN 12:45

**SUN. SHIRLEY TEMPLE in**  
**MON. "OUR LITTLE GIRL"**  
**TUES.**

See Us

for **SPECIAL PRICES** on  
**ROOF COATING**

—o—  
**JOHN A. PONTIUS**  
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New Styles, Values, for

**GRADUATION** and  
**WEDDING PORTRAITS**

**THE STEWART STUDIO**  
35 Seneca St. Phone 2183

\*\*\*\*\*  
★ **C. O. ?** ★  
\*\*\*\*\*

Of all the alphabetized diseases,  
C O (Cleaning Odor) is probably  
the most common. Most suits that  
come from the average cleaner  
smell like a filling station. That's  
a big handicap to any man or  
woman—socially or in business.  
Send your garments to us for  
**ODORLESS CLEANING**

★ **Mc Guire's** ★  
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Phone 4126 553 Exchange St.

A dessert that's delicious—  
that's Fudge Brownies!

A food that's nutritious—  
that's fresh Downey's!

A dinner delightful—  
A lunch or a biteful—  
that's . . .

**Downyflake Coffee Shop**  
Linden Street

**G. H. PRINCE**  
20 Linden Street

**Watch, Clock and Jewelry Repairing  
and Picture Framing**

—o—  
**Cats Accident Victims**

Accidents natural or otherwise  
usually end a cat's career at an early  
age and comparatively few reach  
the goal of twelve or fourteen years.

—o—  
**Big Ben's Dials**

Each of the four dials of the Big  
Ben in London is 23 feet square;  
The figures are two feet long, and  
the minute hand is 14 feet in length.

**"The Mikado"**

"The Mikado", one of the most  
colorful and tuneful of Gilbert and  
Sullivan operas is to be presented  
at the Geneva High School on  
Friday evening, May 17, at 8:15.

The principals of the cast are  
made up of experienced high  
school actors and singers with a  
chorus of 82 girls and boys.

The colorful Japanese scenery  
has been designed and painted by  
John Murray, Francis Hodge, Wm.  
Wilson and Bob Walton, members  
of the High School Art Depart-  
ment.

A miniature stage, set with a  
scene from "The Mikado", made  
by the Dramatics Class is now on  
display in the Woodruff's Gift  
Shop window.

—o—  
**SPECIAL NOTICE**

THE GENEVA COMMUNITY NEWS  
offers \$1.00 each (in merchandise)  
for the five copies of THE NEWS de-  
livered last week (May 9) to the  
five people whose telephone num-  
bers appear on Page 6 of today's  
issue.

If the holders of these five copies  
will **MAIL THEM TO US—**  
**COMPLETE—AT ONCE** and tell  
us from which advertisers **IN TO-**  
**DAY'S ISSUE** they wish to re-  
ceive \$1.00 in merchandise or ser-  
vice we will mail purchase orders on  
the advertisers selected. Address  
GENEVA COMMUNITY NEWS, P. O.  
Box 146, Geneva, N. Y. (Sign name  
and address.)

This offer expires May 23.

It **PAYS** to **READ** the GENEVA  
COMMUNITY NEWS.

It **PAYS** to **ADVERTISE** in  
the GENEVA COMMUNITY NEWS—  
every week.

—o—  
**Widest Point of Mississippi**

The Mississippi river at its wid-  
est point at bankful stage is 77 miles  
below Cairo, Ill., where the river is  
14,420 feet wide.

See

**HOWARD L. REEDER**

303 Hamilton St. Phone 2109

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**FLOWERS - PLANTS - DESIGNS**

(Member F.T.D.)

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

**Carpenter and Builder**

**Weatherstripping and Caulking**

Estimates cheerfully given—free

**PLANTING TIME**

We invite you to come and look  
at our large assortment of

**EVERGREENS,**  
**ROSES, SHRUBS**

**and Ornamental Trees**

We'll be glad to help you  
plan your planting

**MANEY'S NURSERIES**

White Spring St., Geneva, N. Y.  
Phone 2281

Let us Symonize or  
Polish Your Car for Spring  
**WALTER B. JEWETT**

**GULF GASOLINE**

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Phone 2951 110 Lake Street

Cars Called for and Delivered

**We present you with  
FREEDOM**



more leisure  
time for  
yourself and  
your family  
when you let  
this Laundry  
do your  
washing!  
The cost is  
low—  
the service  
is excellent!

Phone  
2112

Ask

our driver to  
call at your  
convenience.

**Geneva Star Laundry**

L. A. Currey M. E. Tillema  
511 Exchange St.

## Let Us Fill Your Bins Now . . .

at the lowest fuel prices in years  
Prices will undoubtedly  
advance soon

Phone 6232 or 6186

**P. O'Malley  
& Son**

27 CASTLE ST.

Ask us about  
our time payment plan

## 'blue coal'

America's finest home fuel

**SEMET-SOLVAY  
COKE**

### GLEANINGS

"It's not so much what one forgets as what he has eyes to see."

"To get the best out of a horse let him use his head."

"Most people do not object to having lies told about them if they are complimentary."

"Keep a dog chained up and you spoil his disposition."

"If one does not wish to be talked about, don't let folks know you care whether or not they talk about you."

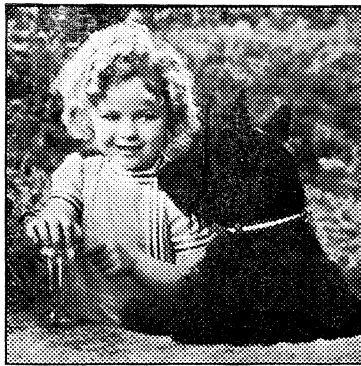
"Every dog has its price."

"It's not so much the size of the dog as it is the size of the fight in the dog."

"The two best things in life are happiness and contentment and they are free."

"Sometimes it is better to tell a secret than to keep it."

"When you reach the breaking point and things go against you it is well to have a good cry."



Shirley Temple—the six year old wonder child of the screen, coming to Schine's Geneva Theatre for three days, starting Sunday, May 19, in "OUR LITTLE GIRL."

### Is YOUR Phone Number Here?

Phelps 3-R  
Ovid (Willard) 51-F-15  
Geneva 2849  
Geneva 3349  
Geneva 2978  
(See Page 5)

### Monkeys Should Rest

"If monkeys could talk," said Uncle Eben, "dey'd rest up by soundin' foolish 'stid of actin' dat way."

### New York's Lakes

One-sixty-fifth, or nearly 1,000,000 acres, of the area of New York, is in lakes and ponds.

## Call HERVIEUX . . .

GENERAL CONTRACTOR  
for that screen job

Free estimates . . . no obligations  
. . . low prices . . . quick service  
194 Pulteney St. Phone 2996

## TRAUTMAN & SMITH FLOWERS OF QUALITY

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(Member F. T. D.)

## NEW LOCATION

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## MAYTAG SALES & SERVICE

New and Used Washers  
Philco Radios

G. E. "Hotpoint" and  
Stewart-Warner Refrigerators  
Round Oak and Bengal Gas Ranges  
Washers and Radios Repaired  
(any make)

## GAGE HATS

STRAWS and FELTS  
Specially priced . . .  
\$3.00 and \$4.00

## HARRINGTON'S

106 Lafayette Ave. Phone 5694

## ALFRED J. FREISEM

Aetna Life Insurance Co.  
Geneva Trust Building  
Geneva, N. Y.

Your patronage appreciated at

## BAUMGARTNER'S SERVICE STATION

top of Bean's Hill

Sunoco, Tydol, Socony, Gulf GAS  
Penzoil, Veedol, Sunoco, Gulf OIL

## ADDRESSING YOU MADAM . . .

Your ice man wants you to know of the advantage you have during the month of May. He offers you a saving of 10%.

Ask the driver on the RED TRUCK about COUPON BOOKS.

2000-lb. Book.....Regular \$12.00.....NOW \$10.80  
500-lb. Book.....Regular 3.00.....NOW 2.70

DIAMOND CRYSTAL ICE

## GENEVA REFRIGERATING CORP.

Telephone 2404

"MARASCHINO" .....	35c and up
STRAIGHT CALIFORNIA BRANDY .....	60c ½ pt.
"CARIOCA" RUM .....	\$1.25 pt. - \$1.95 5th
Accept No Substitute	
STRAIGHT WHISKEY .....	85c pt. and up
"ROYAL BOX" 90 proof GIN.....	85c pt. - \$1.29 5th - full qt. \$1.60

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

### St. Peter's Church Said to Hold Record for Age

The oldest church in the western hemisphere is St. Peter's church in the ancient capitol of the Bermudas, St. George's. Founded in 1612 with a structure of native timber and rebuilt in 1619, St. Peter's has seen almost three and a quarter centuries of continuous religious service, almost half a century more than any other church on this continent in use today.

Its closest rivals are the cathedral of Mexico, built in 1667, and the Old South Meeting house in Boston, which was built in 1669. St. Luke's church in the Isle of Wight, Virginia, is abandoned, after doing service since 1632, and the First Church of Salem, Mass., constructed in the same year, was recently restored for religious service.

St. Peter's, in its history and within the church itself and its crowded, shady churchyard, sums up the long and varied life of Bermuda. The very physical structure of the church reflects the changes, social and political, of the islands, for it has been added to and repaired many times in its long career. The first church was built of the native cedar, but to quote an old record, "it was blown down by a tempest so that he (the governor) built another in a more closer place of Palmeta leaves." This in its turn was replaced by a stone structure in 1619, much of the masonry being utilized in the present walls, which were raised in 1713.—Detroit News.

## WE HAVE THEM!!!

LINEN SUITS \$6.95

SILK SUITS \$12.95

STRING FROCKS \$5.95 to \$9.95

COTTON FROCKS \$1.95 to \$5.95

## THE NORMA SHOP

66 Seneca Street

Phone 2711

"Exclusive But Not Expensive"

## NOTICE . . . .

On SATURDAYS

our office is open from  
9 to 11 only

Get Your Orders in Now for  
Low Spring Prices



## S. & T. D. BEARD

Phone 2651

93 Castle Street

## A Timely Special Offering...

BAKER & STARK

## White Broadcloth Shirts

Collar Attached — Box Center Pleat —

7-Button Front

\$1.65 Quality

# \$1.35

2 for \$2.50

If you like unusual values—you should see these



489 Exchange Street

North Regent Theatre

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Italian Polenta with Polenta Sauce

1 cup yellow corn meal  
4 cups water, 1 teaspoon salt  
 $\frac{1}{2}$  cup strong cheese (grated)  
 $\frac{1}{2}$  teaspoon paprika

Mix corn meal and 1 cup of cold water. Boil remaining water and stir in corn meal, add salt and boil for 5 minutes, stirring constantly. Place over hot water and cook slowly for 1 hour. Add cheese and paprika, put in baking dish and brown in moderate oven.

### (Polenta Sauce)

1 onion  
 $\frac{1}{2}$  clove garlic  
 $\frac{1}{2}$  lb. round steak, diced  
2 teaspoons flour  
3 strips bacon  
4 or 5 mushrooms, salt and pepper  
 $2\frac{1}{2}$  cups tomatoes

Chop onion, garlic, bacon and mushrooms. Mix with diced steak and cook in small amount of oil for 15 minutes. Sprinkle with flour and mix well, add tomatoes. Season with salt and pepper and simmer about 20 minutes. Serve sauce on each helping of polenta.

Mrs. L. M., William St.

## Russian Dressing

Add to 1 cup mayonnaise:

$\frac{1}{2}$  cup thick chili sauce  
1 tablespoon chopped pimento  
1 tablespoon chopped green pepper  
3 tablespoons chopped stuffed olives  
1 tablespoon chopped onion or chives

Nice for head lettuce, any salad greens or shredded cabbage.

## Fort-Atkinson Ginger Bread

1 cup New Orleans molasses  
1 cup boiling water  
2 heaping cups flour  
 $\frac{1}{2}$  cup butter  
1 egg (separated)  
1 teaspoon soda  
1 teaspoon ginger  
2 tablespoons sugar  
1 teaspoon salt

Stir together butter and sugar, rub into flour until fine, then add molasses and yolk of egg and beat well. Lastly add boiling water and soda and stiffly beaten egg-white. Bake in shallow pan.

Mrs. R. C., Sherrill St.

## FREE ICE . . .

with Coupon Books  
purchased during May

Re-Filtered City Water

ICE

**C. J. BRADY**

110 LAKE ST. Phone 2740

## Sardine Rarebit

2 tablespoons butter  
1 tablespoon flour, a little salt  
1 cup top milk or cream  
2 teaspoons mustard, a little paprika  
1 cup cheese  
6 sardines  
Toast

Prepare white sauce with fat, flour and top milk. Add cheese cut into small pieces and stir until cheese is melted. Add sardines which have been skinned and boned, mustard and paprika. Heat well and serve on hot buttered toast. Serves 6.

A. A., Lafayette Ave.

## FUEL PRICES ADVANCE SOON

Place your order  
for  
your winter's supply  
of fuel  
**NOW**  
and save \$ \$ \$

PHONE 2221



## A Finer, Better "Fro-Joy" Ice Cream

backed by the "SEALTEST" SYSTEM  
of Laboratory Protection.

Our Bulk Special for May . . . "Nut Butter Crunch"  
Try it! You'll be delighted.

Ask any Fro-joy dealer about our special Ice Cream Cakes  
for Birthdays, Weddings, or any special occasion.

**GENERAL ICE CREAM CORP.**

(Phones 2161 and 2606)

## FUR STORAGE

Be sure your winter garments are safely stored  
—protect them during the hot summer months.

Just phone 2357 and we will do the rest!

All Garments Insured Against

**THEFT - FIRE - MOTHS**

**J. W. SMITH DRY GOODS CO.**

**HARRY M. MOYER**

PRINTER

69 Oak Street

Phone 4189

**"THE PLACE TO EAT"****Guinan's**

Restaurant

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties**Castle Street Market**

Phone 251

Near Main

BEST QUALITY MEATS

Home Made Pure Pork Sausage  
Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.****ALONG THE AIRWAYS**

An "air flivver" weighing less than 220 pounds and which may be constructed at an approximate cost of \$200 has been given a series of tests in France. A seventeen horsepower motor is used and a speed of 100 miles per hour obtained. The fuselage is twelve feet long and the wing span twenty feet.

Germany's "Graf Zeppelin", which has resumed South American service after a winter interval, had crossed the ocean ninety times up to this year. It carries passengers, mail and all sorts of freight.

**Dinosaurs Short-Lived**

Dinosaurs were short-lived, large-headed creatures some six feet in length and mere miniatures when compared with some of the reptiles which later dominated earth and water.

**Mary L. Rogan**

MILLINERY

52 Linden St.

(Just Around the Corner)

**Clarke's****Antacid Powder**

Guaranteed

to relieve distress from  
overeating, sour stomach,  
gas, heartburn**50c**

Money back if not satisfied

**Clarke's Pharmacy**

Exchange &amp; Castle Streets

Phones  
2242 - 2541GENEVA,  
N. Y.

Free Delivery

**BARRETT ROOFING**

SHEET METAL WORK

SPECIAL—5 gal. Asbestos Fibre \$2.50  
Roof Coating .....Now is the time to replace or repair that leaky  
roof. Estimates gladly furnished.**COONEY, WATTS & COONEY**

513 Exchange St.

HARDWARE

Geneva, N. Y.

**Song Life Is Shorter**

Because of radio and the decrease in sheet music sales, the life of a popular song has been considerably shortened. When a song becomes a hit it is played six or seven times a night until even the apathetic radio audience gets more than a little fed up, writes Drew Kent, in Redbook Magazine.

There was a time, in good old days, when a song could retain its popularity for as long as twelve or fourteen months; now it is the unusual tune which is still played after eight weeks. As a result, the Tin Pan Alley salesmen have very little leisure time. New songs are turned out with the same monotonous regularity as tin cans in a factory; and it is up to the plugger to regard each one as a potential hit.

**LYNCH'S...**

SUMMERTIME IN THE

**BARGAIN BASEMENT**

BAMBOO PORCH SCREENS.....\$1.49

GRASS RUGS 4 foot by 7 foot.....89c

RAG RUGS 9 foot by 12 foot.....\$3.90  
Just the rug for the cottageCOTTAGE SETS .....59c  
With colored dots or figuresNET CURTAINS .....79c pr.  
Fine Quality**LYNCH BROS.**

485-489 Exchange St.

Geneva, N. Y.



## THE FUNNYBONE



### Such Language

"Has daddy finished dressing?"  
"I don't think so, mummy. I heard him talking to his collar."

### Vivid Description

"Can you describe your assailant?"

"Of course, I can. That's what he hit me for, describing him."

### At Auction, Maybe

"Is your wife changeable, old man?"

"I've never tried, but I shouldn't think so."—*Answers Magazine.*

### Proof of the Pudding

Mrs. A—Shall I ask the cook for references?

Mr. A—No, get her to submit samples.

### And Snore, Too

"I adore bridge! I could play it in my sleep."

"Apparently you do."—*Tit-Bits Magazine.*

### Nothing to Speak Of

Floorwalker (to man in store)—Are you looking for something?

Man—No; I've lost my wife.—*Pathfinder Magazine.*

## Car Washing...

### RIGBY'S GARAGE

230-4 Genesee Street

FOR—

BETTER MEATS  
CLEANER MEATS  
and  
QUICKER SERVICE

Come to

**BERG'S MARKET**

96 Elm St.

Phone 2864

### His Error

He—Who spilled mustard on this waffle, dear?

She—Oh, John! How could you! This is lemon pie!

### Positive of Nothing

"Are you positive," demanded the counsel, "that the prisoner is the man who stole your car?"

"Well," answered the witness, "I was until you cross-examined me. Now I'm not sure whether I ever had a car at all!"

### Contemplating the Hereafter

Successful Father: "Suppose I should be taken away suddenly, what would become of you?"

Son: "Oh, I'd just be here. The question is, what would become of you?"

### Most Appropriate

Customer—What would be a suitable present for a boy who is a little on the simple side?

Assistant—May I suggest a cuckoo clock, madam?—*Smith's Weekly.*

Try Our Special

GRILLED TENDERLOIN  
STEAK DINNER.....40c

## TEXACO GRILLE

Lake Street (Just off Exchange)  
24-Hour Service Plenty Parking Space

### DUNLOP

NO DOWN PAYMENT

3 Months to Pay

Rebate for Promptness

Phone 3163 373 Exchange St.

## Let Us Show You...

... the very latest development in Lubrication.

COME IN—Let us tell you just why we say...

"Make Us Responsible for Your Car, We'll Keep It Right for You."

**FINK'S SUPER  
SERVICE STATION  
LAKE ST.  
PHONE 2448**

"The Only Independent in Geneva"

## COLONEL CHEERIO

Says

"MILLSIDE INN" Straight Whiskey

.....90c pt., \$1.40 5th, \$1.70 qt.

A SELECTED VARIETY WHISKEYS.....95c pt. up

GINS .....80c pt. up

N. Y. STATE and CALIFORNIA WINES

**Geo M Peters Liquor Store**  
148 CASTLE ST. Phone 2054

WE GIVE CHRISTMAS CLUB THRIFTIES

Redeemable in Cash Next Christmas



**Courage**

"It's going to be a real battle of wits, I tell you," said the sophomore member of the debating team.

"How brave of you," said his roommate, "to go unarmed."

**Much to Be Desired**

Head Clerk: "I'm very sorry to hear of your partner's death. Would you like me to take his place?"

Manager: "Very much, if you can get the undertaker to arrange it."

**Named**

Applicant for Room (in college town): What are your terms for students?

Landlady: Bums, loafers, dead cats, dead beats, no-goods and all-around good-for-nothings.—*Ex.*

**VENA'S MEAT MARKET**

49 CLINTON ST.

**ARMOUR'S QUALITY MEATS**

Round Steak .....	24c
Veal Shoulder Chops .....	16c
Rib Veal Chops .....	20c
Veal Steak .....	25c
Sirloin Steak .....	25c

It Pays to Buy at VENA'S

**RADIO FLASHES**

By Ralph Le Brun

(Continued from page 3)

One of the most spectacular, by far, of the spring sporting events—the annual frog-jumping tournament of Angels Camp, near Stockton, Cal., with the most notable frog personalities in the world participating—will be described over a nationwide Columbia network on Saturday, May 18. Frog history will be made on that date at 1:30 P. M. The competition at Angels Camp is recognized by leading frog authorities as the championship event of its kind.

Friday at 8 P. M. over the Columbia system, Boris Karloff and Bela Lugosi are featured on the "Hollywood Hotel" program in a radio preview of the motion picture adaptation of Poe's "The Raven". Dick Powell, Anne Jamison, Frances Langford and Raymond Paige's orchestra are heard as usual.

The sound effect of hitting a golf ball, which radio listeners heard on a recent Jack Benny program, during the imaginary match between Frank Parker and Benny, was accomplished by three of the NBC sound-effects staff. One swept a willow switch through the air; one hit a block with a hammer and the other blew a thin whistle. The sound-effect where Jack lost his ball in the bushes was made by actually bringing real bushes into the studio and breaking them by hand in front of the microphone.

**Need New Tires?**  
**GET THEM TODAY**  
**ON OUR BUDGET PAY PLAN**

**EASY  
TERMS**

You need not put off buying tires—just because your purse is a little "lean." Get the Safety of new tires today and pay for them in small weekly amounts.



**Firestone**

**BATTERIES**

As Low As **50¢** per week

**COURIER TYPE TIRES**

As Low As **51¢** per week

**AUTO RADIOS**

As low As **\$1.50** per week

**BRAKE RELINES**

As Low As **81¢** per week

**LOW WEEKLY PAYMENTS**

**Firestone Auto Supply and Service Stores**

Cor. Lake & Exchange Streets

Phone 2323

**COMPLETE CAR SERVICE**      **J. H. BINDEMAN, Mgr.**

George Burns and Gracie Allen, supported by Frede Grofe's orchestra and the Buccaneers male octet, will be heard at a new time each Wednesday, starting May 29. They will broadcast from 9 to 9:30 P. M. one hour earlier than formerly.

We will appreciate it very much—  
and so will our advertisers—if you will kindly say—  
"I saw your ad in the  
**Geneva Community News**"  
when making purchases

**"JOE'S"**

28 E. North Street

Phone 2059

Complete Line of

**Fine Liquors and Wines**

Including California and N. Y. State Wines

Out of the high rent district  
with plenty of parking space

Come in—let us show you our stock and prices. No obligation to buy, but we're satisfied we can please you.



Give Your  
Child This  
Chance

## Piano Study Leads to a Happy Life

Your Child—yours to mold! Is she to be a leader, musical, popular? Start your child now.

A Baldwin-built piano is easy to own. Convenient terms.

**Bolin Music House**



Baldwin • Hamilton  
Howard Pianos

# DO YOU NEED money?

Get in touch with us, and in 24 to 48 hours you will have \$300, \$200, \$100 or less to settle your overdue bills . . . buy new clothes or new furniture at low cash prices . . . have your car put in tip-top condition for the summer . . . repaint or improve your home. Anyone of good character who is earning a steady salary can get a loan from us.

We make a point of arranging every detail of a loan to suit your personal circumstances. That includes the convenient repayments, too, for they may be spread over 3, 6, 9, 12 or even 20 months, if you wish. The sooner you get in touch with us, the sooner you will have the cash at your disposal. Come in . . . write . . . or phone.

## PERSONAL FINANCE Co.

OF NEW YORK

Phone 251

120 Genesee St.

Room 304, National Bank of Auburn Bldg., Third Floor

Auburn, N. Y.

## MONEY... \$ \$

*... Doesn't Grow on Bushes*

Take advantage of our low overhead and get the most of the best for your dollar.

Veal .....10-15-18-28c	Round Steak .....25c
Hamburg .....18c	Beef Roasts.....22-26c
Plate Beef .....14c	Pork Chops .....24c
Sugar, gr., 5 lbs.....28c	Corn .....10c can
Tomatoes .....10c can	Phillips Soup....5c can

FRESH EGGS, gathered daily.....23c

Old Fashioned Country Spare Ribs, on order

Complete Line

— Groceries - Meats - Fruits - Gas and Oil —

PARKING SPACE

## W. J. MILLER

Independent Merchant — Chain Store Prices

NORTH EXCHANGE ST.

On Left, just beyond city limits Phone 6079  
Open Daily 7 A. M. to 10 P. M., including  
Sundays and Holidays

## COMPLETE MOTOR CAR SERVICE

Washing	Motor Tuneup
Lubrication	Body and Fender Work
Simonizing	Chassis Repair
Motor Wash	Brake Service

Official Alemite Lubrication Station

PENZOIL, KENDALL, MOBILOIL,

and EMBLEM OILS

—: STORAGE :—



## RUSSELL-HART CHEVROLET, Inc.

South Exchange St.

Geneva, N. Y.

Phone 6621

OPEN 24 HOURS

# THE GENEVA COMMUNITY NEWS

May 23, 1935

5100 Copies

FOR LESS THAN THE PRICE OF A PACKAGE OF CIGARETTES A DAY

*You Can Buy an*

**AUTOMATIC REFRIGERATOR**

*and Save \$9.<sup>77</sup> a Month*

§ DID YOU READ THE FOLDER THAT WAS §  
§ DELIVERED WITH THE NEWS LAST WEEK? §

Careful tests prove that an Automatic Refrigerator saves \$6 to \$16 worth of food a month. For most families this means a saving of \$9.77 a month or more than twice the monthly payment on a standard size 1935 Automatic Refrigerator.

YOU CAN BUY AN AUTOMATIC REFRIGERATOR AND PAY  
LESS THAN THE PRICE OF A PACKAGE OF CIGARETTES A  
DAY. SEE THE LATEST MODELS AT YOUR DEALER'S  
OR OUR STORE.

**EMPIRE GAS & ELECTRIC CO.**

## There Still Is Time

TO MAKE A NEW OUTFIT FOR  
MEMORIAL DAY ACTIVITIES

SEE OUR

COOL CREPES

CRISP COTTONS

SHEER ORGANDIES and the  
PERENNIAL FAVORITE LINEN

We are showing all of these in a Wide Assortment of Fascinating Color Combinations.

**HOWARD  
DRY GOODS CO.**

We Give Christmas Thrifties—  
Redeemable in Cash Next Christmas

## Special **VALUES**

*in* **USED CARS**

1933 CHEVROLET COUPE  
1933 CHEVROLET SEDAN  
1932 FORD TUDOR

1929 CHEVROLET 1½ TON STAKE

Our stock of Used Cars is constantly changed, because we highly recondition and price them right. If we do not have exactly what you want, let us know your requirements.

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

Phone 6621

OPEN 24 HOURS

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

May 23

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box                      Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"He who minds his own business has  
no time to mind other folks."

### MAY



21—Democrats hold their first  
national convention, 1832.



22—Rose Stahl opens in "The  
Chorus Lady," New York,  
1910.



23—Japanese earthquake does  
\$50,000,000 damage, 1925.



24—John Hancock made presi-  
dent Continental Con-  
gress, 1775.



25—Blind Tom, world famed  
negro pianist, born 1849.



26—First overhead trolley car  
line starts, Appleton, Wis.,  
1886.



27—Watertown, Wis., opens  
first kindergarten in U. S.,  
1855. ©WNU

## Flowers...

for DECORATION DAY  
Visit or Phone

**Hamilton Gardens**

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

## THIS AND THAT

"Swab-it-on" demonstration at  
the W. C. Demming Corp., Thurs-  
day, Friday and Saturday.

One is getting a good deal out  
of life if he can largely do as he  
pleases, even if he doesn't have  
much.

Shoe Sale, Savage's Shoe Store,  
next to Regent Theatre. (See ad,  
page 11).

When a man wears loud clothes  
a girl turns a deaf ear to his suit.

The finals in a series of amateur  
contests at Schine's Geneva The-  
ater will be staged at the theatre  
on Wednesday, May 29, at 9 p. m.  
This series is in connection with  
the national Feen-a-mint Amateur  
Hour heard over the Columbia  
Broadcasting System each Sunday  
afternoon at 5.

Wise men are not wise all the  
time—ever.

We take an interest in the quota-  
tions which business men have on  
or near their desks. George How-  
ard, of the Howard Dry Goods Co.  
—where "quality" is the watch-  
word—passed along the following  
to us a few days ago: "There never  
was anything made but that some-  
one else could make it worse and  
sell it for less."

Though modest, a musician will  
blow.

In spite of the chill that has per-  
sisted in the air summer must be

Our Expert

## DRY CLEANING

Will Restore His

TOPCOAT

Send his SUIT too,  
for careful cleaning

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

Christmas Thrifties Are Redeemable  
in Cash

"just around the corner". At least  
we notice there's a circus comin' to  
town. Tuesday, May 28, is the day  
—and there's to be a parade, too.

THE GENEVA COMMUNITY NEWS  
—where the independent merchants  
and the smaller advertisers get a  
break. You don't have to be one of  
the largest merchants in our com-  
munity, nor a chain store, to get  
recognition in THE NEWS. We do,  
however, carry the ads of many of  
the leading merchants of our com-  
munity . . . in fact have carried a  
number of these almost continuous-  
ly week after week during our near-  
ly three years of publication. These  
merchants know that "It pays to  
Advertise in THE NEWS."

THE NEWS has a mighty fine cir-  
culation—we're proud of it and pub-  
lish it each week on our front page.

## BEFORE THE RUSH

Get your Panama Hat cleaned  
and reblocked at the

**KIRKWOOD SHOE SHINING PARLOR**  
(Kirkwood Block) Castle St.

The most satisfaction and mileage  
at the least cost with

## GOODYEAR TIRES

Let us show you the new

**G-3**

GOODYEAR TIRES ride easier,  
wear longer, have greater dura-  
bility. For 18 years more people  
have ridden on GOODYEAR  
TIRES than on any other.

Do you know how little it now  
costs to buy the best tires?

Drive in — let's talk tires.

## RICKELS

Service Station

"Independently operated"

Lake Street

Phone 2920

**RADIO FLASHES**

By Ralph Le Brun



The story behind a stamp. Bloody battles . . . little known foreign lands . . . heroes of every time and place — breathtaking history recorded for eternity on a little colored square of paper with a dab of glue on its back. That's the tale Captain Tim Healy, Gentleman of Fortune, has to tell.

Captain Tim came back from battlefields and diplomatic chambers to organize one of the largest clubs the world has ever known—the Ivory Stamp Club of the Air—heard regularly over an NBC-WEAF network each Monday, Wednesday, and Friday.

The Dionne Quintuplets, most famous babies in the world, at last are ready to face a microphone. On Tuesday, May 28 at 5:00 P. M. a coast to coast audience will hear the “quins” in their radio debut, to be made during their first birthday party. Dr. Allan R. Dafoe, the kindly country doctor who brought the famous infants into the world will speak during the broadcast. Through arrangements with the Canadian Radio Commission the broadcast will be heard over the Columbia and National (WJZ-WHAM) networks.

**RADIO SERVICE****TUBES PARTS SERVICE**

For any make radio

**RALPH LEBRUN**

Phone 3237

225 High Street

**OFFICE  
SUPPLIES**

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

**W. F. HUMPHREY PRESS INC.**

300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1888

Two college Glee Clubs are scheduled for special broadcasts this week over the Columbia Broadcasting System. The first on Friday at 12:30 the Notre Dame Glee Club will broadcast from a studio in the Cushing Hall of Engineering on the Campus. The second on Saturday. The Colgate University Glee Club will be heard at 11:00 A. M.

**Averhill**

EAST LAKE ROAD CANANDAIGUA, N.Y.

Delightful Lakeside Rooms  
for Weekly and Monthly Guests

Catering to Parties, Banquets, Bridge Luncheons,  
Wedding Breakfasts, etc. All meals by 24-hour  
reservation for minimum parties of eight.  
Telephone, Canandaigua 166-J

**RIGHT HERE**

Bologna white, bologna right, bologna round and brown,  
United here is high class cheer in **MEATS**, the best in town;  
Tenderloin well worth your coin, and porterhouse the same,—  
Chickens, lamb, pork, chops, and ham, and different kinds of game  
Here is the place to feed your face, but you must cook it first.  
Everything, from fall till spring, from fish to “winny”-wurst,  
Ribs to spare,— spare ribs for fair! Liver, hearts and cheese,  
Sausage, too, and bacon true,— in here we aim to please!

**BERG'S MARKET**

90 Elm Street

Phone 2864

**Are you a ONE SUIT MAN?**

You don't have to get along with just one suit  
if you buy here

Real Suits . . . Outstanding Qualities . . .  
Reasonable Prices.

**\$16.50 - \$19.50 - \$22.00****HART SCHAFFNER & MARX SUITS****\$25 to \$35****WELCH'S**

494 Exchange St.

**Come in. . .**

Take your pick of one of our completely

**Reconditioned Cars**

“over 50 to choose from”

**ALL MAKES AND MODELS**

— See our daily radio special car —

**PHILLIPS MOTOR COMPANY**

GENEVA, N. Y.

Used Car Dept. 57 Geneva St.—Phone 2654

**MR. ROY ALDRIDGE, Mgr.**

Used Car Field Canandaigua Road Top of Hill

## \* DOROTHY GOES SHOPPING \*

Gentlemen — This is one way of keeping cool—buy an International Custom suit made from a Feather-weight Tropical Worsted. It's both stylish and effective. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

—D—

**Vacuum Cleaners**—new and factory rebuilt. One year guarantee on all machines. Home demonstrations gladly given. Cleaners rented by the day or week. Estimates on repairs. All work called for and delivered. **Z. N. David, 23 Castle St.**

—D—

For care-free summer driving—have General Blowout-Proof Tires put on your car. You owe this protection to your family and friends . . . assured safety, longer mileage. See **Fred Garver, Main St.** (next to Armory). **Call 6203.**

—D—

**C. O.** (cleaning odor) is a handi-cap to any man or woman—socially or in business. Most suits or garments that come from the average cleaner have **C. O.** You can easily avoid this. Garments cleaned at **McGuire's** are odorless. 553 Exchange St. **Call 4126.**

**The Downyflake Doughnut Shoppe, Linden St.,** serves for breakfast, your favorite fruit juice, Downyflake Doughnuts and the best coffee you ever tasted. At noon, you may have soup, sandwiches, salads and pastries. Stop in and try the supper plate at a very reasonable price.

—D—

Pimento is a new shade to be combined with navy. It is sort of a bright, rusty red, and it is very pretty. Lighter blues and yellow are very good too.

—D—

Permanents are quite different you know. Experienced operators at **The Harper Method Beauty Salon, 10 Seneca St.,** are able to determine the process most suitable for your type of hair. Pliable hair may be attractively arranged in ringlets, curls or waves. **Call 6783.**

—D—

Keep time with the times—right to the second. Is your watch or clock running irregularly? It probably needs cleaning or repairing. I recommend **Prince's Jewelry Store, 20 Linden St.** Reliable work, reasonable prices. Jewelry repairing also.

For Decoration Day, you will find a beautiful assortment of Memorial Wreaths, Cut Flowers and Potted Plants at **The Staley Flower Shoppe (Y. M. C. A. Bldg.)** They are also bonded **F.T.D.** members—telegraph your floral remembrance, anywhere. **Call 2105.**

—D—

Dark accents if the suit is light, and light accents if the suit is dark. That's the rule.

—D—

The snapshots you'll want tomorrow—you must take today. Get your supply of films for the week-end or holiday trip at **McCarthy's Pharmacy, 24 -** hour service on photo finishing.

—D—

The latest in Jacquards for suite coverings are being shown at the factory salesroom of the **Seneca Furniture Mfg. Co., Middle Street.** Also Studio Divans in attractive covers, with inner spring mattress, at \$18.50 up. This company also cleans Davenport Suites in the most modern way and at reasonable prices.

—D—

**Carl** has had years of experience repairing and rebuilding shoes — first class work at reasonable prices. Old shoes taken to **Carl's Shoe Repair Shop, Castle Street,** emerge good as new and much more comfortable.

—D—

You should see the large samples of the new figured Broadloom Carpet at **Lynch's.** Copies of old Colonial carpet . . . and can be had in widths up to 12 feet . . . very moderately priced.

—D—

**Baker & Stark Inc.** is offering a splendid value in White Broadcloth Collar Attached Shirts—Box pleat front and seven buttons. At a special price, \$1.35, or 2 for \$2.50. You really should take advantage of this sale.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS,** or Phone 2108.



THURS. - FRI. - SAT. — MAY 23-24-25

FIRST STORY OF UNCLE  
SAM'S SECRET AGENTS!

**"G-MEN"**

with JAMES CAGNEY

Three  
Days—

SUN.  
MON.  
TUES.



She gives the  
world the  
West  
works!

A  
PARAMOUNT  
PICTURE

West at her best!

**MAE WEST**  
**"Goin' To Town"**

PAUL CAVANAGH • IVAN LEBEDEVF  
TITO CORAL • FRED KOHLER

WED. and THURS.  
May 29-30  
DECORATION DAY

GENE STRATTON PORTER'S  
**"LADDIE"**

**Why Wait. . .**

Let us install your furnace NOW . . .  
start paying October 1

—o—

**JOHN A. PONTIUS**

90 Elm St.

Phone 4575

New Styles, Values, for

GRADUATION and  
WEDDING PORTRAITS**THE STEWART STUDIO**

35 Seneca St.

Phone 2183

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing**USED RADIOS**for  
Cottages  
\$7.50 up**BOLIN MUSIC HOUSE****Washings and Ironings**from \$1.00 up  
Curtains and Blankets 25c pair**MRS. M. GIBBONS**

31 Genesee St.

Phone 4801

We Call For and Deliver

**Centennial Club Dance**

The Girls' Centennial Club of St. Frances De Sales Church will hold a benefit dance in Sweeney's Hall on Thursday evening, May 23, from 9 to 12. All are welcome, admission 25c.

—o—

**Bogus Babies Easy**

Since no proof is required when births, marriages or deaths are registered in England, it is a very easy matter to fake a birth, get a physician's certificate to a natural death where murder has been committed, or obtain a marriage license when already married.

**A Bigger, Better  
Chamber of Commerce**

Under the title "Geneva Business Advancement Program" there was mailed to over 700 Geneva business establishments a few days ago a prospectus setting forth the plans of the Geneva Chamber of Commerce under which a complete reorganization of the Chamber is to be effected.

The plans are in line with those being taken in other progressive communities to strengthen their Chambers of Commerce to better take advantage of the business opportunities sure to arise, in fact already arising, as a result of greatly improved conditions throughout the country.

This week a group of local business men known as the "Business Advancement Group" is carrying on a subscription drive under which it is hoped to raise \$12,000 to carry on the work of the Geneva Chamber during the coming year.

Under the plans suggested in the prospectus separate budgets heretofore raised for the Finger Lakes Association, The Regatta, Holiday Decorations, and the Geneva Merchants Association have all been included in the Chamber of Commerce budget, thus eliminating four independent campaigns and conserving the time of the business men of the community for separate drives and several separate contributions.

The prospectus mentioned contains a "Foreword" by Harry M. Seagers, president of the Chamber; a list of activities suggested by citizens in a series of recent business "clinics", and a resume of some of the many accomplishments of the Geneva Chamber.

At the conclusion of the present subscription drive a new Constitution and By-Laws are to be presented to the members for approval and new directors elected.

Let us Symonize or  
Polish Your Car for Spring  
**WALTER B. JEWETT**  
GULF GASOLINE  
GULF PRIDE MOTOR OIL  
WASHING GREASING  
Phone 2951 110 Lake Street  
Cars Called for and Delivered

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52 Jefferson Avenue

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**Carpenter and Builder**

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Estimates cheerfully given—free

**Let Us Help You. . .**

with your planting plans

**MANEY'S NURSERIES**

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Geneva, N. Y.

Phone 2281

We invite you to come and look  
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**EVERGREENS,  
ROSES, SHRUBS  
and Ornamental Trees**

See

**HOWARD L. REEDER**

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Phone 2109

for

MEMORIAL DAY

P L A N T S and F L O W E R S

**His Majesty. . .**Your Wash  
Bundle

YOU can rely on the royal treatment given to all the washing you send here. When finished, every garment is fit for a king. Perfect methods do it.

SEND A BUNDLE OF  
"DAMP WASH"

Returned damp, ready 59c  
to iron, 12 lbs. ....

**GENEVA STAR LAUNDRY**

L. A. Currey M. E. Tillema  
511 Exchange St. Phone 2112



## ALONG THE AIRWAYS

Along with the steady increase in Private Flying Clubs it is interesting to note the number of flying clubs connected with many colleges and which are now giving aeronautical training. At the Lee House in Washington the first meeting of the National Intercollegiate Flying Conference was held recently. Over 25 colleges throughout the country were represented by delegates. Officers were elected and a definite standard program along flying activity was mapped out for the year. Its main purpose is to affiliate all existing College Flying Clubs to the organization and its campaign slogan is—"A flying club on every campus in the United States." It has been shown that such clubs are a great asset to any Airport.

On reviewing recent Airmaps of the Department of Commerce, Geneva is shown to be on a "bee line" from Buffalo to Albany. (The reason for so many planes flying over Geneva). Also on a "bee line" from Hornell to Fulton, Malone and Montreal, as well as from Geneva, through Binghamton to Newark, N. J. And, it is also regrettable to note that Geneva is the only city of its size without an airport.

### Sao Paulo, in Brazil

Sao Paulo, in the heart of the coffee country in Brazil, covers about 14 square miles and has a population of 1,006,000.

### U. S. Farms Worth 57 Billions

In 1850 when the first count was made of the number of farms in the United States there were approximately 1,500,000 with farm property valued at \$4,000,000,000. The census of agriculture taken in 1930 shows more than 6,000,000 farms with a property value of more than \$57,000,000,000.—*Department of Commerce.*

### New York's House of the Dead

There are 500 stone slabs in the morgue of Bellevue hospital, New York, and most of these are occupied continuously with human bodies brought in from all parts of the city. They are for the most part victims of murders, accidents, suicides, even starvation. Sometimes additional resting places for corpses must be improvised.



Margaret Lindsay and James Cagney—coming to Schine's Geneva Theatre, Thursday, Friday, Saturday, May 23-24-25, in "G-Men".

Is YOUR Phone Number Here?

Waterloo 276  
Ovid 63-J  
Geneva 6726  
Geneva 3971  
Geneva 6229

(See Page 9)

## WANT TO FLY?

Are you interested in aeronautics . . . want to learn to fly? Now is the time. Licensed planes and pilots are available through the U. S. Aero Units. Time payment plans make it easy to finance the cost. Write for descriptive details to—Instructor Geneva Flying Club, in care Winnek Post No. 396 American Legion, Geneva, N. Y.

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for that screen job

Free estimates . . . no obligations  
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Aetna Life Insurance Co.

Geneva Trust Building

Geneva, N. Y.

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at the lowest fuel prices in years  
Prices will undoubtedly  
advance soon

Phone 6232 or 6186

## P. O'Malley & Son

27 CASTLE ST.

Ask us about  
our time payment plan

## 'blue coal'

America's finest home fuel

## SEMET-SOLVAY COKE

## ADDRESSING YOU MADAM . . .

Your Ice Man on the Red Trucks again asking you to  
**SAVE 10% ON YOUR ICE COUPON BOOKS**  
this summer by buying your requirements now . . .

2000-lb. Book.....Regular \$12.00.....NOW \$10.80

500-lb. Book.....Regular 3.00.....NOW 2.70

DIAMOND CRYSTAL ICE

## GENEVA REFRIGERATING CORP.

Telephone 2404

## The Finest Old Scotch in the World. . .

"CAMPBELL'S KINGS" Scotch Whiskey..... \$4.15  
 "ROYAL BOX" GIN .....pts. 85c; 5ths \$1.29; qts. \$1.60  
 "GOLDEN RIVER" Whiskey .....pts. 85c; qts. \$1.65

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

### GLEANINGS

"A favor unused is a favor abused."

"The Mandarin has many adjectives about the blessings of poverty."

"Pull a wire too tight and it will twang."

"Belief is the greatest of virtues."

"If you have the right desire to live you can do anything — anything at all. It's the humdrum of existence that bothers us most and we spend too much time at the table."

"Every man has some subject be it Psychology, Economics, History, Philosophy or Art, however remote it may be from his daily life, which will lead him to a new growth of mind and free him from that ever present menace of encroaching routine."

"Notice that the largest part of 'Depression' is 'press on'."

"Nicholas Murray Butler says there are too many of whom it can be remarked: 'Died at thirty; buried at sixty.'"

"There are two kinds of conversations in the world: one where we try to learn something from one another and the other where we try to deceive one another."

"Most of us are continually trying to argue why we should continue in the way we have been going."

(To be continued)

### The Soviet Union

The Soviet Union includes people who speak 149 languages and dialects.

### It Is Said That—

All the salt in the oceans would cover the United States with a layer a mile and a half deep.

### Jainism Pays

Jainism has a greater percentage of wealthy members than any other Indian faith.

### Young Birds Eat Much Food

Some species of young birds eat food that is several times their weight each day.

## SPRING NEEDS FOR YOUR CAR



**RADIOS**  
1935 Firestone Stewart-Warner —selective, tone control.  
As low as **\$1.45** per week



**SEAT COVERS**  
Protect cushions and add to appearance of car. Cool and comfortable for summer driving.  
**98¢**



**BUMPER GUARDS**  
Protect radiator and fenders against damage. Chrome finish.  
**69¢** Pair

**KOZAK SPECIAL**  
Genuine Kozak Polishing Cloth. Gives car a dry wash —polishes as well as cleans. Limit—3 to customer  
**39¢**



**SPONGE and CHAMOIS**  
A good sponge and chamois at a real saving.  
**54¢**



**EASY TERMS**  
No need to wait for pay day — buy now on our **BUDGET PLAN**

## Firestone Auto Supply and Service Stores

Cor. Lake & Exchange Streets

Phone 2323

COMPLETE CAR SERVICE

J. H. BINDEMAN, Mgr.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Sponge Cake

- 4 eggs, separated
- 2 cups sugar
- 2 cups flour
- 2 teaspoons baking powder
- ½ teaspoon almond and lemon extract, a little salt
- 1 scant cup boiling water

Beat yolks of eggs with the sugar. Add 1 cup of flour and stiffly beaten egg whites. Add remaining flour, baking powder, salt and extracts. Lastly add boiling water. Makes 3 layers or good sized loaf.

Mrs. C. B. J., R.D. No. 1

## Eggs Au Gratin

- 3 tablespoons butter
- 3 tablespoons flour
- 1½ cups milk
- 3 hard boiled eggs, sliced
- ¼ teaspoon of salt, paprika, chopped onion, parsley and green pepper
- 1/3 cup grated cheese

Melt butter, blend in flour, add milk and cook until creamy sauce forms. Stir constantly. Add eggs and seasonings, pour into buttered baking dish, sprinkle with cheese and bake for 15 minutes in moderate oven.

R. L., Washington St.

## Sour Cream Pie

- 2 eggs
- 1 tablespoon flour
- ½ cup sugar
- ½ teaspoon cloves
- 2 teaspoons cinnamon

*Mary L. Rogan*

**MILLINERY**

52 Linden St.

(Just Around the Corner)

- 1 cup thick sour cream
- 1 cup raisins

Beat eggs until very light and fluffy. Sift flour, sugar, and spices together and fold into egg mixture. Fold in sour cream and raisins. Pour into unbaked pie shell and bake. Time 35 minutes, temperature 450° F. (oven).

E. C., Exchange St.

## Brazilian Sandwich

- 1 pkg. white cream cheese (3 ozs.)
- 2 tablespoons evaporated milk or cream
- 2 tablespoons chopped nuts
- 3 tablespoons strawberry or pineapple preserve

Mash cheese, add milk and blend. Add nuts and preserves, well drained of syrup. Spread thin slices of white or graham bread with mixture and cover equal number of slices with lettuce leaves. Put together in pairs. Serves 6 people.

## BEFORE PRICES ADVANCE

PLACE YOUR ORDER  
for

## D & H Cone Cleaned ANTHRACITE

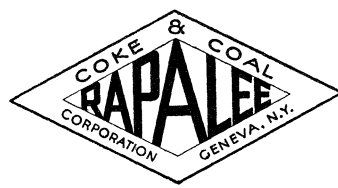
"The fuel that makes  
warm friends"

or

## Semet Solvay COKE

"The Economical Fuel"

PHONE 2221



# FREE ICE

## For One More Week

we are offering both old and new retail patrons a Very Special Premium with the purchase of our COUPON BOOKS for Cash, as follows:

- 50 lbs. FREE ICE with each 500 lb. book at.....\$ 3.00
- 100 lbs. FREE ICE with each 1000 lb. book at.....\$ 6.00
- 200 lbs. FREE ICE with each 2000 lb. book at.....\$12.00

## ASK THE DRIVER OF THE WHITE TRUCK

for information regarding Washed Air Refrigeration  
and "All the Ice Cubes You Want in 5 Minutes"

—ALSO—

Have him give you a demonstration of our SPOTLESS "TONG-BAG" delivery . . . you're under no obligation whatever

# C. J. BRADY

REFILTERED CITY WATER

# ICE

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SENECA FALLS—Phone 62

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69 Oak Street

Phone 4189

"THE PLACE TO EAT"

**Guinan's**

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Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties**Castle Street Market**

Phone 251

Near Main

BEST QUALITY MEATS

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.****GOOD  
USED  
CARS**

- '33 Studebaker Six Royal Sedan
- '33 Chevrolet Master Coupe
- '33 Terraplane 6 Coach
- '33 Terraplane 8 Sedan
- '33 Chevrolet Sedan
- '31 Ford 2-passenger Coupe
- '31 La Salle Sedan
- '30 Studebaker Coach
- '28 Studebaker 6 Sedan
- '28 Chevrolet Coupe

**Geneva Auto Co.**

145 Castle St.

Phone 2614

**Mount Rainier Once Volcano**

Mount Rainier was at one time a huge volcano; now it is one of the largest and most impressive single peak glacier systems to be found anywhere.

**IT PAYS TO READ  
"THE NEWS"**

THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (May 16) to the five people whose telephone numbers appear on Page 6 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires May 30.

**Easily Rubbed Out**

When Korean youngsters learn their alphabet, they use neither paper nor blocks. Instead, the Korean symbols, which are the equivalent of our A, B, C's, are drawn for them on sand.

**Fifteen-Foot Tusk Found**

The American Museum of Natural History received from Texas an imperial mammoth tusk 15 feet 4 inches long, believed to have weighed as fresh ivory almost 300 pounds.

**Income From Furs**

Fur-bearing mammals of Canada, which produce annually 10 to 20 million dollars' worth of raw fur, form the whole income of many tribes, particularly in the Far North.

**Benzine From Petroleum**

Benzine is a colorless, inflammable and volatile liquid obtained from petroleum by fractional distillation, consisting of various hydrocarbons. It is used as a solvent for fats, for cleansing and other purposes.

**Use of English Language Words**

The English language contains more than 455,000 live words, yet only 43 of them comprise one-half of all the words that are spoken and written by those who use this tongue.—Russel Bailey, Youngstown, Ohio, in *Collier's Weekly*.

**Specials****FRIDAY--SATURDAY**

60c Alka Seltzer.....	49c
100 Aspirin Tablets.....	33c
Pint Milk Magnesia.....	33c
Quart Heavy Mineral Oil.....	69c
Colgate Talcums.....	15c
Pepsodent Paste.....	31c

Superior Developing and  
Printing of Your Films—  
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ON BUSHESBUT . . . why worry when you  
can save shopping dollars  
so easily with**W. J. MILLER**Independent Merchant  
Chain Store Prices

LYONS ROAD

Just beyond City Limits

STANDARD BRANDS

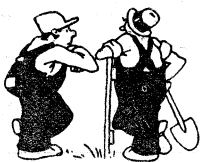
MEATS and GROCERIES

Porksteaks .....	25c
Roundsteaks .....	27c
Beef Roasts .....	22-26-28c
Veal .....	10-15-22c
Veal Cutlets .....	29c
Porterhouse Steaks .....	29c
Gr. Sugar, 5 lbs. ....	28c
Gold Medal Flour, 25 lbs. ....	\$1.17
—Country Spare Ribs on Order—	

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and Holidays included

Phone 6079



## THE FUNNYBONE



### Cause for Happiness

Mrs. Gee: "You're looking very happy this morning. Have you had good news?"

Mrs. Jay: "Wonderful! My husband has broken down and we're going to Palm Beach for the winter."

### The Solution at Hand

"Doctor," said the sick man, "the other doctors seem to differ from you in the diagnosis of my case."

"I know," replied the medical man cheerfully, "but the post-mortem will show which of us is right."

### Rather Antiquated

The small girl was on a visit to her aunt and grandmother.

"Grannie," she said, after her aunt had left the room, "how old is Auntie Agatha?"

"I couldn't tell you, dear," answered the old lady, "without looking it up in the family Bible."

"Gracious!" gasped the child, "is she old enough to be mentioned in the Bible?"

—National Publicity Magazine.

### Wasted Effort

Teacher—Give me an historical example of inappropriate action.

Bright Pupil—When Rome was burning Nero played the fiddle when he should have been playing the hose.

## NEW TOPS

for Open and Closed Cars

## RIGBY'S GARAGE

230-4 Genesee Street

## VENA'S MEAT MARKET

49 CLINTON ST.

### ARMOUR'S QUALITY MEATS

Round Steak .....	26c
Veal Shoulder Chops .....	18-22c
Rib Veal Chops .....	22c
Veal Steak .....	28c
Sirloin Steak .....	28c

It Pays to Buy at VENA'S

### Wrong Number

Wrecked Motorist (phoning)—Send assistance at once. I've turned turtle.

Voice (from the other end)—My dear sir, this is a garage. What you want is an aquarium.

### The Poor Fish

A man in a mental hospital sat dangling a stick with a piece of string attached over a flower-bed. A visitor approached, and wishing to be affable, remarked, "How many have you caught?"

"You're the ninth," was the reply.

### Completely Fooled

He: "Your husband looks like a brilliant man. I suppose he knows everything."

She: "Don't fool yourself, he doesn't even suspect anything."

—The Columbian Crew.

### More Than Possible

"Do you have running water in your summer cottage?"

"I wouldn't be surprised. I let my husband lock it up this year."

Try Our Special

GRILLED TENDERLOIN  
STEAK DINNER.....40c

## TEXACO GRILLE

Lake Street (Just off Exchange)  
24-Hour Service Plenty Parking Space

## DUNLOP

USE YOUR CREDIT  
NO DOWN PAYMENT

No Fuss No Delay  
Phone 3163 373 Exchange St.

When you bring your car to

**FINK'S SUPER  
SERVICE STATION**  
LAKE ST.  
PHONE 2448

for  
WASHING  
and  
POLISHING

you have the satisfaction of knowing the job will be done RIGHT . . . for that's the way all work is done at Fink's.

"The Only Independent in Geneva"

## COLONEL CHEERIO

Says

WE DELIVER

WE HAVE SEVENTEEN VARIETIES OF GIN

80c pt. up; \$1.25 5th up; \$1.65 qt. up

A SELECTED ASSORTMENT OF WHISKEY, 85c pt. up  
BRANDY - RUMS - WINES



148 CASTLE ST.

Phone 2054

WE GIVE CHRISTMAS CLUB THRIFTIES

Redeemable in Cash Next Christmas

**The Wrong Implement**

"Oh, Bob," shouted the lady of the house to her husband, "how do you expect to drive a nail in the wall with that toothbrush? For goodness sake, use your head."

**Too Soon to Say**

Officer: "You've been doing sixty miles an hour. Don't you care anything about the law?"

Lady: "Why, officer, how can I tell? I've only just met you."

**Off Again, On Again**

Mrs. Smythe—I'm soliciting for a charitable organization. What do you do with your cast-off clothing?

Mr. Smith—I hang them up carefully and go to bed. Then in the morning I put them on again.

**That's My Barber Shop**

**HOTEL SENECA**  
JOE and TONY

**"It Pays to Look Well"**

BUNO—Will Stop Dandruff and Falling Hair

# SAVAGE'S SHOE STORE

Regent Theatre Bldg.  
Geneva, N. Y.

## Selling Out Entire Stock!

Every pair — high grade Men's, Women's, and Children's Shoes have been marked down regardless of Costs! Profits! or Losses!

Never before, and probably never again will you witness such  
**SENSATIONAL PRICE REDUCTIONS.**

**PEASANT OXFORDS**  
Leather Heels and Soles \$1.00  
regular \$1.98 for.....  
Get in on this!

**MEN'S and BOYS'**  
**GENUINE KEDS**  
Regular \$1.25  
Sale Price ..... **79c**

**DOUGLAS SHOES**  
Regular \$5.50 **\$3.98**  
Now .....

Regular \$4.50 **\$3.45**  
Now .....

Regular \$3.50 **\$2.98**  
Now .....

**250 Pair WOMEN'S**  
**SPRING SHOES**  
Regular \$2.49 **\$1.69**  
for .....

**WOMEN'S**  
**ARCH SUPPORT SHOES**  
Regular \$2.50 **\$1.79**  
Now .....

**CHILDREN'S**  
**STRAPS and TIES**  
All Leather  
Regular \$1.98 **\$1.25**  
Now .....

## SPECIAL TRIAL OFFER

Thurs., Fri., Sat., May 23, 24, 25

½ PINT CAN "SWAB-IT-ON" (Gloss or Dull)  
Regular Retail Price 50c

And a LINT-FREE CLOTH PAD APPLICATOR

Both **25c**  
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Special Prices on Wallpaper and Paint During this  
Demonstration

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"SWAB-IT-ON" is a new scientific preparation for easy application over wood or metal surfaces. Easy and simple to apply with a lint-free cloth pad. Simply wipe "SWAB-IT-ON" over the surface to be finished. No brushing — no rubbing — no polishing. Anyone can apply it with ease.

## SPEAKIN' OF PEP!

A bright, fat spark in every cylinder—at the right time —will put more pep in your car than any gas, oil or special gadget. Let us test the ignition and timing on your car.

**STRATTON'S BRAKE SERVICE**

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Raybestos Brake Lining

## Decoration Day Specials

BEACH CHAIRS, sturdy built **98c ea**  
in colors .....  
CAMP STOOLS, handy to carry **30c ea**  
in auto .....  
VACUUM JUGS, **\$1.19 ea**  
1 gallon size .....  
CEMETERY VASES **15c ea**  
TRELLIS, **25c to 98c**  
fan shape .....

**COONEY, WATTS & COONEY**

513 Exchange St. HARDWARE Phone 2170

## "JOE'S"

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Complete Line of

**Fine Liquors and Wines**

Including California and N. Y. State Wines

Out of the high rent district  
with plenty of parking space

Come in—let us show you our stock and prices. No obligation to buy, but we're satisfied we can please you.

## FOR MEMORIAL DAY

Screened Mixed Soil for your Plants. You can get any amount you may need at our yard. Or, we will deliver it to any local cemetery plot. We do grading and furnish seed and materials for cemetery lot.

**Until June 1st Only**

**RICH BLACK SANDY LOAM  
TOP SOIL**

6 bu. delivered.....\$1.00  
1½ yd. load delivered.....\$2.90  
3 yds. load delivered.....\$5.75

We invite you to stop at our yard and see the unusually fine quality of this top soil.

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- It's easy and businesslike to solve your money problems on a "time payment" basis.
- Just tell us how much cash you require, and we'll have it ready for you in 24 to 48 hours. Your loan can then be paid off in small monthly amounts extended over 3, 6, 9 months, a whole year, or longer if you so desire.

Come in...write...or phone.

Let us advance the cash you need to settle overdue bills or taxes...to buy new clothes or new furniture...or to pay for painting your house or making other improvements.

**PERSONAL  
FINANCE COMPANY**

OF NEW YORK

Phone 251 120 Genesee St.  
Room 304, National Bank of  
Auburn Bldg., Third Floor,  
Auburn, N. Y.

**LOANS UP TO \$300**

Shop Early for . . .

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WHITE SUITS

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## Protect your furs. . .

during the hot summer months

Be sure your winter garments are  
S A F E L Y S T O R E D

Just phone 2357 and we will do the rest!

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THEFT - FIRE - MOTHS

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## MOTHERS OF WASH SUIT BOYS

Listen to this (with your eyes)

The biggest assortment of Wash Suits you've ever seen at this store awaits you now, at Baker & Stark . . . Biggest in assortment of colors, biggest in variety of styles . . . BUT (here's the real news) smallest in price that you've ever seen, here or anywhere . . .

**95c - \$1.29 - \$1.95**

Let us repeat . . . the largest stock of Wash Suits we've ever shown . . .

**Baker & Stark, Inc.**  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre



# THE GENEVA COMMUNITY NEWS

May 31, 1935

5100 Copies

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- WASH YOUR CAR
- CHANGE OIL or /and
- LUBRICATE (Alemite)



We also do expert  
FENDER AND BODY WORK

**RUSSELL-HART CHEVROLET, Inc.**

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Geneva, N. Y.

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OPEN 24 HOURS

**Warm Weather Suggestions at  
LYNCH'S . . .**

VUDOR ventilating PORCH SHADES

Chinese BACK BAY PORCH RUGS

FIBER RUGS, all sizes, beautiful new plaids

**Basement Bargains**

WINDOW AWNINGS \$1.69  
with automatic roller.....

GRASS RUGS \$1.49  
6 feet x 9 feet.....

WASHABLE 39<sup>c</sup>  
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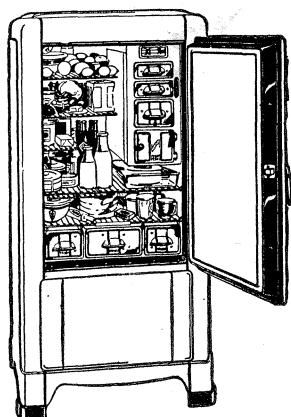
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OFFERED . . . AS LONG AS 30  
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AUTOMATIC REFRIGERATION

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# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

May 31

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

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lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"Who fails to take care of his credit  
soon has none to take care of."

### MAY



28—The first sheep are import-  
ed into United States, 1609.



29—Cable cars make first ap-  
pearance on Broadway,  
1893.



30—Columbus sails on third  
voyage to America, 1497.



31—Boers sign their treaty of  
peace with British, 1902.

### JUNE



1—Planking of principal Chi-  
cago streets started, 1849.



2—Pres. Cleveland weds  
Frances Folsom in White  
House, 1886.



3—U. S. Army Reserve Corps  
established by law, 1916.

## Flowers. . .

for ANY OCCASION

Visit or Phone

**Hamilton Gardens**

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

## THIS AND THAT

Advertisers tell us they have  
more comments on their ads in the  
GENEVA COMMUNITY NEWS than  
they have ever had from any other  
medium. That's fine, readers — we  
surely appreciate it and you can just  
bet the merchants do, too.

Fairfax Bros. invite you to see  
their new way of showing the colors  
with which to paint your house.

Travel may not enable one to re-  
cover from his bad health, but it  
makes him forget about it.

Motorists, are you getting the  
most efficiency out of your car? Are  
the spark plugs OK? Are the points  
right? Is the carburetor properly  
adjusted? These and several other  
things about your car may be cost-  
ing you unnecessary expense. It  
won't cost you anything to find out  
at Firestone's free clinic.

Persons of leisure generally find  
a rather poor assortment of com-  
pany. So many worthwhile men are  
busy.

When your eyes bother do you  
go to a throat specialist? When you  
need a plumber do you go to a  
blacksmith? When your car needs  
attention do you go to a physician  
for help? Then when you need ad-  
vertising — and if you don't think  
your business needs it you're only  
fooling yourself — why not take it  
up with a medium that is special-  
izing in advertising? THE GENEVA  
COMMUNITY NEWS is *An Adver-  
tising Medium of Distinction.*

Don't hide your light under a  
bushel. Get a circus tent and sell  
tickets.

Remember — churches, lodges,  
fraternal organizations, schools —  
the columns of THE GENEVA COM-  
MUNITY NEWS are open for your  
reading notices for plays, bake sales,  
lectures, or any affairs to which the  
public is invited and which are not  
held for personal gains. These will  
be inserted without charge.

See the new . . .

**EVERCOLD**

DUO-DRAFT

**Refrigerators**

Ask the Ice Man on the Red  
Truck to explain its operation

Use

**Diamond Crystal**

**Ice**

made with

Refiltered City Water

**Geneva Refrigerating Corp.**

Telephone 2404

The most satisfaction and mileage  
at the least cost with

**GOODYEAR TIRES**

Let us show you the new

**G-3**

GOODYEAR TIRES ride easier,  
wear longer, have greater dura-  
bility. For 18 years more people  
have ridden on GOODYEAR  
TIRES than on any other.

Do you know how little it now  
costs to buy the best tires?

Drive in — let's talk tires.

**RICKELS**

Service Station

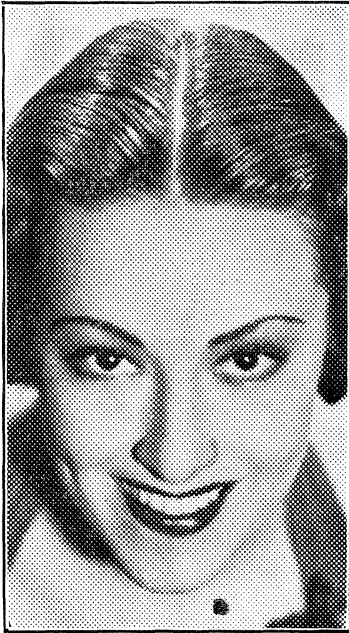
"Independently operated"

Lake Street

Phone 2920

**RADIO FLASHES**

By Ralph Le Brun



**Betty Winkler** plays the role of Ester Ferguson in the weekly broadcasts of "Welcome Valley". This program featuring Edgar A. Guest is heard over an NBC-WHAM network each Tuesday at 7:30 p.m.

The part of Julia Porterfield in recent episodes of Amos 'n Andy has been taken by an expert in Negro dialect, Harriette Widmer of LaGrange, Ill. This is the first time in seven years of broadcasting that all the roles in the five times weekly episodes have not been taken by either Correll or Gosden.

Numerous radio broadcasts from the new French liner Normandie, on its maiden voyage will be rebroadcast within the next week. Among those scheduled is the highlight "Gala Night Abroad" to be rebroadcast on Saturday from 7 to 7:30 P. M. over an NBC-WJZ network and from 8:30 to 9 P. M. over the Columbia network. A talking beam of light from the torch of the Statue of Liberty will welcome the Normandie when she arrives in New York harbor on Monday morning, June 3. The broadcast of this reception will start at approximately 11:00 A. M. over WJZ-WABC-WEAF and affiliated stations.

**OFFICE  
SUPPLIES**

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

**W. F. HUMPHREY PRESS INC.**  
300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

The Lux Theatre of the Air will sign off NBC-WHAM Sunday afternoon, June 30 to return three weeks later over the Columbia network. It will at that time become an evening feature being heard at 8 P. M. on Mondays.

Cliff Soubier appearing on several programs originating each week in the Chicago studios of the NBC, rates as one of radio's most versatile performers. Soubier got that way in his youth playing with medicine shows and carnival companies. In one traveling company in which he played parts and doubled in brass, he had to be an acrobat as well. He used to fall "dead" on the stage with his legs and body in view of the audience and his head in the wings—so he could play his own dirge on a clarinet.

Station WLW, Cincinnati, has been granted permission to return to its high power of 500,000 watts. New aerial equipment designed to minimize interference to

(Continued on page 6)

**RADIO SERVICE****TUBES PARTS SERVICE**

For any make radio

**RALPH LE BRUN**

Phone 3237

225 High Street

**PAINT SPECIALS**

SALE ENDS JUNE 8

**THIS COUPON IS WORTH \$1.50**

on a purchase of 5 or more gallons of SWP paint

This coupon will be accepted as \$1.50 in cash from any property owner purchasing 5 or more gallons of SWP House Paint during this event. One order to a house.

Name .....

Address .....

Sherwin-Williams  
PORCH AND DECK PAINT  
or  
INSIDE FLOOR ENAMEL  
Quart **93c**

Stop Roof Leaks!  
LIQUID ROOF CEMENT  
2½ Gal. Pail **\$1.45**

**Fairfax Brothers Co.**

87 Castle Street

Phone 2441

## \* DOROTHY GOES SHOPPING \*

**Baker & Stark** are offering a large assortment of Wash Suits, sizes 3 to 10 as low as 95c. This should be welcome news to all Mothers of Little Fellows who need these garments for summer wear.

Today will never come again — save it with snapshots. Snapshots “turn out” when you use Kodak Verichrome Film in your camera. Get your supply for the holiday or week end trip at **McCarthy's Pharmacy**, 162 Castle St.

To coax away the drawn-down look that spells age, gently vibrate two fingers in a fan-like movement from your lips to cheekbones.

They shall look at you and say: your hair is lovely. But they shall never guess the permanent, for a Harper Method Permanent may be arranged in soft, lasting waves, natural curls, graceful ringlets. Call 6783, **The Harper Method Beauty Salon**, 10 Seneca St.

**The Kenwood Blanket Club** at **Lynch's** gives you an opportunity to save several dollars on those beautiful all-wool blankets. Ask about **Lynch's Club plan**.

Gentlemen — This is one way of keeping cool—buy an International Custom suit made from a Feather-weight Tropical Worsted. It's both stylish and effective. **A. P. Petersen**, 476 Exchange St., Geneva, N. Y.

The secrets of hostesses who entertain easily and well: party rolls and dainty party cakes from **Ring-er's Bakery**. English buns, delicious cookies such as Jelly Gingers, Hermits. Spice layer cake with spiced maple frosting. Call 2011.

To counteract frown lines, forehead wrinkles, work up with finger tips from between brows to hairline, using a gentle vibrating pull.

Keep time with the times—right to the second. Is your watch or clock running irregularly? It probably needs cleaning or repairing. I recommend **Prince's Jewelry Store**, 20 Linden St. Reliable work, reasonable prices. Jewelry repairing also.

Lime green in shantung makes a very pretty and cool looking outfit.

Silk suits are news. You make them of taffeta, printed crepe or tie silk. Some are soft, some are strictly tailored.

Linen dresses will be very good this year. Dark linen is an important fashion, especially black, navy and wine. It should always be enlivened with white.

With surprising suddenness, lace has come very strongly into the fashion picture, and appears everywhere in all moods—tailored or fluffy, but always feminine.

The tendency toward “open” embellishment is noted in dresses that introduce hand-drawn work, and hand-fagotings, approved in washable crepes, in cottons and linens in warm weather groups.

It's probably due to the importance of suits, or it may be because of its universal becomingness, but the light-blouse, dark skirt theme has a thousand and one variations. Be sure to include at least one in your daytime wardrobe.

A reversible panama hat with one side white and the other side navy is one of the newest fashion notes in Paris.

Your new summer hat from **The Bon Ton Millinery**. You always find a complete assortment of “best sellers.” Smart leghorn hats with shading brims . . . felts — some mere whispers of color, others daringly brilliant tones . . . also, stitched crepes. Look first in “**The Bon Ton**”, 498 Exchange St.

Who could have guessed that all forms of needlework would reach the height of popularity they have reached today. Knitting, needle-point, crochet — and what fun it is to crochet, especially during the summer months. So step along with the times and fill in your odd moments of waiting.

For information regarding the “Dorothy Goes Shopping” columns address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, or Phone 2108.

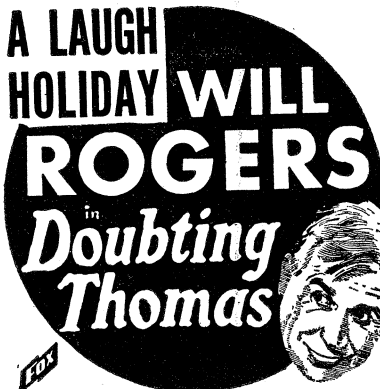


Wed. and Thur.  
June 5-6

DELORES  
DEL RIO  
and  
PAT O'BRIEN  
in  
“CALIENTI”

3  
BIG  
DAYS  
SUN  
MON  
TUE  
JUNE  
2-3-4

Friday and Saturday, May 31, June 1



Just returned from New York  
with an attractive line of  
**DISTINCTIVE MID-SEASON HATS**  
Straws - Pastel Felts  
**\$2.00 UP**

**HARRINGTON'S**  
106 Lafayette Ave. Phone 5694

### Why Wait. . .

Let us install your furnace NOW . . .  
start paying October 1

**JOHN A. PONTIUS**  
90 Elm St. Phone 4575

New Styles, Values, for  
GRADUATION and  
WEDDING PORTRAITS  
**THE STEWART STUDIO**  
35 Seneca St. Phone 2183

### G. H. PRINCE

20 Linden Street  
Watch, Clock and Jewelry Repairing  
and Picture Framing

### USED RADIOS

and  
USED PIANOS  
for Cottages  
\$7.50 up

### BOLIN MUSIC HOUSE

### Picnic Time Is Here !!!

When you prepare that  
Picnic Lunch  
DON'T FORGET  
One of the most satisfying desserts  
you can include is a box of  
**DOWNYFLAKE DOUGHNUTS**  
**Downyflake Coffee Shoppe**  
Linden Street

Mellow Ben Franklin

Benjamin Franklin has been aptly described as an offspring of New England Puritanism grown mellow.

### Is YOUR Phone Number Here?

Phelps 48-M  
Ovid (Willard) 51-F-24  
Geneva 4096  
Geneva 6975  
Geneva 6730

(See Page 12)

### "Oldest Bible" Discovered

The director of the German Archeologic institute in Cairo recently discovered in an obscure Cairo bookshop what is said to be the world's oldest Bible. This Bible, which is thought to have been written in the Second century, contains only the gospel according to St. Matthew, the letters of St. Paul, and portions of the Old Testament. The oldest Bible known previous to this find was written in the Fourth century.

### Study Gaelic in Province

In North America, outside of the island of Cape Breton, in the province of Nova Scotia, very little Gaelic, the native language of the Gauls, is spoken. Some Gaelic is spoken on Prince Edward island and some enthusiasts in the village of Valleyfield, P. E. I., hold classes to cultivate the language.

### Violet and Ultra-Violet Rays

Violet and ultra-violet rays come from the sun and are also produced by certain types of manufactured sources of light.

### Carolina Leading State

North Carolina claims it was the first state in which funds for highway construction and repairs were derived exclusively from gasoline and motor vehicle taxes.

### Food of Silkworm

The favorite food of the silkworm moth is the white mulberry, but other species of mulberry have been found suitable.

Let us Symonize or  
Polish Your Car for Spring  
**WALTER B. JEWETT**  
GULF GASOLINE  
GULF PRIDE MOTOR OIL  
WASHING GREASING  
Phone 2951 110 Lake Street  
Cars Called for and Delivered

### Frank M. Mowers

52 Jefferson Avenue Phone 5170  
**Carpenter and Builder**  
Weatherstripping and Caulking  
Estimates cheerfully given—free

### Let Us Help You. . .

with your planting plans

### MANEY'S NURSERIES

White Spring St., Geneva, N. Y.  
Phone 2281

We invite you to come and look  
at our large assortment of

**EVERGREENS,**  
**ROSES, SHRUBS**  
and Ornamental Trees

IT PAYS to read

"THE NEWS"



"RAIN,  
RAIN,  
GO  
AWAY"

Little Lady, why worry about storm clouds? You can still have your washing done, because every day is wash-day here—rain or shine. Phone 2112.

Special on  
DAMP WASHES **59¢**  
12 pounds for.....

**GENEVA STAR LAUNDRY**  
L. A. Currey M. E. Tillema  
511 Exchange St.

**A REAL SPECIAL**

"OLD BROCTON" Red Wine, 19 oz. .... 35c  
 This same wine always sold for 50c

"SUNCAL" — PORT, SHERRY, MUSCATEL, and TOKAY, 100% Pure California; full qt....69c  
 COMPLETE LINE OF PREPARED COCKTAILS, PINTS AND QUARTS  
 THE FINEST DISTILLED GIN.....pint 85c; 5th \$1.29; quart \$1.60

**T. J. COMISKY**

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

**FOR YOUR INFORMATION:** The law does not allow us to be open on Sunday.**RADIO FLASHES**

By Ralph Le Brun

(Continued from page 3)

complaining stations in Canada has been erected at a cost of \$30,000. This aerial equipment is designed to reduce signal strength to the north without any reduction in other directions.

The NBC-WJZ and CBS will carry a short wave rebroadcast on June 5 of the English Derby at Epsom Downs. The broadcast will probably start at about 8:30 A. M.

**Oldest University**

At Lima, Peru, may be seen the Universidad Mayor de San Marcos, oldest university in the western world, founded in 1551—already more than a half century old when the first permanent settlement in North America was made.

**Chewing Uses Up Energy**

Gum chewing consumes five more calories per hour than are necessary to provide energy for the worker not so exercising his jaws, according to Dr. Thorne M. Carpenter of the Carnegie Institute laboratory.

**Puzzling Waters**

The waters of one of the creeks near Petros, Tenn., are black six days in the week and clear on Sunday. Miners use the stream to wash coal on working days, but rest on Sunday.

**A 98-Year Record**

A German high school teacher kept a weather record from 1819 until he died in 1872, and his daughter continued until 1917, making a 98-year record.

**Equality**

The equality meant when we say, "all men are essentially equal," is the equality of right to opportunity of natural development.

**Easiest Form of Worship**

Adoration is the natural response of man to the sense of the greatness of God, and it is the easiest of all forms of worship.

**BARRETT ROOFING**

SHEET METAL WORK

SPECIAL — 5 gal. Asbestos Fibre \$2.50  
 Roof Coating .....

Now is the time to replace or repair that leaky roof. Estimates gladly furnished.

**COONEY, WATTS & COONEY**

513 Exchange St. HARDWARE Phone 2170

**PAINTING SEASON**

We carry a complete line of  
 Paints, Enamels and Varnishes.  
 We invite an inspection of our  
 complete stock.

**S. & T. D. BEARD**

Phone 2651

93 Castle Street

(Open Saturdays 9 to 11 only)

**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Tuesday, June 4

Will Earn Dividends from June 1

Deposits Insured

**Geneva Savings Bank**

24 LINDEN STREET

**Call HERVIEUX...**

**GENERAL CONTRACTOR**  
for that screen job

Free estimates . . . no obligations  
. . . low prices . . . quick service

194 Pulteney St. Phone 2996

Buy

**'blue coal'**

**RIGHT NOW  
and  
SAVE MONEY**

The price of 'blue coal' won't go any lower—but it will go higher.

By ordering "America's finest anthracite" now you can save money and at the same time fill your bins with assurance of **MORE HEAT FOR LESS MONEY.**

Also  
**SEMET-SOLVAY COKE**

**Phone 6232 or 6186**

**P. O'Malley  
& Son**

**27 CASTLE ST.**

Ask us about  
our time payment plan

**GLEANINGS**

"Strong men are made by opposition; like kites, they go up against the wind."

"A columnist is a man who finds out things that folks do not want known and tells them to folks who don't care."

"Women talk too much and even then they don't tell all they know."

"Help thy neighbor's boat across and lo and behold thine own has also reached the shore."

"Some folks are in such a hurry that they get to where they are going before they are due."

"There are more ways of butting down a stone wall than by ramming it with one's head."

"The priceless ingredient of any commodity is the honor and integrity of its maker."

"Good manners are more important than education."

Insull said: "Its a dog's life to be on top."

"Strengthen your will by doing each day at least one job that you have been putting off."

(To be continued)

**Cane and Beet Sugar**

All brown sugar is partially refined cane sugar. Beet sugar made by present processes is marketable only when refined.

\*\*\*\*\*  
★ **TAKEN...** ★  
★ **To the CLEANERS!** ★

★ Don't be taken to the cleaners ★  
★ when you send your clothes to be ★  
★ Dry Cleaned. ★

★ Now your clothes can be really ★  
★ cleaned with our "Band Box" ★  
★ System. Odorless, non-shrinking, ★  
★ non-fading, at a reasonable price. ★

**Mc Guire's**

★ Phone 4126 553 Exchange St. ★  
★ \*\*\*\*\* ★

**Jud Tunkins Knows**

Jud Tunkins says his musical education has been neglected, but he still knows enough to step out when the band plays "Yankee Doodle" and stand up for "The Star-Spangled Banner."

**TRAUTMAN & SMITH**

**FLOWERS OF QUALITY**

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

**ALFRED J. FREISEM**

Aetna Life Insurance Co.

Geneva Trust Building  
Geneva, N. Y.

Your patronage appreciated at

**BAUMGARTNER'S  
SERVICE STATION**

top of Bean's Hill

Sunoco, Tydol, Socony, Gulf GAS  
Penzoil, Veedol, Sunoco, Gulf OIL

**ATTENTION!!  
GENEVA MOTORISTS**

Owing to the success of our

**MOTOR TESTING CLINIC**

We are extending this service for a limited time  
Here is your chance  
to get your motor  
in condition for summer driving

**ADJUST YOUR FREE ANY MOTOR  
CARBURETOR ANY CARBURETOR**

Test Time About 15 Minutes

**FIRESTONE RAPID TEST** starts from the foundation of your motor for this testing and adjusting. We will tell you what causes hard starting, lack of pep and excess gasoline consumption. Drive in and let our representative adjust your carburetor—any make. We will try to increase your gasoline mileage.

**Firestone Auto Supply and Service Stores**

Cor. Lake & Exchange Streets  
**COMPLETE CAR SERVICE**

Phone 2323  
**J. H. BINDEMAN, Mgr.**



# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Shell Fish a la Newburg

2 cups finely cut shrimp  
2 tablespoons butter  
1 tablespoon flour  
1 cup milk  
2 hard boiled eggs, 1 teaspoon salt  
A little cayenne pepper and paprika  
¼ cup cooking sherry

Melt butter in sauce pan, add flour and stir until smooth. Add cold milk slowly and boil until thick. Rub egg yolks thru strainer and add, stirring until smooth. Add seasoning, finely chopped egg whites and fish. Place all in double boiler over fire for 15 minutes. Add sherry and serve immediately.

M. V., Middle St.

## Pineapple Egg Nog

1 egg  
⅔ cup rich milk  
¼ cup pineapple juice  
A little salt and nutmeg

Mix ingredients, aside from nutmeg which is sprinkled on top at serving, and beat until light. Chill well before serving. Makes 1 serving.

## Maple Sweet Potato

Bake unpeeled sweet potatoes for 30 minutes in a hot oven (450° F.) Slit off the top, remove the potato, whip with 2 tablespoons maple syrup, 1 tablespoon butter, 1 tablespoon chopped nuts and seasoning for each potato. Restuff in shell, and brown under the flame.

Mrs. M. T., Waterloo, N. Y.

## Waffles

2 cups flour  
4 teaspoons baking powder, a little salt  
2 tablespoons sugar  
2 eggs (separated)  
1¼ cups sweet milk  
6 tablespoons melted butter

Mix and sift dry ingredients. Beat egg yolks until lemon colored, add milk and mix with dry ingredients. Add melted butter and fold stiffly beaten egg whites into batter. Bake 2½ to 3 minutes.

I. P., Geneva, N. Y.

Advertising in "THE NEWS pays."

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

### ICE

The Only Conditioned Air Refrigeration

110 LAKE ST. Phone 2740

## Indians Were Planters

When the first explorers came to the lower Mississippi River valley they found the aborigines skillfully growing maize, beans, potatoes, artichokes, squash, peanuts, tobacco and cabbage.

## Mary L. Rogan

MILLINERY

52 Linden St.

(Just Around the Corner)

## HARRY M. MOYER

PRINTER

69 Oak Street

Phone 4189

"THE PLACE TO EAT"

## Guinan's

Restaurant

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties

## Castle Street Market

Phone 251

Near Main

BEST QUALITY MEATS

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

FRED BAUMGARTNER, JR.

## Your Summer Wardrobe Can Be Found Here

WHITE COATS, HATS, SUITS  
WHITE FROCKS in Linen Silks and Crepes  
Also

A Complete Line of Pastel Shades

Have You Seen Our Cotton Frocks?

## THE NORMA SHOP

66 Seneca Street

Phone 2711

"Exclusive But Not Expensive"

## ... FUR STORAGE ...

Be sure your winter garments are  
SAFELY STORED  
for protection during the hot summer months

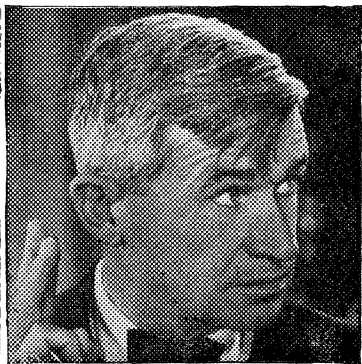
All Garments Insured Against

THEFT - FIRE - MOTHS

## J. W. SMITH DRY GOODS CO.

Just phone 2357 and we will do the rest!

???



Who doesn't know this fellow? He's coming to Schine's Geneva Theatre for three days, starting Sunday, June 2.

The title of the picture is "Doubting Thomas".

### Dark Africa Demands Phones

Darkest Africa, in its stride toward the light, is demanding so many telephones there are not enough instruments to go 'round. Small towns in the interior are begging for them.

### Speed of Crocodiles

The average speed of crocodiles is a mere crawl, the body and tail being dragged along, but when excited they can run about 20 miles an hour, with the body well off the ground for short distances.

## Persistence

Persistence is the mother of miracles. It is half of achievement. In advertising persistence is the first law of success. Spasmodic advertising, no matter how good, is seldom resultful.

Persistence appeal builds good will, creates confidence, develops interest and tends to make your advertising efforts produce results.

It is the cumulative effort of your advertising that makes it pay.

-: Phone 2108 :-

**GENEVA  
COMMUNITY  
NEWS**

### Centennial Club Plays

On Tuesday evening, June 4, at 8 o'clock, at St. Francis De Sales Hall, the Centennial Club Players will present a two act comedy, "Information, Please" and an Italian farce, "Three Mice in a Trap", by Frank Iacones. The former will be presented in English and the latter in Italian.

The plays are being promoted by Louis Di Pillo, Armand Filicetta and Joe Crupi and are under the direction of Frank Zavarella of New York City.

The admission is 30c and tickets may be obtained at 10 North Main Street or by phoning 2210 or from members of the cast.

### Analogy

Wife (angrily to her drunken husband): "I suppose you expect me to believe that you came right home from the office."

He: "Sure I did (hic); came home just like the crow flies."

She: "So I see. Stopping frequently for a little corn."

### Poor Taste

"Doctor, is there any danger of the operation proving fatal?"

"Really, my good man, considering that we are experimenting on you free of charge, your idle curiosity is hardly good form."

### Jigsaw Genesis

Brown: "Say who started this jigsaw puzzle craze, anyway?"

Smith: "Haven't you heard? It was a navy doctor who tried to put a tattooed sailor together after an accident."

An after-dinner speaker unwittingly told the truth the other day. "Ladies and gentlemen," he said, rising from his chair at a banquet, "before I begin my address, I have something to say to you."

### Illustrated Lecture

"The barber told me a very interesting story as he shaved me."

"Indeed."

"Yes, and also illustrated it with cuts."

### Composition of Mace

Mace, the spice that resembles nutmeg but has a more delicate flavor, is made of the fibrous covering that surrounds the nutmeg shell.

Our

## KODAK FILMS

Are

Fresh and will get the pictures you want

### CAMERAS FOR RENT

Try our finishing service of your films — 24-hour service — low prices.

## Clarke's Pharmacy

Exchange & Castle Streets

Phones GENEVA,  
2242 - 2541 N. Y.

Free Delivery

## FREE PARKING!

Why hunt for a place to park when streets are filled with business cars and its so easy to drive out to MILLER'S. You'll find your savings will keep up your

## XMAS FUND

STANDARD BRANDS  
GROCERIES and MEATS

Beef .....15-22-26-29c  
Home Cured Bacon .....27c lb.  
Hamburg .....18c lb.  
Native Veal .....15-22-29c  
Japan Tea, ½ lb.....20c  
Mustard, qt. can .....18c  
Fresh Eggs Gathered Daily

SHOP and SAVE

## W. J. MILLER

General Merchandise

LYONS ROAD  
Just beyond City Limits

Phone 2657

Open 7 A. M. - 10 P. M. Daily



## THE FUNNYBONE



### That Was Why

Helen—Did you ever think seriously of marrying?

Tony—Of course I did. So I didn't!

### Needs No Instructions

A—Why don't you show your wife who's master of the house?

B—She knows.—*Answers Magazine.*

### Across the Border

She—Why is it you never mention your ancestors?

He—Because I believe in letting bygones be bygones.

### Ah, Ha! That's It

"I generally have an argument with my husband once a week. Do you?"

"Oh, no. Richard is paid monthly."—*Tit-Bits Magazine.*

### Polished

Young Man—She certainly is polished—doncha think so?

Girl Friend—Yeah. Everything she says casts a reflection on some one.

### Knows His Mummy

Mother—Now, Bobby, don't let me speak to you again?

Bobby—Can I stop you, mummy?

## Battery Service . . .

Charging and Testing

## RIGBY'S GARAGE

230-4 Genesee Street

## VENA'S MEAT MARKET

49 CLINTON ST.

### ARMOUR'S QUALITY MEATS

Round Steak .....	26c
Sirloin Steak .....	28c
Frankfurts .....	18c
Bologna .....	20c

It Pays to Buy at VENA'S

### Doubtful Compliment

Barber—"Well, my little man, and how would you like to have your hair cut?"

Dick (age six)—"If you please, sir, just like father's; and don't forget the little round hole at the top where the head comes through." —*Selected.*

### Too Particular

Diner—"What's this leather stuff?"

Waiter—"That's filet of sole, sir."

Diner—"Well, take it away and see if you can't get me a nice piece of upper with the buttons off." —*Capper's Weekly.*

### He Could Take It

Old gentleman: "I see that in London a man is run over every half hour."

Old Lady: "Poor fellow!"

### Boundless

Betty—He says his love for me is boundless as the ocean.

Eve—Rather more than you can swallow, isn't it?

### Thanks Just the Same

Uncle Charlie (handing his nephew a \$1 bill): "Now be careful with that money, Jimmie. Remember the old saying, 'A fool and his money are soon parted.'"

Jimmie—"Yes, Uncle Charlie, but I want to thank you for parting with it just the same."—*Pathfinder.*

### No Matter

"So the evening wore on," said the romanticist, telling a story.

"Excuse me," interrupted the wit, "but can you tell me what the evening wore on that occasion?"

"It doesn't matter," replied the romanticist, "but I believe that it was the close of day."

### SHORT ORDERS . . .

#### . . . REGULAR MEALS

Buy a Meal Ticket

## TEXACO GRILLE

Lake Street (Just off Exchange)

24-Hour Service Plenty Parking Space

Allowance for OLD TIRES  
on

## NEW DUNLOPS

Phone 3163 373 Exchange St.  
Used Tires for Sale

## COLONEL CHEERIO

Says

WE DELIVER

"GOLDEN AGE" CHAMPAGNE.....\$2.25 5th  
For Wedding Parties

A Selected Assortment of

WHISKEYS, GINS, SCOTCH, RUMS, BRANDIES,  
CORDIALS and WINES



WE GIVE CHRISTMAS CLUB THRIFTIES  
Redeemable in Cash Next Christmas

# CRASH!! ---BANG!!

— and a dented body or a bent up fender

But . . . just remember . . .

## FINK'S SUPER-SERVICE STATION

Lake St. Phone 2448

. . . can take out the dents and touch up the paint so you'll never know.

"The Only Independent in Geneva"

### Plenty of Time

"My uncle left over 500 clocks."

"Indeed! It must have taken some time to wind up his estate."

### A Good Start

"Do you play bridge?"

"Well, I've got a set of clubs."—  
*Tit-Bits Magazine.*

### Grammatical Note

"What's the plural of whim?"

"Women!"—*Tit-Bits Magazine.*

### No Bull's-Eye

Gerald—I aim to please.

Geraldine—You are a pretty poor shot.—*Detroit News.*

### Those Mad Wags

"My car runs a little way and then stops."

"A spurt model, eh?"

### That's It

Woman Learning to Drive—"But I don't know what to do!"

Her Husband—"Just imagine that I'm driving."—*Chelsea Record.*

### MEN'S

## SPORT TOGS

DEMAND EXTRA CARE  
To Prevent Shrinking

Flannels, Tweeds, Knitted Goods —  
cleaned beautifully — let us show you

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

Christmas Thrifties Are Redeemable  
in Cash

### In the Bug House

"Smith," roared the boss, "you ought to be in a lunatic asylum. Go into my office at once!"

## White Shoes



**\$1.98**

OTHERS at \$2.98 and \$3.98

PUMPS, SANDALS, TIES

Over 65 new white shoes in every style for you to choose from

## SMITH'S

Basement Shoe Dept.

## SAND - GRAVEL - CRUSHED STONE - CINDERS

Mason Work — Concrete Construction  
House Razing — Buildings Moved  
Wet Cellars Made Dry

## NICHOLAS COBLIO

62 East North St.

Phone 5719

## RIGHT HERE

Bologna white, bologna right, bologna round and brown,  
United here is high class cheer in **MEATS**, the best in town;  
Tenderloin well worth your coin, and porterhouse the same,—  
Chickens, lamb, pork, chops, and ham, and different kinds of game  
Here is the place to feed your face, but you must cook it first.  
Everything, from fall till spring, from fish to "winny"-wurst,  
Ribs to spare,— spare ribs for fair! Liver, hearts and cheese,  
Sausage, too, and bacon true,— in here we aim to please!

## BERG'S MARKET

90 Elm Street

Phone 2864

## We Have It . . . and its OK! RAYBESTOS (P. G.) BRAKE LINING

(80% of all cars use it)

## STRATTON'S BRAKE SERVICE

Rear Texaco Grille Phone 2028 Lake St.  
Expert Motor Tuning

## Three Hot Items For The Warmer Days

### SPORT SLACKS

Splendid assortment sanforized  
stripes and figured patterns

**\$1.95**

### POLO SHIRTS

The largest variety we've ever  
shown, at this low price

**79c up**

### BARREL SWEATERS

These are very new and very good—**\$1.50**  
looking. All Wool in white, also corn

Also Ankle Hose for Warm Days  
25c to 35c



489 Exchange St. North Regent Theatre

### IT PAYS TO READ "THE NEWS"

THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (May 23) to the five people whose telephone numbers appear on Page 5 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires June 6.

—o—

It PAYS to READ the GENEVA COMMUNITY NEWS.

It PAYS to ADVERTISE in the GENEVA COMMUNITY NEWS — every week.

# YOU CAN BORROW

WE have so many ways of making loans that we can certainly take care of your needs. The principal requirements are a good credit reputation and a steady salary. Whether you need \$300, \$200, \$100 or less, all details of the loan, including the small monthly repayments, will be arranged to fit your personal circumstances and income.

Come in ... write ... or 'phone

## PERSONAL FINANCE CO.

OF NEW YORK  
Phone 251 120 Genesee St.  
Room 304, National Bank of Auburn Bldg., Third Floor  
Auburn, N. Y.



A loan from us will help you pay any bills you owe ... buy new clothes ... get new tires for your car, or have it thoroughly overhauled ... finance various home improvements. The cash will be available for you in 24 to 48 hours.



## PHILLIPS

Has

## The Car You Want

? If its a New Car you want  
don't fail to see and drive

The New **Ford V-8** For 1935

? If its a Used Car you want you can  
not afford to buy a car until you  
have seen Phillips large assortment

of

GOOD RECONDITIONED  
USED CARS

## Phillips Motor Co.

Geneva, N. Y.

## ADVERTISE

in

## The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,100 COPIES  
DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

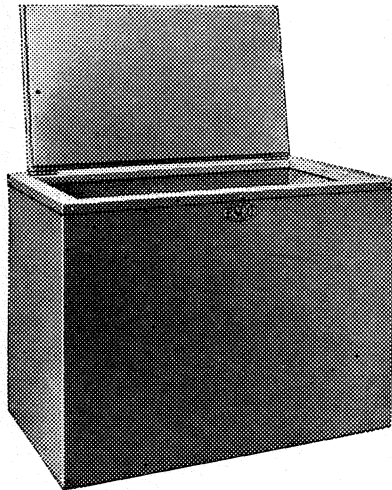
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Space now being reserved  
for June, July, and August

# THE GENEVA COMMUNITY NEWS

June 6, 1935

Special, This Issue, 6000 Copies



## For ONLY \$45 . . . You Can COOL MILK With ICE

QUICKLY AND EASILY

Get higher prices for your milk . . . by lowering your bacteria count.

Do it quickly and easily by COOLING YOUR MILK WITH ICE.

The Model "R" ESCO is a LOW  
COST COOLER. It Saves Ice . . . Is  
Efficient and durable . . . Cools your  
milk easily and at VERY  
LOW COST.

\*You can GET a 2 CAN COOLER  
for only \$45.

*Write today and  
get FREE  
BOOKLET. All  
about HOW TO  
COOL MILK  
WITH ICE!*

**ESCO**

**LESLIE E. HILTON**

14 CLOVER ST.

Phone 6102

GENEVA, N. Y.

(opposite Maple St.—just off North St.)

## Used Cars

1933 Chevrolet Sedan

1933 Chevrolet Coupe

≈ ≈

SEVERAL TRUCKS

—○—

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

Phone 6621

OPEN 24 HOURS

*Ready for Your Inspection . . .*

GENUINE

## PALM BEACH SUITS

The new 1935 Models have arrived, including  
the Belted Backs . . . Remember, these are the  
Genuine Palm Beach made by Goodall Co. and  
at a new LOW PRICE.

**\$15.75**

Extra Trousers If You Wish, \$5.00

**Baker & Stark Inc.**  
CASH & ONE PRICE CLOTHINGS  
GENEVA, N. Y.

489 Exchange St.

Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

June 6

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box

Geneva, N. Y.

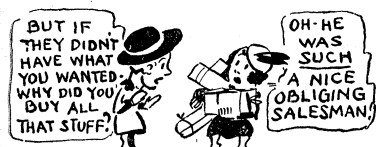
Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"We cannot always oblige, but we  
can always speak obligingly."

JUNE



4—British peace-seeking dele-  
gates arrive in U. S., 1778.



5—9,586,000 men register un-  
der U. S. draft law, 1917.



6—Last volunteer troops leave  
the Philippines, 1901.



7—First patent on bicycle tire  
is issued, 1892.



8—Hall of New York makes  
first ice cream in U. S.,  
1786.



9—"Tipperary," war - time  
song hit, published, 1913.



10—Tripoli declares war  
against United States,  
1801. ©WNU

## Flowers. . .

for ANY OCCASION

Visit or Phone

**Hamilton Gardens**

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

## SUMMER BREEZES

Gilbert's Jewelry Store is cele-  
brating its seventh anniversary.  
Congratulations, Mr. Gilbert. (See  
ad, page 14).

A student at Brown university  
devoured 20 doughnuts in 18 min-  
utes; great are the wonders of mod-  
ern education.—*Manchester (N. H.)*  
*Union.*

Every now and then "Betty  
Brown" receives an inquiry regard-  
ing a duplicate of some recipe that  
has been mislaid, asking if it is pos-  
sible to furnish copies of previously  
published recipes. Yes—we keep  
complete files of all issues of THE  
NEWS and can furnish copies of any  
recipe that has ever been published  
by us. Many readers, we are told,  
are making up COMMUNITY NEWS  
RECIPE BOOKS, adding to their col-  
lection each week as our issues reach  
them.

See Clarke's special offer on Ko-  
dak developing, page 11.

More and more merchants tell us  
about the number of buyers who  
say: "I saw your ad in the GENEVA  
COMMUNITY NEWS. One merchant  
also recently told us his business  
increased 25% the first week he ran  
an ad with us and that it has stead-  
ily increased each week since.

Human race may be selfish, but  
hasn't it given up billions for the  
welfare of others?

No parking problem out at W. J.  
Miller's store on the Lyons Road.  
His slogan is "Independent mer-  
chant—chain store prices." (See ad,  
page 16).

A swivel chair is all comfort, but  
there is joy in sitting on a hard rock  
in the woods on a sunshiny spring  
day.

This week, as you will notice  
from our front page, THE NEWS  
is again putting out a special edition  
of 6000 copies. This means reaching  
a market of approximately 25,000  
to 27,000 people.

(Continued on page 5)

See the new . . .

**EVERCOLD**

DUO-DRAFT

**Refrigerators**

Ask the Ice Man on the Red  
Truck to explain its operation

Use

**Diamond Crystal**

**Ice**

made with

Refiltered City Water

**Geneva Refrigerating Corp.**

Telephone 2404

## TEXACO DRY CLEANER

For cleaning Laces, Silks, Crepes,  
Gloves, Satin Slippers, Woolens,  
Rugs, Draperies and Automobile  
Upholstery.

Easy to use, non-explosive,  
non-inflammable

25c PER CAN

**RICKELS**

Service Station

"Independently operated"

Lake Street

Phone 2920



**RADIO FLASHES**

By Ralph Le Brun



**Helen Claire** —  
 "Betty" of "Roses  
 and Drums," ra-  
 dio's dramatic se-  
 ries of the War Be-  
 tween the States.  
 It is heard over  
 the NBC-WHAM  
 each Sunday at 4  
 P. M.

The final round of the National Open Golf tourna-  
 ment, on the course of Oakmont Country Club at Pitts-  
 burgh, will be described by Ted Husing, direct from the  
 links on Saturday, June 8. Husing will be on the air at  
 12:15, 4:30 and 7:00 P. M. over the Columbia net-  
 work. The National Open this year finds Olin Dutra,  
 the big Californian, defending his title against a field of  
 brilliant golfing stars, with Gene Sarazen and Craig  
 Wood expected to give the titleholder a hard contest.

**BAER vs BRADDOCK**

NBC Thursday June 13, 9 P. M.  
 Have your Radio checked over now

**RALPH LE BRUN**

Phone 3237

225 High Street

**OFFICE  
SUPPLIES**

Desks, Tables, Chairs, Storage  
 Cabinets, Transfer Cases, Bind-  
 ers, Loose Leaf Forms, Blank  
 Books, Machine Bookkeeping  
 Equipment, Catalog Covers, Etc.

**W. F. HUMPHREY PRESS INC.**  
 300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

The arrival of the U. S. Fleet in San Diego harbor  
 will be described over the Columbia system on Monday,  
 June 10, at 1:30 P. M. On Tuesday at 4:00 P. M.,  
 George Bernard Shaw, noted author and playwright,  
 will speak from London over Columbia system.

When Max Baer and Jimmy Braddock battle for the  
 heavyweight championship of the world in the Madison  
 Square Bowl on Thursday, June 13, radio listeners will  
 be able to follow the bout, blow-by-blow, over the entire  
 NBC network. Graham McNamee and Ford Bond will  
 be at the microphone for the scheduled fifteen rounds.  
 Broadcasting will start at 9 P. M. (Geneva time).

When the U. S. Army Air Corps-National Geo-  
 graphic Society expedition ascends into the stratosphere  
 (Continued on page 6)

## WARM WEATHER TOGS for CHILDREN. . .

**SUNSUITS** — knitted and fabric, in a variety  
 of styles.

**"BUDDIE" OVERALLS** in linen and seer-  
 sucker. Sleeveless suits, dresses and romp-  
 ers. Krinkly-crepe sleepers. Summer weight  
 "Me Do" underwear. All colors in ankle  
 socks.

And Patterns, Materials and Trimmings to carry  
 out your own ideas for your  
 child's wardrobe.

## HOWARD DRY GOODS CO.

We Give Christmas Thrifties—  
 Redeemable in Cash Next Christmas

We will appreciate it very much—  
 and so will our advertisers—if you will kindly say—

"I saw your ad in the  
**Geneva Community News"**

when making purchases

## \* DOROTHY GOES SHOPPING \*

Look in your Shirt Drawer . . . If your supply of **White Collar Attached Shirts** is low you should take advantage of a special offering at **Baker & Stark, Inc.** A wonderful value at \$1.35 or 2 for \$2.50.

—D—

Your wedding cake from **Ringer's Bakery**—a scoring success. Fruit cakes also. To appreciate Ringer's fine quality, home-made bread and famous doughnuts you must try them. Delicious apple and cherry pies. **Call 2011.**

—D—

During summer months, we demand a great deal of our hair. Coiffures for morning, afternoon and evening vary. If your hair is the difficult type, you must have a **Permanent**, preferably at **The Harper Method Beauty Salon, 10 Seneca St.** Permanents at \$5.00 and up.

—D—

At **George's Candy Kitchen, 364 Exchange St.**, you'll find a complete line of America's finest chocolates—**Lovell and Covell Chocolates.** Pound boxes—**50c.** While you're there, try one of George's delicious chocolate sodas.

—D—

The new Studio Divans covered in Plaids, shown at the **Seneca Furniture Mfg. Co., Middle St.**, are very clever—**\$23.50** and up. In Living Room Suites the new curled Mohair is very swell—**factory prices.**

—D—

For finer results in dry cleaned garments **call 4126—McGuire's** or stop in **553 Exchange St.** They feature a distinctive method of dry cleaning by which your garments are cleaned individually. No cleaning odor.

—D—

Your porch or cottage will be transformed into a place of beauty by one of those **Back Bay Rugs** from China shown at **Lynch's.** You should also see the new plaid fiber rugs. The assortment of summer rugs seems to be larger this year at **Lynch's.**

**Vacuum Cleaners**—new and factory rebuilt. One year guarantee on all machines. Home demonstrations gladly given. Cleaners rented by the day or week. Estimates on repairs. All work called for and delivered. **Z. N. David, 23 Castle St.**

—D—

A really comfortable and lazy summer depends as much on an appropriately decorated house as it does on out-of-door sports and pleasures. The story of summer decorating today is one of cool colors, summery looking slip covers, simple curtains and comfortable furniture.

—D—

Late for an important appointment because your watch wasn't keeping correct time? Avoid this mishap again. Have your watch looked over this week at **Prince's Jewelry Store, 20 Linden St.**

—D—

Going places for food? At **Rothenberg's Restaurant**—food, wholesome and well prepared, served in pleasant surroundings. I suggest that you try their special lunches and dinners. Very reasonable prices! **Joe Rothenberg's, 59 Seneca St.**

—D—

How about owning a really modern Kodak when next week-end rolls around? At **McCarthy's Pharmacy, 162 Castle St.**, you will find a complete line of Eastman Kodaks and Cameras at **\$1.00** and up. Stock up on your supply of Verichrome Films!

—D—

Father's Day is June 16. Plan a nice surprise for Dad by having a fine, new photograph of yourself taken. Dorothy recommends **The Stewart Studio, 35 Seneca St.**

—D—

Summer and salads — they are synonyms to many; and well they may be, for June brings to markets all over the country the many delicious summer fruits and vegetables that make possible a variety of salads and menus.

June . . . the month of Weddings . . . and of Wedding Gifts. At **Gilbert's Jewelry Store, 510 Exchange St.**, I found a fine assortment of acceptable gifts . . . an exceptionally large assortment of silver and glassware. Silver relish dishes, double vegetable dishes, platters, trays, tea sets, etc. A line of cut glass at **\$2.50** a half dozen.

—D—

Have you seen the Streamline Coaster-Wagon with the Jumbo Tires that **Fred Garver** is giving away this month? Stop in the store at **280 Main St.** and find out how you might win this Coaster.

—D—

Order Downyflakes and cookies for the picnic lunches from **The Downyflake Doughnut Shoppe, 39 Linden St.** They deliver.

—D—

You need for summer, three hats. **The Bon Ton Millinery, 498 Exchange St.**, features each at only **\$1.25.** One felt—classy, casual. A stitched crepe or a shadowy brimmed straw. Any of these in white or pastel shades. Other hats at **\$1.98.**

—D—

Shopping is tiresome—pause at **The Downyflake Doughnut Shoppe** for a glass of iced tea and cookies, or perhaps a delicious salad.

—D—

Don't think of buying your new summer suit without seeing the superb quality of International Custom-made clothes. The prices will greatly interest you. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

—D—

Keep that comfy feeling of old shoes by having them rebuilt for summer wear at **Carl's Shoe Repair Shop.** All work guaranteed to please. First class shoe repairing at **Carl's.**

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS, or Phone 2108.**

**DISTINCTIVE MID-SEASON HATS**

Straws - Pastel Felts

**\$2.00 up****HARRINGTON'S**

106 Lafayette Ave.

Phone 5694

**Carpenter and Builder**

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given—free

**Let Us Help You. . .**

with your planting plans

**MANEY'S NURSERIES**

White Spring St.,

Geneva, N. Y.

Phone 2281

We invite you to come and look  
at our large assortment of**EVERGREENS,  
ROSES, SHRUBS  
and Ornamental Trees****Why Wait. . .**Let us install your furnace NOW . . .  
start paying October 1**JOHN A. PONTIUS**

90 Elm St.

Phone 4575

New Styles, Values, for

GRADUATION and  
WEDDING PORTRAITS**THE STEWART STUDIO**

35 Seneca St.

Phone 2183

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture FramingIT PAYS to read  
"THE NEWS"**SUMMER BREEZES**

(Continued from Page 2)

Some men wear spats while others have them at home.

Politeness sometimes comes hard. That is why one should be well drilled in it.

Did you know that Pittsburgh Plate Glass Products are represented in Geneva? Yes, by Charles S. Grower of 82 No. Brook Street. Mr. Grower also does spray as well as brush painting.

Blotting paper is used by office workers to prevent blotting paper.

From time to time unfavorable remarks are heard concerning the condition of Geneva's business streets on Sundays, with much dirt and many scraps of paper blowing around. In certain other cities we know of, business streets are thoroughly flushed late Saturday nights or early Sunday mornings. If such an arrangement were to be carried out in Geneva and merchants would co-operate to sweep their walks after closing hours Saturday nights, rather than waiting until Monday mornings, our streets would present a much neater Sunday appearance.

Advertising in THE NEWS pays.

**DANCING . . .****KASHONG PAVILION**

Saturday, June 8 9 to 12

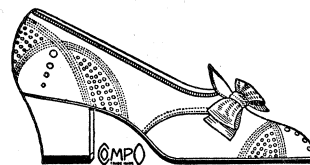
Music by Foster Gillette's  
Silver Ambassadors

Benefit

Geneva Junior Aviation Club

**The Smart Step**

Buy Your Next Pair at Lattimer's

For the Younger Set  
an Attractive Pump in White Kid**\$2.98**

Many other Styles \$2.98 to \$4.95

**LATTIMER'S**

492 Exchange St.



Fri. and Sat., June 7-8

**WARNER BAXTER****"UNDER THE PAMPAS MOON"**

Radio Screen Vaudeville

SUNDAY - MONDAY - TUESDAY — JUNE 9-10-11

**"THE BRIDE OF  
FRANKENSTEIN"**Wed., Thur.  
June 12-13Wheeler & Woolsey  
"NIT WITS"

"OLD BROCKTON"—a very fine old TABLE WINE—19 ounce bottle .....	35c
"SUNCAL"—100% pure CALIFORNIA WINE—full quarts .....	69c
Port — Tokay — Sherry — Muscatel	
"ROYAL BOX" GIN—full quarts .....	\$1.60
Full line of prepared Cocktails—pints and quarts.....	\$1.35 and up

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

### RADIO FLASHES

By Ralph Le Brun

(Continued from page 3)

sometime this month NBC will intercept the radio broadcasts from the balloon and rebroadcast over the regular networks. The exact time of the take-off depends on weather conditions. For the benefit of owners of all-wave radios, who care to listen for the expedition, they are now testing and while in the air on the actual flight will use a wavelength of 23 meters (13,050 kcs.)

### New "Geneva Club" Beverages

The Geneva Coca-Cola Bottling Corporation, well known for the excellency of its Coca-Cola and other beverage products, announces on another page of today's News the introduction of five new beverage products to be known as "Geneva Club" Carbonated Beverages.

The Coca-Cola Corporation has recently installed the newest and most scientific refiltering equipment for treating city water under a process which not only removes all chlorine and other undesirable odors or tastes but also guarantees absolute purity and fine flavor.

This treatment is reflected in the products of the local Coca-Cola Corporation—its Coca-Cola and other beverages previously made as well as in the new "Geneva Club" Carbonated Beverages.

No longer will it be necessary for Genevans to demand nationally known Ginger Ales, Root Beers, etc., as an assurance of quality, for the new "Geneva Club" Beverages are guaranteed to be the equal of any on the market.

Local trade will be supplied either thru dealers or by calling the Coca-Cola Bottling Corp.—phone 6378.

The Coca-Cola plant at 82 State Street is open for inspection and visitors are welcome.

### Soda and Nitrate

Nitrate of soda and common washing soda are not the same. Nitrate of soda is sodium nitrate, while washing soda is sodium carbonate.

### Tung Oil Statistics

The tung oil used annually in the United States paint manufacture—if floated from China in barrels—would require one barrel for every 200 feet of the 9,000 miles of ocean.

### Shed Leaves Early

When water is scarce from drouth or some such cause, deciduous trees shed their leaves early as a protective device, since it is through its leaves that a tree loses most of its moisture.

### Spray and Brush Painting

Pittsburgh Plate Glass Products

**CHAS. S. GROWER**

82 S. Brook St.

Phone 2954

### Buy for Flavor... Specify



**Call HERVIEUX . . .**

GENERAL CONTRACTOR  
for that screen job

Free estimates . . . no obligations  
. . . low prices . . . quick service  
194 Pulteney St. Phone 2996

Buy

**'blue coal'**

or

**SEMET-SOLVAY COKE**

RIGHT NOW  
and  
SAVE MONEY

**Prices Advance  
June 15**

Phone 6232 or 6186

**P. O'Malley  
& Son**

27 CASTLE ST.

Ask us about  
our time payment plan

**GLEANINGS**

"First class brains have often been found in men of little education."

"When you feel depressed throw the shoulders back, take a deep breath and smile."

"There are too many folks who do not care what happens as long as it doesn't happen to them."

"Down in the corner of my heart I find a little flower called reverence which needs watering about once a week."

"With some folks we spend an evening; with others we invest it."

"The price of leadership is responsibility."

"The shortest answer is doing."

"There is no difference between gold and stone if you wish to keep it."

"As long as we are green we grow; when we think we are ripe we get rotten."

"Ambition is reaching for something that is just a little beyond."

(To be continued)

**Donner and Blitzen River**

The Donner and Blitzen river in the Pacific Northwest flows through a region famous for its thunderstorms.

\*\*\*\*\*  
**BARN DANCE . . .**

at the First ESSO Station  
on West Lake Road

SATURDAY, JUNE 8

Benefit Junior I.O.O.F.

9-1 25c per person

Round and Square Dances

GOOD MUSIC

\*\*\*\*\*

Your patronage appreciated at

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Delaware was the first of the original 13 states to ratify the Constitution. Vermont was the first state to be admitted to the Union after the establishment of the United States under the Constitution.

**First Steel-Ribbed Umbrellas**

Ribs of steel in umbrellas were first introduced in the middle of the Nineteenth century. Prior to this time, whalebone was employed for the purpose.

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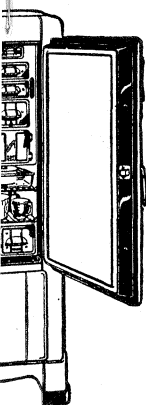
Don't Go through Another Summer

**LESS THAN A** THAT'S  
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Automatic Refrigerators  
can be purchased on the  
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OWNING AN

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automatic refrigerator

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The Gibson MONO-UNIT, with only three moving parts, assures  
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LAUER FURNITURE CO.

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... the refrigerator that appeals to thrifty, modern women. The  
new Hotpoint, with its reputation for low current consumption;  
chock full of convenience features will provide Safe keeping of  
foods in all seasons—without waste. Hotpoint has been designed  
to provide economical refrigeration. See it at

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GENERAL ELECTRIC  
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**36 MONTHS TO PAY**

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CHAS. WHEELER



# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Corned Beef and Cabbage Rolls

1 can corned beef hash  
2 teaspoons finely chopped onion  
8 large cabbage leaves, salt and pepper  
2 tablespoons butter  
 $\frac{3}{4}$  cup water  
Chopped parsley

To contents of can of hash, add onion and mix well. Divide into 8 portions, shape into oblong rolls. Parboil cabbage leaves for 2 minutes, drain and season with salt and pepper. Place rolls on cabbage leaves, roll up, fasten and place in baking dish. Dot with butter, pour  $\frac{3}{4}$  cup water in pan and bake in moderate oven for 20 minutes, basting and turning frequently. Garnish with finely chopped parsley.

F. M. T., William St.,  
Waterloo

## Chocolate Base

2 cups sugar  
1 cup cocoa or 6 squares unsweetened chocolate  
2 cups evaporated milk  
 $\frac{1}{8}$  teaspoon salt

Mix sugar and cocoa in double boiler. (If chocolate is used, melt, then add sugar). Add  $1\frac{3}{4}$  cups of the milk and cook until thick, stirring occasionally. Beat until cool, add remaining  $\frac{1}{4}$  cup milk and salt. Serve as a bittersweet sauce or as base for desserts. Makes 3 cups and if put in covered dish in icebox will keep for some time.

## Frozen Pudding

4 eggs (separated)  
 $\frac{1}{2}$  cup sugar  
1 tablespoon corn starch  
1 quart milk  
1 cup strawberry preserves

$\frac{1}{4}$  pound raisins  
 $\frac{1}{4}$  pound walnut meats

Beat egg yolks with sugar, dissolve cornstarch in a little cold milk and add. Heat remaining milk to boiling point, add to mixture and boil in double boiler until thick. When cold stir in raisins, preserves, nuts, beaten egg whites, a little vanilla and freeze. Serve in small portions topped with whipped cream.

Mrs. I. J. H., Castle St.

## Curry, a Condiment

Curry is defined as a kind of condiment introduced from India, containing tumeric (which gives it a yellow color), curry leaves, garlic, pepper, ginger and other strong spices.

## C. J. BRADY

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Re-Filtered City Water

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The Only Conditioned Air Refrigeration

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(Just Around the Corner)

**HARRY M. MOYER**

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Phone 4189

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BEST QUALITY MEATS

Home Made Pure Pork Sausage

Best of Service - Free Delivery

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SECOND — by placing your order now, when the price is the lowest.

*Prices Advance June 15th*

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D & H

Cone-Cleaned

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A Thousand Times No!"



No need for any woman to be tied down for life to a washtub that actually affords nothing but aches and pains and loss of youth and beauty.

DAMP WASH, everything 59¢  
damp, ready to be ironed  
12 lbs.

ROUGH DRY, price 8¢  
per pound

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511 Exchange St. Phone 2112

### IT PAYS TO READ "THE NEWS"

THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (June 6) to the five people whose telephone numbers appear on page 14 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires June 13.

It PAYS to READ the GENEVA COMMUNITY NEWS.

It PAYS to ADVERTISE in the GENEVA COMMUNITY NEWS—every week.

If there isn't another life, why don't women use their best table linen and silverware in this world?

Our

## KODAK FILMS

Are  
Fresh and will get the pictures  
you want

CAMERAS FOR RENT

Try our finishing service of your  
films — 24-hour service —  
low prices.

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IS WORTH 10¢

on a

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GENEVA,  
N. Y.

Free Delivery

- GRADUATION and CLASS DAY FROCKS
- LINEN SUITS
- COOL SUMMER COTTONS
- SILK SUITS

## THE NORMA SHOP

66 Seneca Street Phone 2711

"Exclusive But Not Expensive"

### Many on Sick List

A survey at any given time would find between 2,500,000 and 3,000,000 persons in this country ill.

### Only Book in Eskimo Language

The only book possessed by Eskimos of Labrador, printed in their own language, has been the Bible.

### The Lion's Track

A lion's track consists of a large circular mark made by the main part of the lion's paw called the pad, with four or five smaller and narrower marks at one side of it made by the sheathed claws.

## SAVAGE'S SHOE STORE

Regent Theatre Bldg.  
Geneva, N. Y.

is

## QUITTING BUSINESS

Take advantage of this CRASHING!! . . . SMASHING!! . . . PRICE SLASHING SALE!! Every pair of men's, women's, and children's shoes must be sold quickly, and regardless of cost. . .

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Regular \$5.50	\$3.98
now .....	
Regular \$4.50	\$3.45
now .....	
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now .....	

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### WHITES AND SUMMER SHOES

Regular \$2.98	\$1.79
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### CHILDREN'S "Triangle Brand"

All Leather

### STRAPS and OXFORDS

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Its a give away!

### WOMEN'S and MISSES' ARCH SUPPORT and SPORT SHOES

Values to \$3.00	\$1.49
to go at .....	

### MEN'S and BOY'S GENUINE KEDS

Regular \$1.25	79¢
now .....	

### PEASANT OXFORDS

All Leather

Regular \$1.98	\$1.00
selling out price .....	



## THE FUNNYBONE



### Try the Goose of Golden-Egg Fame

The man who had made a huge fortune was speaking a few words to a number of students at a business class. Of course, the main theme of the address was himself.

"All my success in life, all my tremendous financial prestige," he said proudly, "I owe to one thing alone—pluck, pluck, pluck!"

He made an impressive pause here, but the effect was ruined by one student, who asked impressively:

"Yes, sir; but how are we to find the right people to pluck?" — *Selected.*

### The Usual Custom

"We shall reside at the Old Manse," said the bride. And the reporter wrote:

"When they return from their honeymoon, the newlyweds will live with the bride's father." — *Frazees (Minn.) Press.*

### Some Doubt

Nurse—The new patient in our ward is light-headed.

Doctor—Delirious or blond? — *Tit-Bits Magazine.*

### Who, When and Why

"Do you know Percy Smith?"

"Yes! What do they call him?"

"Who?" — *London Dispatch.*

## BODY and FENDER WORK

### RIGBY'S GARAGE

230-4 Genesee Street

### VENA'S MEAT MARKET

49 CLINTON ST.

### ARMOUR'S QUALITY MEATS

Round Steak .....	26c
Sirloin Steak .....	28c
Frankfurts .....	18c
Bologna .....	20c

It Pays to Buy at VENA'S

### Just Hat

Teacher—What is a polygon?  
Bright Boy—A parrot that has escaped. — *Answers Magazine.*

### Keeps Talking

"Does Bingo the barber shut up on Sunday?"

"No, he only shuts up his shop." — *Pathfinder Magazine.*

### What's the Answer

"How old would a person be who was born in 1897?"

"Man or woman?" — *Answers Magazine.*

### Reliable Source

Neighbor—So your son got his BA and his MA?

Proud Dad—Yes, indeed, but his PA still supports him.

### From a Far Country

Angry Guest—These eggs aren't fresh.

Polite Waiter—Not fresh? Why, they were brought from the country this morning.

Angry Guest—Yes, but what country?

## FUEL OIL!

We are pleased to announce that we are now in a position to take care of your FUEL OIL requirements for the coming year.

## FINK'S SUPER-SERVICE STATION

Lake St. Phone 2448

"The Only Independent in Geneva"

Always open

24-hour Service — every day.

### Try Our Delicious

### SEASONAL SALADS

## TEXACO GRILLE

Lake Street (Just off Exchange)

24-Hour Service Plenty Parking Space

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TIRES and TUBES

EASY CREDIT

Phone 3163 373 Exchange St.

Opening Evenings

## COLONEL CHEERIO

Says

WE DELIVER FREE

A Selected Line of

WHISKEYS, GINS, RUM, CORDIALS, COCKTAILS,  
BRANDIES, SCOTCH, and WINES

at prices to suit anyone's pocketbook



WE GIVE CHRISTMAS CLUB THRIFTIES

Redeemable in Cash Next Christmas

## That's My Barber Shop HOTEL SENECA

JOE and TONY

"It Pays to Look Well"

BUNO—Will Stop Dandruff and  
Falling Hair

### Advantages of College

Tourist (in Yellowstone Park)—  
Those Indians have a blood-curdling  
yell.

Guide—Yes, ma'am; every one  
of 'em is a college graduate!

### What He Wanted

Professor—I want a little atten-  
tion. Voice From Rear—You're  
getting as little as possible.

### Kerplunk!

"How did George break his leg?"  
"Do you see those steps over  
there?"

"Yes."

"Well, George didn't."—*Tit-Bits*  
*Magazine.*

### Economical Wife

Man—Is your wife economical,  
old boy.

Friend—Oh, very. We do with-  
out practically everything I need.

### GENEVA'S LOSS

We often wonder if it is realized how much business Geneva is losing thru its lack of amusement facilities around its lake.

Gas station owners and attendants along Lake Street and in fact all around the city often remark about the number of visitors, many of them from other States, who stop and ask about amusements. Many of these people are attracted here by having read or heard about the Finger Lakes and would like to spend a few days here in Geneva, but upon learning there are no special attractions ask where these can be found and then go on to Canandaigua or Auburn.

The whole situation seemed to be aptly expressed by one little girl who said: "Why, daddy, don't they even have a merry-go-round here?"

Beauty in scenery is a wonderful asset, but people on vacations and also people with children go where there is something besides scenery alone.

Another inquiry that is often made is for a good cabin camp along the lake.

The situation mentioned is, of course, fine for Canandaigua and Auburn, but why should Genevans spend money to help tell people about the Finger Lakes and then not have anything to hold these visitors when they come?

### Humans Here 11,000 Years Ago

Evidence has been found that primitive human beings lived in North America as much as 11,000 to 20,000 years ago, perhaps as far back as the Ice age.

## Announcing. . . New

# "GENEVA CLUB" CARBONATED BEVERAGES

- PALE DRY GINGER ALE
- ORANGE
- ROOT BEER
- LIME RICKEY
- CLUB SODA

100% Pure — 100% Delicious

Highly Carbonated — Healthful — Economical

"GENEVA CLUB" Beverages are made from city water that has undergone the latest known scientific treatment—guaranteeing purity and delicious flavor.

"GENEVA CLUB" Beverages are put up in 32-ounce bottles—  
an extra glass in every bottle.

You will be delighted with  
these new beverages . . .

Phone your dealer . . . or call us direct . . . and have a  
case delivered today . . . our phone number is 6378

## GENEVA COCA-COLA BOTTLING CORP.

82 STATE ST.

GENEVA, N. Y.

We Invite Your Inspection of Our Plant — Anytime

## SAND - GRAVEL - CRUSHED STONE - CINDERS

Mason Work — Concrete Construction  
House Razing — Buildings Moved  
Wet Cellars Made Dry

## NICHOLAS COBLIO

62 East North St.

Phone 5719

## RIGHT HERE

Bologna white, bologna right, bologna round and brown,  
United here is high class cheer in MEATS, the best in town;  
Tenderloin well worth your coin, and porterhouse the same,—  
Chickens, lamb, pork, chops, and ham, and different kinds of game  
Here is the place to feed your face, but you must cook it first.  
Everything, from fall till spring, from fish to "winny"-wurst,  
Ribs to spare,— spare ribs for fair! Liver, hearts and cheese,  
Sausage, too, and bacon true,— in here we aim to please!

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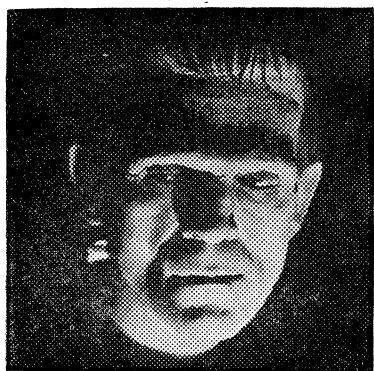
We Have It . . . and its OK!

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Rear Texaco Grille Phone 2028 Lake St.  
Expert Motor Tuning



Karloff, considered the screen's most distinctive character actor, comes to Schine's Geneva Theatre for three days, starting Sunday, June 9, in the starring role of "The Bride of Frankenstein," a weird, hair-raising drama dealing with the artificial creation of life.

Other leading players in this drama are Valerie Hobson, Colin Clive and Elsa Lanchester.

Is YOUR Phone Number Here?

Waterloo 179-J  
Ovid 37-J  
Geneva 4236  
Geneva 6056  
Geneva 4076

(See Page 11)

One is getting a good deal out of life if he can largely do as he pleases, even if he doesn't have much.

#### A Certain Egotism

"A certain egotism in the human mind," said Hi Ho, the sage of Chinatown, "persuades a man who is enjoying himself to believe that this fact alone should render others happy."

**1928**

**SEVENTH**

**1935**

## ANNIVERSARY SALE

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Well and Tree Platters  
Double Vegetable Dishes  
Coffee Pots  
Cream and Sugar  
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Hollow handle stainless steel  
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32-Piece Set of China given  
FREE with each set of silver

### COMMUNITY SILVER

NOBLESSE PATTERN

34-Piece hollow handle stainless  
steel knives, regular \$49.25

50% DISCOUNT

**\$24<sup>62</sup>**

### COMBINATION LIGHTER and ASH TRAY

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SOLID GOLD  
DIAMOND ENGAGEMENT  
RINGS and  
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GENEVA, NEW YORK

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TROPICAL WORSTEDS, becoming and  
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**\$12.50 to \$18.50**

IMPORTED IRISH LINENS, good ones,  
smart styles

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STRAW HATS .....\$1.00 up

Mallorys, \$3.00 - \$5.00

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are COOLER

Ask us to keep your frocks cool and lovely  
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FREQUENT DRY CLEANING

**FOOTE'S CLEANERS**

Phone 2910 HARRY D. TARBELL 78 Castle St

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

**ALONG THE AIRWAYS**

It is announced by the Soaring Society of America that the first four-passenger glider ever seen in this country will participate in the Society's sixth annual soaring contest to be held at Elmira from June 29 to July 14.

The "Two-Dollar-a-Week" flying club plan initiated some time ago by Lieutenant L. V. Rawlings at Newark (N. J.) Airport has gained such momentum that the required minimum of thirty members already has been enrolled and a new two-place Aeronca "air flivver" has been purchased for their instruction. Anticipating formation of similar groups, the club has taken the name of the "Flying Club of America" and is spreading the gospel of low-cost flying instruction on the installment plan.—*N. Y. Herald-Tribune.*

**Measuring Tree Growth**

Dendrometers attached to the trunk of citrus trees are used to record the radial growth of trees to determine whether the growth occurs at the same time as that of the branches.

# AUTO LOANS

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If you want a loan on your car, see us. Loans made to employed, single or married people. Here you can get the cash in 24 to 48 hours or sooner in special emergencies. We "Refinance" unpaid balances on cars. Our charges on Auto Loans are surprisingly reasonable.

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Loans Made in All Nearby Towns.

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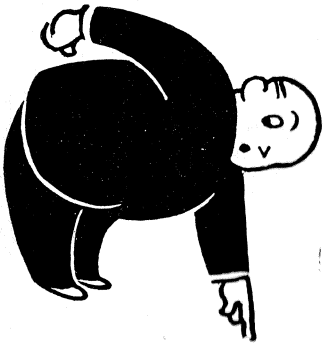
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ROOM 304—THIRD FLOOR NATIONAL BANK BLDG.

120 GENESEE ST.

PHONE 251

AUBURN, N. Y.



## I Wanted...

**"Center-Poise"**  
or Comfort-zone  
Riding

## AND...

### traded in a Mighty Good Car!!!

You'll find this car in stock now at...

## Phillips Motor Co.

USED CAR LOT, 290 Exchange St.

Geneva, N. Y.

**"USED CARS SELL FOR LESS  
WHERE NEW CARS SELL FASTEST"**

Authorized FORD Agency

## \$75 Value HUDSON SEDAN

being offered at an amazingly  
LOW PRICE. See it — now on display.

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in

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PHONE 2108

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- ? Do You Work Hard All Day ?  
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     The Sun Goes Down  
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**D**ON'T gamble with uncertain feeds. Give your chicks this proven feed. They'll get the right start. They'll be sure to thrive.

Beacon Complete Starting Ration is a complete ration for the first 6 weeks. This money-making feed was introduced in 1929 after four years of research. Today it is the outstanding Starting Ration in the East. Hundreds of successful poultrymen swear by it year after year. Try it out yourself.

Then Drive Down After Work to

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BEACON GROWING MASH

THE INDEPENDENT MERCHANT --- CHAIN STORE PRICES

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Lyons Road, Geneva, N. Y.

Just North of City Limits. Phone 2657

COMPLETE LINE BEACON FEEDS

Groceries - Meats - Fruit - Texaco Gasoline and Oil

Plenty of parking space. And you will find your dollar buys more of the best at

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June 13, 1935

5100 Copies

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1933 CHEVROLET SEDAN  
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Also

LaSALLE VICTORIA  
ESSEX COACH  
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1931 FORD STAKE, 157" duals

## RUSSELL-HART CHEVROLET, Inc.

South Exchange St. Geneva, N. Y.

Phone 6621

OPEN 24 HOURS

## You can afford to PAINT-UP

with the high quality PAINTS and  
ENAMELS on sale at LYNCH'S

**REGENT HOUSE PAINT . . . \$2.10 gal.**

Sold with a money back guarantee

FLOOR and PORCH ENAMEL qt. **66<sup>c</sup>**  
High gloss, weather-proof, wear-proof

INTERIOR GLOSS qt. **75<sup>c</sup>**  
a beautiful interior finish, easy to clean

WE PERSONALLY GUARANTEE EVERY  
CAN OF THIS QUALITY PAINT

## LYNCH BROS.

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Geneva, N. Y.

## Suggestions for FATHER'S DAY SUNDAY, JUNE 16

Men's Shirts (with or without collars) \$1.35 up  
Men's Neckwear (beautiful assortment)....55c up  
Men's Hose (plain or fancy pattern).....25c up  
Initial Belts .....\$1.00 up

Also large assortment of Novelty Gifts  
including . . . Collar Bars, Tie Chains,  
Bill Folds . . . Key Containers . . .  
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Lighters, etc.

Any of These Will Surely Please Dad  
All Neatly Boxed Without Charge

**Baker & Stark Inc.**  
CASH & ONE PRICE CLOTHINGS  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

## For the Graduate. . .

### GIFT LINGERIE

IN LOVELY FITTED STYLES

Soft colors, fine crepes and satins  
in lace and tailored trims.

All "MISS NEW YORKER" models . . .  
a luxury underwear at a moderate price.

**\$1.98** and up

Exclusive with . . .

## HOWARD DRY GOODS CO.

We Give Christmas Thrifties—  
Redeemable in Cash Next Christmas

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

June 13

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
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Advertising space must be re-  
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be in by Monday noon.

## ALMANAC



"Everybody knows good counsel except  
those that have need of it"

### JUNE

11—Richard Strauss, great  
composer, born 1864.



12—Congress orders commer-  
cial relations with France  
ended, 1798.



13—Plug tobacco manufactur-  
ers form trust, 1889.



14—Norcross patents first  
practical diving suit, 1834.



15—Franklin shows relation  
lightning with electricity,  
1752.



16—28 ounce hailstones fall at  
Dubuque, Iowa, 1882.



17—Magna Charta, English  
charter of liberty, signed  
1215. ©WNJ

## Flowers...

for ANY OCCASION  
Visit or Phone

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

## SUMMER BREEZES

Fill up! Coke and coal prices  
advance June 15. (See ads in this  
issue).

When men visit one another they  
smoke a lot or go fishing—or both.

Smith's are celebrating their 88th  
Anniversary with a special sales  
event. (See ad, page 9).

They that always speak kind  
words, please hold up their hands.

There's a lot of food for thought  
in the "Geneva Club" ad on page 11.  
Cleanliness and exactness in prepa-  
ration are qualities warranting more  
than passing consideration.

A word out of the dictionary  
makes a lowbrow suspicious; but  
he picks up greedily all the slang  
words going.

A correction: In these columns  
last week we noted Chas. S. Grow-  
er's address as North Brook Street.  
It should have been South Brook,  
as per Mr. Grower's ad. (See page  
11).

Many a father suffers from a  
touch of the son.

Savings throughout the store—in  
connection with Gilbert's seventh  
anniversary sale now in progress.

If what they say is true and one  
person out of four has a car, the  
other three must be waiting at the  
crossing to let the one go by.

(Continued on page 5)

## SPECIAL CARE... for your BLANKETS

before putting them away  
HAVE YOUR BLANKETS  
Dry Cleaned to Discourage Moths

## FOOTE'S CLEANERS

HARRY D. TARBELL  
Phone 2910 78 Castle Street  
We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

We are sold on Modern Ice  
Refrigeration sufficiently to  
offer you

## FREE

use of a Modern

## DUO-DRAFT REFRIGERATOR

for ten days

Ask the ice man on the red  
truck for further details...

Use

## Diamond Crystal Ice

made with  
Refiltered City Water

Geneva Refrigerating Corp.  
Telephone 2404

## ENJOY...

the pleasure of listening to Eddy  
Duchin and His Orchestra on the  
TEXACO RADIO PROGRAM.

## ENJOY...

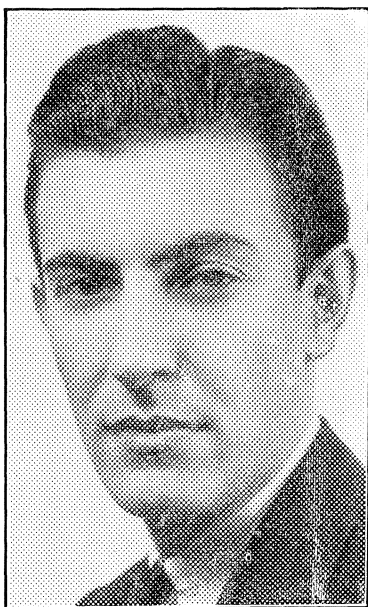
the pleasure of driving with  
TEXACO Fire-Chief GAS  
in the tank... and TEXACO  
MOTOR OIL in the crank  
case.

## RICKELS

Service Station  
"Independently operated"  
Lake Street Phone 2920

**RADIO FLASHES**

By Ralph Le Brun



**Eddy Duchin** and his orchestra, carrying on while Texaco Fire Chief Ed Wynn takes a summer vacation, will conduct a national open tournament for new radio talent, as they cross the country on a transcontinental tour. Starting at Washington, D. C. with last Tuesday's broadcast, Duchin and the boys will wind up the 16 week tour at the Cocoanut Grove of the Ambassador Hotel in Los Angeles.

On Sunday at 11:45 A.M. over the Columbia System a vivid description of Cracow, Poland, the ancient city of Polish kings, and the 13th Century Church of Our Lady will be rebroadcast. The "Hejnal" or trumpeting of time from the church towers and the singing of native folk-songs will be heard.

Amos 'n Andy are "honorary Admirals" in the "navy" of the state of Nebraska. They have elaborately lettered commissions from the Governor to prove it.

**A to Z**

From Atwater-Kent to Zenith, if it's trouble  
PHONE 3237

Tubes, Parts, Service.

**RALPH LE BRUN**

Phone 3237

225 High Street

**OFFICE  
SUPPLIES**

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

**W. F. HUMPHREY PRESS INC.**  
300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

Irvin S. Cobb, author, humorist, lecturer, playwright, and radio commentator extraordinary, will be the next celebrity on Ben Bernie's guest list at this rendezvous of prominent personages. The wise ones look forward to "a hot time on the old island" the night of Tuesday, June 18, when these masters of repartee get together on the Old Maestro's regular program from Catalina Island over NBC-WEAF.

Two birds of a feather will come together before the same microphone when Fannie Brice, a veteran comedienne of the American stage, appears as a guest performer on Bea Lillie's broadcast over NBC-WHAM Friday at 8:00 P.M. Like Miss Lillie, Fanny Brice is a leading exponent of satirical buffoonery. She first came into prominence as a protege of the late Florenz Ziegfeld and has been rated as one of America's comedy favorites for a quarter of a century.

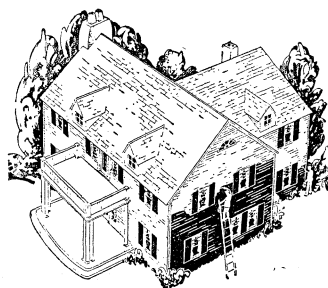
(Continued on page 6)

**Aberhill**

EAST LAKE ROAD CANANDAIGUA, N.Y.

Delightful Lakeside Rooms  
for Weekly and Monthly Guests

Catering to Parties, Banquets, Bridge Luncheons,  
Wedding Breakfasts, etc. All meals by 24-hour  
reservation for minimum parties of eight.  
Telephone, Canandaigua 166-J



Price per gallon alone  
does not determine  
the cost of paint

**DON'T**  
**Buy**  
**House**  
**Paint**  
**on Price**  
**Alone**

... The actual NUMBER OF GAL-  
LONS used, and the NUMBER OF  
YEARS it wears—these things de-  
termine the actual cost of painting.  
That's why it pays to choose

**SHERWIN-WILLIAMS****SWP HOUSE PAINT****Fairfax Brothers Co.**

87 Castle Street

Phone 2441

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

## \* DOROTHY GOES SHOPPING \*

You can't afford to eat at home Sunday's when **Rothenberg's Restaurant** offers you such delicious dinners at such reasonable prices. Full course Fricasse Chicken Dinner, 50c . . . Duck and Steak Dinners, 60c. Home cooking. **Joe Rothenberg's**, 59 Seneca St.

—D—

If the young man in your home is about to graduate this year you will find it to your advantage to see the special values that **Baker & Stark** are offering in Blue-Oxford or Blue Grey Suits—also Flannel Trousers.

—D—

Late for an important appointment because your watch wasn't keeping correct time? Avoid this mishap again. Have your watch looked over this week at **Prince's Jewelry Store**, 20 Linden St.

—D—

Summer hair! Hair that goes swimming, blows about on motor trips, yet must look perfect for evening. It is necessary to have a **Permanent**. I recommend **The Harper Method Beauty Salon**, 10 Seneca St. Call 6783. Permanents \$5.00 and up.

Before buying any refrigerator investigate the **Coolerator** at **C. J. Brady's**. Stop in at 110 Lake St., phone 2740, or speak to the man on the White Ice Truck. No mingling of food odors, no drying out . . . foods stay fresh and natural tasting with a **Coolerator**. So amazingly different it changes all your ideas about refrigeration.

—D—

Don't think of buying your new summer suit without seeing the superb quality of International Custom-made clothes. The prices will greatly interest you. **A. P. Petersen**, 476 Exchange St., Geneva, N. Y.

—D—

Some lucky boy or girl is going to win a **Streamline Coaster Wagon** with **Jumbo Tires** that **Fred Garver** is giving away this month. Information at the store, 280 Main St. (next to Armory).

—D—

**Mr. Ringer** says it might look as if the **Bakery** is closed but it isn't—open for business as usual although undergoing repairs. Stop in and look around or just call 2011. They deliver.

The **Kenwood Blanket Club** at **Lynch's** has many attractive features for those who wish to save. Those beautiful, fluffy, all-wool blankets, on the Club plan, are much lower in price than you would ordinarily pay. Ask **Lynch's** about the Club plan.

—D—

A splendid assortment of Living Room Suites covered in the latest Tapestry and Curled Mohair are being shown at the salesroom of the **Seneca Furniture Mfg. Co.**, Middle St. You can buy them at factory, wholesale prices!

—D—

Buffet parties are fun. A lovely buffet table is a fit setting for lovely food. No other sort of entertaining is so gay. Of course you must be very particular about details when arranging your buffet table.

—D—

The feminine heart has been captured by the personal motif vogue—a mode from London—and many a woman today is embroidering her chosen motif on her lingerie, sportswear, handkerchief. On her house linens, too. Your individuality speaks through the motif you select. It may be a thistle, shamrock, maple leaf for nationality; an elephant or horseshoe for luck, a sailboat—whatever you fancy. And so easy to work.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, or Phone 2108.

### High Cliffs

A submarine valley in the Pacific ocean off the coast of Salinas, Calif., has cliffs 3,000 feet high.

—O—

### 100,000 Cantonese in Boats

Canton, China, has a population living in boats that numbers between 100,000 and 200,000 people.

—O—

### No Visitors at U. S. Mint

Visitors are not admitted to the United States Mint.



## STAGE SHOW Fri. & Sat. JUNE 14-15 ALL PEN W-H-E-C

Parade of Contest Winners  
Sponsored by Pen Oil Co.

Direct from RKO PALACE THEATRE,  
Rochester

**20 ENTERTAINERS 20**

Mirth — Melody — Dance — Song

on the screen

MAY ROBINSON —:— in —:— STRANGERS ALL

Three Days Starting Sun., June 16

**Lionel Barrymore**

in

**"PUBLIC HERO NO. 1"**

with Jean Arthur and  
Chester Morris

Wed. & Thur., June 19-20

**CHARLES RUGGLES**

**MARY BOLAND**

in

**PEOPLE WILL TALK**

### Carpenter and Builder

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given—free

### Business Man's Luncheon

12 to 15 kinds of Fish

12 to 15 kinds of Meats

Soup, Potatoes, Vegetables, **40¢**  
Hot Rolls, and good Coffee

### THE KIRKWOOD GRILL

Mixed Drinks That Satisfy

### Why Wait. . .

Let us install your furnace NOW . . .  
start paying October 1

### JOHN A. PONTIUS

90 Elm St. Phone 4575

New Styles, Values, for

GRADUATION and  
WEDDING PORTRAITS

### THE STEWART STUDIO

35 Seneca St. Phone 2183

### TRY THESE. . .

Macaroni Ring Salad.....25c  
Potato Salad.....25c  
Shrimp Salad.....30c  
Fruit Salad.....30c  
Tomato and Sliced Egg.....25c  
Pineapple and Cream Cheese.....25c

Rolls and Butter - Iced Tea  
Maxwell House Coffee or Milk

### DOWNYFLAKE COFFEE SHOPPE

Linden Street

### WASH SILKS

Plain, Stripes and Plaids

**\$4.95 to \$7.95**

Plaid and Striped Cottons in  
the Better Frocks

### THE NORMA SHOP

66 Seneca Street Phone 2711

"Exclusive But Not Expensive"

### SUMMER BREEZES

(Continued from page 2)

Schools, churches, lodges, clubs, organizations—send your notices of events of public interest to GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. We publish reading notices of this nature without charge. The GENEVA COMMUNITY NEWS is your paper—make use of it. It reaches the people you wish to reach. Send your notices as far in advance as possible.

At that period of life when you most need exercise, you can't spare the time from making a living.

We are now reserving ad space for July, August and September. If contemplating advertising for these months get in touch with us at once.

### High School Alumni Dance

The Alumni of Geneva High School will hold a dance at the Masonic Temple on Wednesday evening, June 26, from nine to one. Music by Frank Fennell's Seneca Serenaders. Tickets \$1.25 per couple, including tax.

### Sort of Prophet

Jud Tunkins says don't say "I told you so." It's a sort of prophet motive that's liable to get in the way.

### Let Us Help You. . .

with your planting plans

### MANEY'S NURSERIES

White Spring St., Geneva, N. Y.  
Phone 2281

We invite you to come and look  
at our large assortment of

**EVERGREENS,  
ROSES, SHRUBS  
and Ornamental Trees**

Just the thing for warm weather



WHITE, SMOKED ELK,  
or BROWN

Infants' size 6 to \$1.29

Misses' size 2

Growing Girls' \$1.49  
sizes

### LATTIMER'S

492 Exchange St.

**1928**

## GILBERT'S

**1935**

## ANNIVERSARY SALE

**20% Discount**

THROUGHOUT THE STORE

Making a great saving

for the **WEDDING or  
GRADUATION GIFTS**

you have to buy

## S. A. GILBERT

—: JEWELER —:

510 Exchange Street

GENEVA, NEW YORK

Phone 2241

"OAKLAND"—a very fine blend of old Straight Whiskeys, (contains no added spirits or alcohol) .....pts. \$1.25; qts. \$2.25  
 "GOLDEN RIVER"—Straight Whiskey.....pts. 85c; qts. \$1.65  
 "SUNCAL"—100% Pure California WINE.....pts. 39c; qts. 69c  
 (Port - Sherry - Tokay - Muscatel)

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

### ALONG THE AIRWAYS

A new regular schedule of the United Air Lines calls for overnight service from New York to all major Pacific coast cities in "three-mile-a-minute" Boeing monoplanes.

The Bureau of Air Commerce reports that 349 airplanes were produced by the American aircraft industry during the first quarter of 1935 as compared to 259 in the same period last year. Of these 193 were for domestic civil use, eighty-four for military purposes and seventy-two for export. Monoplanes outnumbered biplanes nearly eight to one in the commercial field.

### CHAMBER OF COMMERCE MEETING

A meeting of the entire Chamber of Commerce membership will be held at the Chamber offices tonight (Thursday, June 13) at 7:30.

New by-laws will be presented and, following the adoption of these, a roster of membership will be mailed to all voting members, together with a primary ballot. From these primary ballots nominees for new directors will be selected and a committee of judges will then prepare a final ballot from which fifteen new directors will be elected.

### Not High Fliers

It used to be thought that birds rose to high altitudes—such as 8,000 to 10,000 feet—on long flights; but information, gathered in from airplane observation, shows that they do not really go up so far. Their average altitude is between 2,000 and 3,000 feet—though some birds, such as ducks and waders, rise above the 4,000-foot line.

### RADIO FLASHES

(Continued from page 3)

Major Edward Bowes, heard twice Sundays on NBC with his Capitol Family and Amateur Hour programs, began his business career while a boy in knickers. Discontented with the financial rewards as an usher at a school teachers' convention in San Francisco, he set up shop on the premises as a writer of calling cards and did a land-office business, thanks to a fine Spencerian hand.

## SUMMER NEEDS

### SCREEN DOORS

7/8-inch thick galvanized screen  
and hardware .....\$2.75 to \$4.00  
1 1/8-inch thick galvanized screen  
and hardware .....\$4.00 to \$5.25

### SCREEN WIRE

Galvanized, 14-mesh ..... .04 sq. ft.  
Bronze, non rust 14-mesh ..... .14 sq. ft.

GARDEN SPRAYERS, 3 1/2 gal. tank 24-in.  
extension, complete .....\$3.25 each

HAND SPRAYERS .....25c - \$1.50

FLOWER BED GUARD, galvanized—protection from dogs and other animals  
.....16-inch, 9c ft.; 22-inch, 10c ft.

### YARD AND GARDEN FENCE

42"-3" Mesh.....11c ft.  
48"-3" Mesh.....13c ft.

### GARDEN CULTIVATORS and WEEDERS

Saves time and does your work more satisfactory .....\$3.25 - \$12.00

We Give Christmas Thrifties

Redeemable in Cash Next Christmas

## Cooney, Watts & Cooney

HARDWARE

513 Exchange St. Geneva, N. Y. Phone 2170

## Prices on COAL and COKE Will ADVANCE June 15th

This is your last opportunity  
to get

COAL and COKE  
at spring prices



## S. & T. D. BEARD

Phone 2651

93 Castle Street

(Open Saturdays 9 to 11 only)

**Call HERVIEUX . . .**

GENERAL CONTRACTOR  
for that screen job

Free estimates . . . no obligations  
. . . low prices . . . quick service  
194 Pulteney St. Phone 2996

**LAST CALL!!**

Place Orders TODAY

for

**'blue coal'**

or

**SEMET-SOLVAY COKE**

**Prices Advance  
June 15**

Phone 6232 or 6186

**P. O'Malley  
& Son**

27 CASTLE STREET

Ask us about  
our time payment plan

**YOUR IDEA  
of a  
REAL MEAL**

Our Idea, Too!

CHICKEN DINNER ..... 60c  
PLATE LUNCH ..... 50c

Also

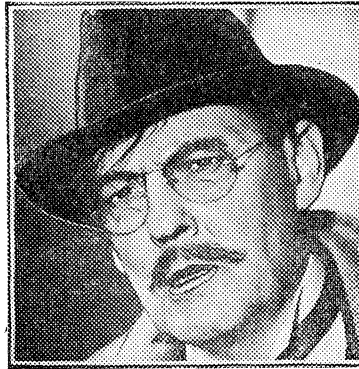
Delicious Southern Baked  
Ham Sandwiches  
Salads

Excellent Coffee  
Home Baked Pies

**DIXIE INN**

BEAN'S HILL

Junction Route 5 & Penn Yan Rd.



**Lionel Barrymore**—as he appears in "Public Hero No. 1", coming to Schine's Geneva Theatre for three days starting Sunday, June 16th.

**Ancient Stained Glass**

It is said that stained glass dates back not later than the Holy Roman empire, possibly to the reign of Charlemagne in France. In France the cathedrals of Chartres, Le Mans, Reims and Chalon-sur-Marne are of special importance because of the beauty, not alone of the architecture, but of the glass.

**Indian Mock Marriages**

In India mock marriages with trees, animals or other things are often gone through with for the purpose of protecting a bride or bridegroom, or both, from some supposedly impending evil.—*Gas Logic*.

**Enormous Baobab Tree**

The enormous baobab trees of Majunga, Madagascar, line many of the town's streets. Some of the trees are so large that it would take 15 men with outstretched arms to encircle one of them.

**Arctic Trips Traced to 330 B. C.**

Arctic explorations may have begun with Pytheas, Greek navigator, who about 330 B. C., sailed from Massilla, now Marseilles, and discovered the British Isles, possibly reaching Norway.

**Pharos of Alexandria Rebuilt**

A reconstruction of the Pharos of Alexandria, one of the wonders of the ancient world, has been made since the discovery of a Twelfth century description of the great lighthouse.

**ATTENTION!**  
**DEALERS and SERVICE MEN**  
We are ready to serve you . . .

Gases (Isobutane) etc.  
Ranco Controls, Frigidaire parts, Coils  
Complete line of Service Parts available

**PFAUDLER'S  
REFRIGERATOR PARTS**

333 So. Plymouth Ave., Rochester, N. Y.  
Phone Maine 4434

**TRAUTMAN & SMITH**

**FLOWERS OF QUALITY**

149 No. Exchange St. Phone 2026

(Member F. T. D.)

**ALFRED J. FREISEM**

**Aetna Life Insurance Co.**

Geneva Trust Building  
Geneva, N. Y.

\*\*\*\*\*  
★ DID YOU RECEIVE YOUR ★  
★ GARMENTS TODAY? ★  
★ DID THEY SMELL LIKE A ★  
★ GAS FILLING STATION? ★  
★ too bad! ★  
★ You should have sent them to ★  
★ **Mc Guire's** ★  
★ 553 EXCHANGE ST. ★  
★ Their cleaning is absolutely ★  
★ O D O R L E S S ★  
★ Next time call 4126 ★  
\*\*\*\*\*

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**SHOES SHINED  
HATS CLEANED & BLOCKED**  
by Ebo and Joe

**Kirkwood Shoe Shine Parlor**  
Castle St. Kirkwood Block

IT PAYS to read  
"THE NEWS"



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Macaroni Stuffed Peppers

- 2 cups cooked macaroni
- 1 cup canned tomato soup
- $\frac{3}{4}$  cup grated cheese
- 1 egg
- 6 green peppers

Add macaroni cut in small pieces to tomato soup, add cheese and slightly beaten egg. Prepare peppers by cutting slice from stem end, removing seeds and parboiling peppers in salted water for 5 minutes. Drain, fill with macaroni mixture, cover with buttered crumbs and bake for 12 minutes in 500° oven.

Mrs. F. A., Catherine St.

## Roxbury Cakes

- 2 eggs (separated)
- 1 cup sugar
- $\frac{1}{4}$  cup soft butter
- $\frac{1}{2}$  cup sour milk
- 1 teaspoon soda
- $\frac{1}{2}$  cup molasses
- 1 teaspoon each cinnamon and nutmeg
- $\frac{1}{2}$  teaspoon cloves
- 1 cup raisins
- $\frac{1}{2}$  cup nut meats
- 2 cups flour, a little salt and vanilla

Combine egg yolks, sugar, butter, sour milk, soda and molasses. Add dry ingredients then raisins and nut meats and lastly beaten whites of eggs. Bake in muffin tins.

Mrs. C. F. L., Main St.  
Waterloo

**Mary L. Rogan**

**MILLINERY**

52 Linden St.

(Just Around the Corner)

## Hot Milk Cake

- 1 cup sugar
- 2 eggs
- 1 cup flour
- 1 teaspoon baking powder, a little salt
- 1 teaspoon hot butter
- $\frac{1}{2}$  cup hot milk
- 1 teaspoon flavoring

Beat eggs and sugar together until light. Add dry ingredients which have been sifted twice. Put butter in milk and add last. This makes a thin batter. Bake in slow oven 325° for 30 to 40 minutes.

A. H., William St.

## Vegetable Hamburgs

- 2 medium-sized onions
- 1 cup beets, cooked and chopped
- 1 cup carrots, cooked and chopped
- $1\frac{1}{2}$  cups bread crumbs
- $\frac{1}{2}$  teaspoon salt
- 1 egg
- $\frac{1}{4}$  cup butter

Chop onions and add to other chopped vegetables. Add 1 cup of the bread crumbs, salt and egg, which has been beaten well. Combine thoroughly and shape into flat cakes. Dip in crumbs and brown on both sides in a skillet in butter. This recipe makes about 6 portions.

## Recipe

Take one reckless, natural-born fool, three drinks of bad liquor, a fast, high-powered motor car. Soak the fool in the liquor, place in the car and let him go. After due time, remove the wreckage, place in a black, satin-lined box and garnish with flowers.—*Erie Railroad Magazine*.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

**ICE**

The Only Conditioned Air Refrigeration

110 LAKE ST. Phone 2740

## Castle Street Market

Phone 2151

Near Main

**BEST QUALITY MEATS**

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

**FRED BAUMGARTNER, JR.**

## HARRY M. MOYER

PRINTER

69 Oak Street

Phone 4189

"THE PLACE TO EAT"

**Guinan's**

Restaurant

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties

**ORDER NOW!!**

FUEL PRICES

ADVANCE

JUNE 15th

PHONE 2221

**RAPALEE**

COKE & COAL CORP.

30 Gates Ave. Geneva, N. Y.

**"Spoils to the Victor"**

The treaty of Versailles, rightly or wrongly, embodied the principle, the "spoils to the victor."

**Telephone Has Long Reach**

More than 60 foreign countries can be reached from Washington by telephone.

**"The Good Old Summer Time"**

Why spend hours over a wash tub that could be spent enjoying the "Good old summer time."

DAMP WASH, everything damp, ready to be ironed 12 lbs. **59<sup>c</sup>**

ROUGH DRY, price per pound **8<sup>c</sup>**

**GENEVA STAR LAUNDRY**

L. A. Currey M. E. Tillema  
511 Exchange St. Phone 2112

**GLEANINGS**

"Better one good act done quickly than a hundred thought of for a day."

"A lost opportunity seldom returns."

"A pedestrian is a man who has a wife, two daughters, a son and an automobile."

"Patience breaks through iron doors."

"Everyone makes mistakes; the successful man corrects his."

"The eye cannot choose but to see nor the ear to hear; our bodies feel wherever they might be—either against or with our will."

"Meeting some folks is more like a reunion than making an acquaintance."

"When you knock a red head down be sure and kick him or he will get up again."

(To be continued)

**Is YOUR Phone Number Here?**

Phelps 36-J

Ovid (Willard) 51-F-16

Geneva 3964

Geneva 5885

Geneva 2190

(See Page 12)

Occasionally there is a man who likes to just saunter along in his automobile, but there is no place to "saunter."

# TWO AWARDS

in ONE YEAR

## for QUALITY and PRICE

is the enviable record

of *Nan Cabot's*  
CANDIES

THE OFFICIAL ORGAN  
OF THE CANDY INDUSTRY  
IN ITS DECEMBER 1933  
CLINIC REPORT SAYS —

*"These chocolates in quality and assortment are far better than some \$1 boxes—Exceptionally fine chocolates"*

35¢ The pound box - Irregulars  
39¢ Hard and Chewy "  
49¢ Nuts and Fruits

**Clarke's Pharmacy**

Exchange & Castle Streets  
Phones 2242 - 2541 GENEVA, N. Y.

Free Delivery

# The J. W. Smith Dry Goods Co.

ANNOUNCES ITS

## 88th ANNIVERSARY SALE

Our Greatest Sales Event of the Year  
Is Now In Progress

Come in and take advantage of the exceptional savings offered in every department of the store. Every item offered is not only a thrilling bargain but is the newest and most wanted in styling and type.



## THE FUNNYBONE



### Gentle Hint

Little Betty used to embarrass her mother every time she called on her friend by asking for something to eat. She promised never to do it again.

The next time they called on the friend, just before teatime, Betty piped up: "Mrs. Smith, are you hungry?"

"No, Betty," answered the hostess, "I'm not hungry."

"Well," said Betty with a sigh, "I wish I was you."

### Toe Dancer

Cynthia: "When you suggested dancing, did he accept the idea with alacrity?"

Claudette: "I'll say—he was on my feet in an instant."

## General Auto Repair Work

### RIGBY'S GARAGE

230-4 Genesee Street

### VENA'S MEAT MARKET

49 CLINTON ST.

### ARMOUR'S QUALITY MEATS

Round Steak .....	26c
Sirloin Steak .....	28c
Frankfurts .....	18c
Bologna .....	20c

It Pays to Buy at VENA'S

### Calm Feet

"Are you cool in time of danger?"  
"Yes, but at the wrong end."

### No Use

Sonny was being dressed for school for the first time, between sobs.

"Why, Sonny, little men don't cry," said his mother.

Looking up through the tears, Sonny asked: "But why do I have to go to school? I don't know nothin'."

### Russian Titles

Teacher—What were children of the czar called?

Pupil—Czardines, sir.

### Effective

"Hullo! Bought a saxophone?"

"No; I borrowed it from the man next door."

"But—you can't play it?"

"Neither can he while I've got it."

### Scotch Joke No. 7,841,249

"Two pennyworth of bicarbonate of soda for indigestion at this time of night," cried the infuriated druggist, who had been aroused at 2 A. M., "when a glass of hot water would have done just as well!"

"Weel, weel," returned McDougal, "I thank ye for the advice, and I'll no bother ye after all. Good night!"—*Pearsons* (London).

### No Hero

"Tell your wife not to worry about her deafness, as it is merely an indication of her declining years."

"Would you mind telling her yourself, doctor?"

### Shakespeare the Accuser

"Who does Shakespeare call the greatest chicken-killer in his plays?"

"I dunno."

"Macbeth—he did murder most foul."

## Prescribed Lubrication. . .

— New Alemite Unit System —  
The newest and most modern  
Lubrication Equipment in Geneva  
— We Invite Your Patronage —

## FINK'S SUPER-SERVICE STATION

Lake St. Phone 2448

"The Only Independent in Geneva"

Always open

24-hour Service — every day.

Try Our Delicious

SEASONAL SALADS

## TEXACO GRILLE

A Pleasant Place to Dine

Lake Street (Just off Exchange)

24-Hour Service. Plenty Parking Space.

We will appreciate it very much—

and so will our advertisers—if you will kindly say—

"I saw your ad in the

## Geneva Community News"

when making purchases

## "JOE'S"

28 E. North Street

Phone 2059

Complete Line of

## Fine Liquors and Wines

Including California and N. Y. State Wines

Out of the high rent district  
with plenty of parking space

Come in—let us show you our stock and prices. No obligation to buy, but we're satisfied we can please you.

There are very few misfortunes in this life that don't have some kind of compensation. For instance, the deaf don't have to listen to the dumb.

#### No Substitutes

Little Man—I want to buy three potted geraniums, please.

Florist—Well, I'm afraid I'm out of geraniums at present. However, I've got some other nice potted plants here and—

Little Man—Anything else won't do. My wife is coming home tonight after a month's absence, and I told her I would water the geraniums while she was away.

#### Seeing to Things

Mrs. A.—I see your husband never goes out at night.

Mrs. B.—So do I.—*Answers Magazine.*

#### It's a Hard Job

"De trouble wif some of my friends," said Uncle Eben, "is dat dey wants to be overpaid foh hard work in gettin' a p'litical job."

## "GENEVA CLUB" CARBONATED BEVERAGES

(Trade Mark Reg. U. S. Pat. Office)

### "ACCEPTED! . . . A CREDIT TO GENEVA"

. . . Say those whose judgment is based on Experience . . . alone or in company.

100% Pure — 100% Delicious

The Foundation: The Clearest—Purest Water.

Then the Finest Extracts for Flavor . . . Cane Sugar specially sent from Refineries . . . Syrup mixed in Glass Lined Steel Tanks and Filtered . . . Carbonated in Deaerating Carbonator.

Every bottle washed and sterilized in hot caustic soda . . . then filled on latest type full automatic syringing, filling and crowning machine.

Every step in process based on scientific principles

That's why "GENEVA CLUB" . . .

- PALE DRY GINGER ALE
  - ORANGE
  - CLUB SODA
  - ROOT BEER
  - LIME RICKEY
- . . . will please you

At your dealers, or

## GENEVA COCA-COLA BOTTLING CORP.

82 State Street

Phone 6378

Geneva, N. Y.

## Spray and Brush Painting

Pittsburgh Plate Glass Products

### CHAS. S. GROWER

82 S. Brook St.

Phone 2954

## RIGHT HERE

Bologna white, bologna right, bologna round and brown, United here is high class cheer in **MEATS**, the best in town; Tenderloin well worth your coin, and porterhouse the same,—Chickens, lamb, pork, chops, and ham, and different kinds of game Here is the place to feed your face, but you must cook it first. Everything, from fall till spring, from fish to "winny" wurst, Ribs to spare,— spare ribs for fair! Liver, hearts and cheese, Sausage, too, and bacon true,— in here we aim to please!

### BERG'S MARKET

90 Elm Street

Phone 2864

## SAND - GRAVEL - CRUSHED STONE - CINDERS

Mason Work — Concrete Construction  
House Razing — Buildings Moved  
Wet Cellars Made Dry

### NICHOLAS COBLIO

62 East North St.

Phone 5719

## Y. M. C. A. AUXILIARY PICNIC

A picnic and tureen supepr, under the auspices of the Y. M. C. A. Auxiliary, will be held at Mrs. E. R. Dobbin's cottage at Kashong on Thursday afternoon, June 20th.

Mothers and all interested friends are invited.

The following are in charge of notification and transportation, if desired:

Calumet Club—Mrs. K. C. Angevine  
Friendly Indians—Mrs. H. J. Reas  
Junior Comrades—Mrs. H. J. Emmons  
Senior High Y—Mrs. L. W. Schanbacker  
Junior High Y—Mrs. Walton  
O. Q.—Mrs. J. C. Loman

Bring buttered rolls, covered dish and silver.  
Mrs. Boyd Trump is general chairman.

## Decorated Frog

A giant frog at the London zoo from Brazil has golden eyelids and carries a pair of horns—one over each eye! What is more, it can bark, bite, and fight. Known as the Escuerzo frog, more than half of its anatomy is occupied by its head and jaws, which are so elastic that they can be stretched over a good-sized rat.

## Dogs Run on Rubber Tracks

Tested at a stadium near London, rubber turf is being used to surface the track on which greyhounds race. It is claimed that the material gives better footing after a rain than grass. The rubber turf also will be tested on football fields.—*Popular Mechanics Magazine.*

## Don't Get Smoke in Your Eyes. . .

with a few Saturday Specials

EVERY DAY is "SPECIAL DAY" on our Entire Line at MILLER'S

SAVE ON YOUR TOTAL FOOD ALLOWANCE . . . with our Low Overhead

Just a little idea of OUR PRICES:

Shinola Shoe Polish.....9c  
RINSO, large box.....19c  
Garden Beets, No. 2 can....9c  
Round Steak .....27c  
Veal Cutlet .....29c

BUY and SAVE

at

## W. J. MILLER'S

Lyons Road Phone 2657

Just beyond City Limits

GROCERIES - MEATS -  
FEED - GAS

OPEN DAILY 7 A.M. to 10 P.M.

## IT PAYS TO READ "THE NEWS"


THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (June 13) to the five people whose telephone numbers appear on page 9 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires June 20.

It PAYS to ADVERTISE in the GENEVA COMMUNITY NEWS—every week.

# Is it a question of ? MONEY



**SALARIED MEN AND WOMEN!**

You'll have no trouble getting cash here! Your steady income and good reputation give you a credit standing with us, so you can borrow as much as \$300, anytime you need money quickly.

**All the Time You Need to Repay!**

Convenient monthly installments can be extended over as long a period as 20 months, if desired.

Come in, write, or 'phone

**PERSONAL FINANCE CO.**  
OF NEW YORK

Phone 251 120 Genesee St.  
Room 304, National Bank of Auburn Bldg., Third Floor  
Auburn, N. Y.

★ 6 LIBERAL LOAN PLANS ★

## ATTENTION!! GENEVA MOTORISTS

### Owing to the success of our MOTOR TESTING CLINIC

We are extending this service for a limited time  
Here is your chance  
to get your motor  
in condition for summer driving

ADJUST YOUR CARBURETOR **FREE** ANY MOTOR  
ANY CARBURETOR

Test Time About 15 Minutes

FIRESTONE RAPID TEST starts from the foundation of your motor for this testing and adjusting. We will tell you what causes hard starting, lack of pep and excess gasoline consumption. Drive in and let our representative adjust your carburetor—any make. We will try to increase your gasoline mileage.

## Firestone Auto Supply and Service Stores

Cor. Lake & Exchange Streets

Phone 2323

COMPLETE CAR SERVICE

J. H. BINDEMAN, Mgr.

RESULTS are obtained by Advertisers who use the GENEVA COMMUNITY NEWS.  
Guaranteed Circulation 5100 weekly — Phone 2108

# THE GENEVA COMMUNITY NEWS

June 20, 1935

5100 Copies

## GENEVA'S LARGEST ASSORTMENT GRADUATION SUITS

And best of all . . . priced well within  
your budget . . . stitch for stitch,  
quality for quality, they can't  
be matched anywhere.

PEBBLE WEAVE SUITS **\$19.85**  
Blue - Blue-Grey - Oxford  
Plain or Yoke Backs

WHITE FLANNEL TROUSERS  
**\$5.00 and \$6.50**

 **Baker & Stark Inc.**  
CASH & CREDIT PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

## Good Used Cars

STOCK SMALL

because conscientiously

**RECONDITIONED and  
PRICED RIGHT**

Our stock is constantly changing. If we  
do not have what you want, register  
your requirements with us—we'll get it.

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

Phone 6621

**OPEN 24 HOURS**

## Attention Geneva Motorists !! MOTOR TESTING CLINIC

Now is your chance to get your motor in condition for summer driving

ADJUST YOUR  
CARBURETOR

**FREE**

ANY MOTOR  
ANY CARBURETOR

Test Time About 15 Minutes

FIRESTONE RAPID TEST starts from the foundation of your motor for this testing and adjusting. We will tell you what causes hard starting, lack of pep and excess gasoline consumption. Drive in and let our representative adjust your carburetor—any make. We will try to increase your gasoline mileage.

AUTHORIZED UNITED MOTOR SERVICE

## Firestone Auto Supply and Service Stores

Cor. Lake & Exchange Streets

Phone 2323

COMPLETE CAR SERVICE

J. H. BINDEMAN, Mgr.

Washing, Polishing, Special Wheel Align and Brake Service, Specialized Lubrication, Battery Service.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

June 20

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box Geneva, N. Y.

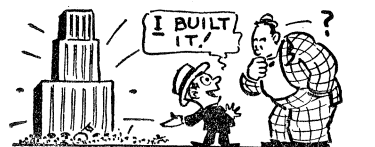
Phone 2108

W. H. DAVIS - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.







Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"Great works are performed not by  
strength but by perseverance."

### JUNE

-  18—Theodore Roosevelt re-  
turns from African trip,  
1910.
-  19—First recorded game of  
baseball is played, 1846.
-  20—Three are condemned as  
witches, Hartford, Conn.,  
1662.
-  21—First United States troops  
land in Cuba, 1898.
-  22—Bissell patents the first  
carpet sweeper, 1876.
-  23—Federal rain making ex-  
periment in Texas is fail-  
ure, 1891.

Here Comes  
the Groom  
©WNU 24—Henry VIII, many-wived  
English King, born 1491.

## Flowers. . .

for ANY OCCASION  
Visit or Phone

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

## GARDEN PARTY AND FASHION SHOW

On Friday afternoon, June 21,  
starting at 2:15, the Geneva Unit  
of the League of Women Voters  
will sponsor a Garden Party at the  
White Springs Farm.

A feature of the party will be a  
Fashion Show conducted by vari-  
ous Geneva Shops, displaying the  
latest wearing apparel for ladies,  
including dresses and accessories.

For those who may not care for  
cards additional entertainment will  
be provided in the way of a pleas-  
ing musical program and the  
White Springs flower gardens are  
also just now at their best.

Tickets of admission, which are  
50c, are now on sale at the Hill  
Book Shop, Seneca Street, and will  
also be on sale at both gates of the  
White Springs Farm on the day of  
the event.

In case of rain the party will be  
postponed until Saturday after-  
noon.

## Is YOUR Phone Number Here?

Waterloo 283  
Ovid 44-M  
Geneva 2931  
Geneva 6085  
Geneva 6731

(See Page 11)

We are now reserving ad space  
for July, August and September. If  
contemplating advertising for these  
months get in touch with us at  
once.

## All Over

"Tell me the story of the police  
raiding your fraternity."  
"Oh, that's a closed chapter now."

PRIDE demands a smart appearance.

A SMART APPEARANCE calls for  
QUALITY Cleaning and Pressing.

FOOTE'S is the answer to this per-  
plexing problem.

## FOOTE'S CLEANERS

HARRY D. TARBELL  
Phone 2910 78 Castle Street

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

We are sold on Modern Ice  
Refrigeration sufficiently to  
offer you

# FREE

use of a Modern

## DUO - DRAFT REFRIGERATOR

for ten days

Ask the ice man on the red  
truck for further details . . .

—o—

Use

## Diamond Crystal Ice

made with  
Refiltered City Water

Geneva Refrigerating Corp.  
Telephone 2404

## COME IN. . .

Let us tell you why more  
people ride on

## GOODYEAR TIRES

than on any other kind

## FIRST CHOICE

yet they cost no more

## RICKELS

Service Station

"Independently operated"

Lake Street

Phone 2920



## RADIO FLASHES

By Ralph LeBrun



**Cornelia Otis Skinner**, distinguished American actress and writer who brings her famous character sketches to the air on Sunday evenings at 8:30 P. M. over NBC-WHAM. As the daughter of Otis Skinner she has been associated with the theatre since childhood, but becoming dissatisfied with the career of a "straight" actress several years ago she began to create first the character sketches and later the solo dramas for which she is famous.

Amos 'n Andy will go over to the WEAf network on July 15. The sponsors believe that a change of network will put their program in tune with new listeners and that the regular audience will follow Amos 'n Andy to the new stations. Time will remain the same, 7 P. M. New York time.

On Thursday, at 8:30, the first of the summer concerts by Edwin Franko Goldman's band will be broadcast over NBC-WJZ. The band will broadcast every Thursday at this time and Saturdays at 8 P. M. WHAM is scheduled to carry the Thursday broadcasts.

A special performance of George Bernard Shaw's most famous one act plays, "O'Flaherty, V. C.," will be presented over the Columbia network on Tuesday at 8 P. M. The cast to be heard in this masterpiece of typical Shavian insight and wit will include Stephen Fox, Edwin Jerome, Gladys Hurlburt, and Alma Kruger.

Buck Rogers' prophecies seem to be bearing fruit. A concern named Radio Vision, Inc., of Columbus, Ohio, plans extensive explorations of the outer air beyond the stratosphere, using a liquid fuel rocket. The rockets would be sent to heights of more than 100,000 feet carrying government recording instruments and a special technicolor camera. First flights are planned in six months, possibly on the Tobyhanna Heavy Artillery Range atop the Poconos.

## RENDERS PUBLIC SERVICE

Speaking before a recent quarterly meeting of the New York Association of Personal Finance Companies, held at Syracuse, N. Y., H. A. Lyon, public relations counsel of New York City, said: "The final test of any business is determined by the good which it does human beings and that means, in this case, borrowers, the public and stockholders. Any business which renders a necessary public service and renders it sincerely and honestly need not worry about public support. That has been proven in your own business by the sound growth and steadily increasing number of friends which your companies have made."

## A to Z

From Atwater-Kent to Zenith, if it's trouble  
PHONE 3237

Tubes, Parts, Service.

**RALPH LEBRUN**

Phone 3237

225 High Street

# SATURDAY *June 22* LAST DAY

## *J. W. Smith Dry Goods Co.*

# 88th ANNIVERSARY SALE

Saturday is the last day of OUR GREATEST SALE OF THE YEAR! New items, new shipments late in arriving—on sale for this week only—take advantage of the EXTRAORDINARY VALUES IN EVERY DEPARTMENT.

## **J. W. Smith Dry Goods Co.**

GENEVA, NEW YORK

## \* DOROTHY GOES SHOPPING \*

Still time to get a dark blue, black, or brown hat to match or contrast with a frock—and at 55c . . . values up to \$2.98. **The Bon Ton Millinery, 498 Exchange St.** . . . Chalk white crepes, felts and pastels at \$1.25 to \$1.98.

Linen goes formal . . . linen . . . the debutante's newest discovery in frocks for summer formals. Crispy cool, frilly affairs, sophisticated as you please with their low décolletages, their slim-fitting, gracefully sweeping skirts. Colored in brightly printed patterns or delicate pastels.

A stunning woman—but, her hair. Why gamble with loveliness? A sure way to acquire hair beauty is a **Permanent**. Restore hair life and lustre with a Permanent at **The Harper Method Beauty Salon, 10 Seneca St.** Permanents \$5.00 and up. Call 6783.

Another new notion is a “cocktail glove” of net with a ruffle at the base of the fingers and two at the wrist. Glace kid is being shown for afternoon costumes. Glove colors run to yellow and navy.

**The Downyflake Doughnut Shoppe, Linden Street,** has hot dog rolls and sandwich rolls for your picnics. Stop in and order them for the week-end picnic. They are only 15c a dozen. Also, Schuler's crispy potato chips.

A slim-fitting many gored frock of orchid linen is contrasted by its tiny jacket in melon color.

Things you need for **Summer Picnics** available at **McCarthy's Pharmacy** . . . Food jugs—one gallon capacity at \$1.49 and up . . . A complete assortment of Eastman Kodaks and Cameras . . . Films to fit your Kodak.

Skirts make a point of pleated fullness, with the pleats in clusters and sections, and posed at back and front or at seams. Sometimes the pleats are released to form unpressed fullness.

At **Carl's** . . . solve your shoe problem. Pick up any pair of your old worn shoes and leave them at **Carl's**. He will rebuild them as good as new for longer wear and major comfort.

Late for an important appointment because your watch wasn't keeping correct time? Avoid this mishap again. Have your watch looked over this week at **Prince's Jewelry Store, 20 Linden St.** . . . Excellent picture framing.

Don't think of buying your new summer suit without seeing the superb quality of International Custom-made Clothes! The prices will greatly interest you. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

Find out for yourself the difference in **McGuire's Dry Cleaning**. All garment cleaned individually. No cleaning odor remains. Life and lustre restored to garments. **Call 4126—McGuire's.** Fine work, quick service.

Have you seen the **Coolerator Refrigerator** at **C. J. Brady's**? The Coolerator gives three way refrigeration: Uniform Temperature—whether ice chamber is full or nearly empty; Proper Humidification—keeping foods fresh and natural tasting; and Pure Washed Air—no covered dishes necessary—no mingling of food flavors. Also “taste-free” ice cubes in only five minutes. Investigate the Coolerator before buying any refrigerator. Phone 2740 or speak to the man on the White Ice Truck.

If you are looking for **Graduation Gifts** you should see the splendid assortment that **Baker & Stark** are offering . . . useful gifts are always more acceptable. . .

When you're downtown have luncheon at **Joe Rothenberg's Restaurant, 59 Seneca St.** Delicious salad plates 15c to 30c. Home cooking, quick service, pleasant surroundings.

For information regarding the “Dorothy Goes Shopping” columns address **Miss Dorothy Frantz, c/o GENEVA COMMUNITY NEWS, or Phone 2108.**



### LOWER SUMMER PRICES

Fri. and Sat., June 21–22—

Warner Oland    Pat Patterson

### CHARLIE CHAN IN EGYPT

Radio Screen Vaudeville

THREE DAYS, SUNDAY, JUNE 23rd

**JOAN CRAWFORD  
ROBERT MONTGOMERY**

in

## “NO MORE LADIES”

Wed. and Thur.  
June 26–27

BETTE DAVIS in  
“GIRL FROM TENTH AVE.”

"KENT'S" GIN .....pt. 75c  
 Have you tried "CAMPBELL'S KINGS" Scotch? Finest old Scotch Whiskey in the world.  
 .....\$4.15 per bottle  
 "CRAB ORCHARD" .....pt. \$1.19; 5th \$1.88  
 "OLD BROCTON RYCKVIN" .....35c 19-oz. bottle

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

Contain 100 Fireplaces  
 The English houses of parliament  
 contain about 100 fireplaces.

### HADLOW'S HABERDASHERY

CHOICE MEN'S WEAR

35 Seneca St. Geneva, N. Y.

### Carpenter and Builder

Weatherstripping and Caulking

Frank M. Mowers

52 Jefferson Avenue Phone 5170  
 Estimates cheerfully given—free

### Summer Apparel

- COTTONS
- SILKS
- LINENS

### THE NORMA SHOP

66 Seneca Street Phone 2711

"Exclusive But Not Expensive"

### Why Wait. . .

Let us install your furnace NOW . . .  
 start paying October 1

### JOHN A. PONTIUS

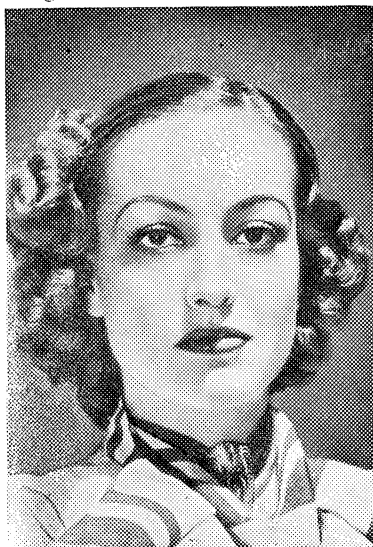
90 Elm St. Phone 4575

New Styles, Values, for

GRADUATION and  
 WEDDING PORTRAITS

### THE STEWART STUDIO

35 Seneca St. Phone 2183



Joan Crawford as she appears in  
 "No More Ladies", at Schine's Geneva  
 Theatre, Sunday, Monday,  
 Tuesday, June 23-24-25.

### DO YOU KNOW?

(This column is sponsored by the  
 Ontario County Medical Society)

Baby's care during the summer  
 calls for special watchfulness of the  
 dangers which summer brings. Flies  
 kill many babies. They spread dis-  
 ease germs far and wide. The home  
 that holds a baby should be screened  
 against the enemy. The baby's bed  
 should have a good mosquito net,  
 well tucked in. Flies are attracted by  
 food. Cleanliness throughout the  
 home helps keep these insects out-  
 side.

"Doctor" as a title was invented  
 in the twelfth century. First there  
 were Doctors of Law and Doctors  
 of Divinity. William Gordenio was

the first person upon whom the title  
 of Doctor of Medicine was be-  
 stowed. He received it from the Col-  
 lege of Asti, in 1329. Today, in  
 America alone, there are nearly  
 150,000 persons who have a right to  
 sign themselves "M.D."—Doctors  
 of Medicine.

Almost 14,000 doctors are mem-  
 bers of the Medical Society of the  
 State of New York. Each one is al-  
 so a member of the local Society in  
 his own county.

The heart is a pump which  
 works 24 hours a day. It forces  
 blood under pressure to every part  
 of the body through channels re-  
 sembling a closed water-works sys-  
 tem, emptying back into the heart  
 again. This pressure varies under  
 different conditions in the same per-  
 son. Blood pressure, continuously  
 high, may indicate serious disease.  
 Many people with high blood pres-  
 sure have prolonged their lives un-  
 der treatment which includes mod-  
 eration in activity and the avoidance  
 of strain, hurry and excitement.

We Give Christmas Thrifties  
 Redeemable in Cash Next Christmas

### BAUMGARTNER'S SERVICE STATION

We carry several brands to choose from  
**GASOLINES:**

Sunoco - Tydol - Socony - Gulf

**MOTOR OILS:**

Kendall - Pennzoil - Veedol -  
 G. State

**BATTERIES - TIRES - TUBES**

Canandaigua Road—top of Bean's Hill

# ECONOMY - BEAUTY - C

## KELVINATOR

ONLY KELVINATOR HAS

**4 REFRIGERATORS IN 1**

**BOLIN MUSIC HOUSE**

## LEONARD

*The*  
**COMPLETE REFRIGERATOR**

**\$99.50 and up**

**COONEY, WATTS & COONEY**

## WESTINGHOUSE

*The STREAMLINE Refrigerator  
for the STREAMLINE Age*

Every model with 5-year guarantee

**\$86.50 up**

**DILLINGHAM & SON, Inc.**

20-22 Castle Street

Phone 2278

## *with* AUTOMATIC REFRIGERATOR

AS LONG AS  
30 MONTHS  
TO PAY



NEW LOW COST PAYMENT PLAN  
FOR NOT OVER

## AUTOMATIC REFRIGERATOR

**SEE YOUR LOCAL**

YOU ARE INVITED TO VISIT THE  
NEW 1935 MODELS — LEARN ABOUT  
COSTS — FOOD SAVINGS —  
FASTER FREEZING — AUTOMATIC  
OTHER NEW FEATURES.

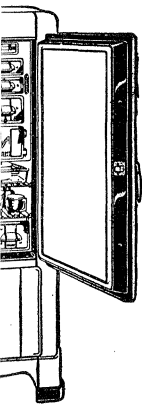
Don't Go through Another Summer

**LESS THAN A** THAT'S V  
**PACKAGE OF** AN AUTO  
**CIGARETTES** ● You nev  
for ciga  
buy an

**EMPIRE GAS &**

# CONVENIENCE - HEALTH

## th MATIC ERATION



FOR  
LIMITED TIME

Automatic Refrigerators  
can be purchased on the  
most liberal terms ever  
offered.

AN OVERCOMES LAST REASON  
OWNING AN

## REFRIGERATOR

CAL DEALER

THEIR STORES AND SEE THE  
ABOUT NEW LOW OPERATING  
GREATER FOOD STORAGE —  
TIC DEFROSTING, AND MANY

r without Automatic Refrigeration

WHAT IT COSTS A DAY TO BUY  
OMATIC REFRIGERATOR

ver miss the few cents a day you spend  
ettes. For this same amount you can  
automatic refrigerator . . . . .

ELECTRIC CO.

## GIBSON

*Only Gibson has the GIBSON  
magic FREEZER SHELF and  
Automatic Tray Lifter*

The Gibson MONO-UNIT, with only three moving parts, assures  
you of long life and freedom of vibration.

LAUER FURNITURE CO.

## HOTPOINT

. . . the refrigerator that appeals to thrifty, modern women. The  
new Hotpoint, with its reputation for low current consumption;  
chock full of convenience features will provide Safe keeping of  
foods in all seasons—without waste. Hotpoint has been designed  
to provide economical refrigeration. See it at

MAYTAG SALES & SERVICE

## CROSLEY APEX

UNEQUALLED IN BEAUTY OF DESIGN,  
EFFICIENCY AND ECONOMY OF OPERATION

Crosley Extra Features  
Shelvador - Storabin - Shelvabasket - Shelvatray

CHAS. WHEELER

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Strawberry Bomb

1 baked angel food cake  
1 tablespoon granulated gelatin  
4 tablespoons cold water  
2 cups crushed strawberries  
2/3 cup sugar  
1 tablespoon lemon juice  
1/8 teaspoon salt  
1 cup whipped cream

Remove center from cake leaving a case to hold filling. Soak gelatin in cold water five minutes. Dissolve over boiling water, cool, add rest of ingredients. Chill until a little stiff. Pour into angel food case. Chill two hours or longer. Spread top and sides with whipped cream or pineapple sherbet. Serve, cut in wedge-shaped pieces.

L. A., Lafayette Ave.

## Whole Wheat Nut Bread

2 cups whole wheat flour  
1 cup all-purpose flour  
1/2 cup granulated sugar  
2 teaspoons baking powder  
1/2 teaspoon salt  
1 1/2 teaspoons baking soda  
2 cups sour milk

1/2 cup molasses  
1 cup nuts, chopped  
1/2 cup raisins, chopped

Combine whole wheat flour with remaining dry ingredients, which have been sifted together. Combine sour milk and molasses and mix into dry ingredients. Stir in nuts and raisins. Pour into a greased bread pan and bake about 1 hour in a moderate oven (350 degrees F.). This recipe makes 1 large loaf of nut bread.

## Date and Walnut Pudding

2 eggs  
3/4 cup sugar  
2 tablespoons flour  
1 teaspoon baking powder  
1 cup chopped walnuts  
1 cup chopped dates

Beat eggs and add sugar. Add flour and baking powder, sifted together, and lastly walnuts and dates. Place in buttered baking dish, sprinkle with cinnamon and bake 30 to 40 minutes in slow oven.

Mrs. T. J. C., Center St.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

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The Only Conditioned Air Refrigeration

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"Makes Warm Friends"

# SEMET-SOLVAY

By-Product Domestic

# COKE

"The Economical Fuel"



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300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

Times have certainly changed. Old-time mosquitoes are wondering if there ever could have been a time when it was possible to bite girls only on the face and hands.



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. . . there's no economy in doing your washing "at home" when the following low-cost service is available:

**DAMP WASH**, everything damp, ready to be ironed 12 lbs. **59<sup>c</sup>**

**ROUGH DRY**, price per pound **8<sup>c</sup>**

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L. A. Currey M. E. Tillemma  
511 Exchange St.

### GLEANINGS

"Ignorance resorts to blows when it runs short of facts."

"A mouse has more than one hole."

"Rust destroys iron and grief the heart."

"Clothes do not make the man."

"When you are in Rome, do as the Romans do."

"Emphasize your strong point."

"The difference between genius and talent is that the latter has periodical pay days."

"Before you worry it might be a good idea to find out if there is something to worry about."

"Success and happiness often depend to a great extent on the ability to hide disappointment."

"No elected official is as bad or as good as he is made out to be."

(To be continued)

**HARRY M. MOYER**

PRINTER

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Phone 4189

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7-10 Pounds in 2 Weeks

**EAT ALL YOU WANT**

No matter how many pounds overweight you may be, you can get rid of excess fat, surely, safely, quickly. Doctors agree that excess fat is dangerous. The treatment is so simple, just take one **SLENDERENE TABLET** after each meal, **FAT** will melt away as if by magic. Start right **NOW** to lose fat, 3-4 pounds a week. Many report losing 7-10 pounds in only 2 weeks. No dieting or strenuous exercises necessary. You can **EAT ALL YOU WANT** and still lose pounds of ugly fat, as **SLENDERENE** neutralizes and removes fat producing elements before they can be absorbed by the body. **SLENDERENE IS HARMLESS** and contains no habit forming drugs. **SLENDERENE** does nature's work when nature fails. Get a box of **SLENDERENE TODAY** and watch your weight return to normal.

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Geneva, N. Y.

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and Picture Framing

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A lost opportunity never returns. Don't miss these wonderful  
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Regular \$5.50	<b>\$3.98</b>
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Regular \$4.50	<b>\$3.45</b>
Now .....	
Regular \$3.50	<b>\$2.98</b>
Now .....	

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All Leather  
Regular \$2.50 **\$1.49**  
to go at .....

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Now .....  
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Geneva, N. Y.

RESULTS are obtained by Advertisers who use the GENEVA COMMUNITY NEWS.

Guaranteed Circulation 5100 weekly — Phone 2108





## THE FUNNYBONE



### Time, the Great Healer

Friend: "Your son is making good progress with his violin. He is beginning to play quite well."

Host: "Do you think so? We were afraid that we merely had got used to it."

### Local Treatment

"My dear," said the loving wife, "the doctor says I must have a change of climate."

"Well, cheer up," replied her fond spouse, "spring will soon be here."

### All the Same

Greta—I just meet Mrs. Olson and I ask her how her man he is today, and she tell me "he is out of order." Now what she mean by that?

Eric—Oh, that she learn from the slot machine. She thinks it is smart. It means "he won't work".

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for the  
**4<sup>TH</sup>**

Complete NEW Stock  
Reasonable Prices

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cor. Castle & Preemption  
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Round Steak .....	26c
Sirloin Steak .....	28c
Frankfurts .....	18c
Bologna .....	20c

It Pays to Buy at VENA'S

### Two Better Than One

Bill—I certainly did wrong when I told my girl that I admired her chin.

Sill—How's that?

Bill—She started raising another one.

### Shurrup!

He—And who was the silly chump who said you couldn't drive?

She—The coroner. — *Answers Magazine.*

### Exhibits

Mess Cook—Did you say you wanted those eggs turned over?

Hard-Bitten Gob—Yeah, to the Museum of Natural History. — *Kansas City Star.*

### Castle Street Market

Phone 2151

Near Main

#### BEST QUALITY MEATS

Home Made Pure Pork Sausage

Best of Service - Free Delivery

We give Christmas Thrifties

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"That parrot," said the naturalist, is nearly a hundred and thirty years old."

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or

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"The Only Independent in Geneva"

Always open

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Says

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SLOE GIN .....\$1.25 pt.

DRY GIN .....80c pt. up - \$1.25 5th up

CLUB COCKTAILS: Martini, \$1.35 pt.; Manhattan \$1.50 pt.

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WE GIVE CHRISTMAS CLUB THRIFTIES

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## FOR RENT

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(Hobart College. Phone 6131.)

## Call HERVIEUX . . .

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Free estimates . . . no obligations  
. . . low prices . . . quick service

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● PALE DRY

● LIME RICKEY

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These mix and blend exceptionally fine in any mixed drink

Then, too, there's the delicious . . .

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Keep "GENEVA CLUB" Beverages handy in your refrigerator  
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—o—

All Beverages Made with 100% Pure Water

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Chicken and Steak Dinners 60c

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**IT PAYS TO READ  
"THE NEWS"**

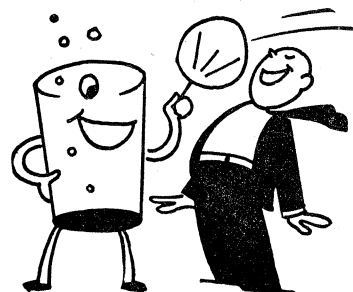
THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (June 13) to the five people whose telephone numbers appear on page 2 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires June 27.

**So Big the Ocean?**

The Atlantic is 41,000,000 square miles, yet only 5,000 miles across as its greatest width. The narrowest part, between Brazil and Africa, is 1,600 miles across.



**COOL OFF!**

We now have Mixed Drinks and Cocktails cooled to take out.

We invite you to take advantage of this new service.

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(Next to Regent Theatre)

Phone 5133

We Deliver

## Dollar Bills for 69½ cents

... would be no greater value  
than buying your

MEATS and GROCERIES  
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Just beyond City Limits

Independent Merchant—  
Chain Store Prices

—Plenty of PARKING SPACE—  
Open daily 7 A. M. to 10 P. M.

A few of our regular prices:

Sunshine Peas, 3 No. 2 cans...23c

White Star Pastry Flour,

24½ lbs. ....89c

Delicious Coffee, by Standard

Brands .....23c lb.

Porterhouse Steaks, branded

steers .....35c lb.

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daily .....28c doz.

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Every Day Is Bargain Day

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GROCERIES - MEATS -

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WE'LL ADVANCE  
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Any man or woman who is  
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either to pay the full pur-  
chase price or the balance  
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NEED TO REPAY

We'll arrange any number  
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spond with your budget and  
income... and let you ex-  
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6, 9 months, a whole year,  
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—o—

A complete stock of

TROPICAL WORSTEDS

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Pittsburgh Plate Glass Products

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Bologna white, bologna right, bologna round and brown,  
United here is high class cheer in **MEATS**, the best in town;  
Tenderloin well worth your coin, and porterhouse the same,—  
Chickens, lamb, pork, chops, and ham, and different kinds of game  
Here is the place to feed your face, but you must cook it first.  
Everything, from fall till spring, from fish to "winny"-wurst,  
Ribs to spare,— spare ribs for fair! Liver, hearts and cheese,  
Sausage, too, and bacon true,— in here we aim to please!

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## SAND - GRAVEL - CRUSHED STONE - CINDERS

Mason Work — Concrete Construction  
ESTATE CURBING  
Driveway Construction

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# THE GENEVA COMMUNITY NEWS

June 27, 1935

5100 Copies



S. & T. D. BEARD

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1930 FORD TUDOR

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in

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PHONE 2108

Space now being reserved  
for July, August, and September

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

June 27

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"Like the measles, love is most danger-  
ous when it comes late in life."

### JUNE

10 hrs. 25—All Federal employees get  
Ovid. eight hour day, 1868.

26—The first boardwalk at At-  
lantic City completed,  
1870.

SF 27—First permanent settlers  
reach San Francisco, 1776.

28—George Washington wins  
battle of Monmouth, 1778.

29—Carnera wins heavyweight  
crown from Sharkey, 1933.

30—French evacuation of  
Rhine completed, 1930.

### JULY

1—Canada granted status of  
a Dominion, 1867. ©WNU

## Flowers. . .

for ANY OCCASION  
Visit or Phone

## Hamilton Gardens

Cor. Hamilton and Copeland  
Phone 6368 T. J. REYNOLDS

## SUMMER BREEZES

Take a ride out South Main St.  
at this time of year and drive slow  
enough to give a thought to the fact  
that it is one of the most beautiful  
avenues to be seen anywhere.

When sitting in a theatre watch-  
ing a beautifully colored travel pic-  
ture of some foreign country, did  
you ever stop to think that a travel  
picture of our own Finger Lakes  
country would not only compare  
favorably with, but far exceed in  
beauty, many of the travel pictures  
you have seen on the screen?

A bumble bee can pull 300 times  
its own weight, we are told. What  
impresses us most, however, is the  
malicious vigor of its push.

A politician can't get elected  
without stating the reasons why he  
should get the votes. How can a  
business expect to be elected to suc-  
cess, unless it tells the people the  
reasons why it should be patron-  
ized?—*South Dakota Rural Press  
and Print Shop.*

The annual Geneva-on-Seneca  
Lake Powerboat Regatta will be  
held on Saturday and Sunday, July  
6 and 7. This event attracts world-  
wide attention and advertises Ge-  
neva far and wide as few other  
sporting events could. As in past  
seasons the leading amateur power-  
boat racers of the country will be  
here. Those who put their efforts  
back of the promotion of the Power-  
boat Regatta deserve the hearty  
commendation of every public spir-  
ited citizen.

(Continued on page 7)

## Clean Clothes are Cooler

Ask us to keep  
YOUR FROCKS and SUITS  
Cool and Lovely by  
Frequent Dry Cleaning

## FOOTE'S CLEANERS

HARRY D. TARBELL  
Phone 2910 78 Castle Street  
We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

After everything has been  
said, there is nothing  
BETTER or CHEAPER  
than ICE

Enjoy the Most Economical  
Refrigeration with a new

## DUO - DRAFT REFRIGERATOR

Use for 10 days FREE

Ask the ice man on the red  
truck for further details . . .

Use

## Diamond Crystal Ice

made with  
Refiltered City Water

Geneva Refrigerating Corp.  
Telephone 2404

## COME IN. . .

Let us tell you why more  
people ride on

## GOODYEAR TIRES

than on any other kind

FIRST CHOICE

yet they cost no more

## RICKELS

Service Station

"Independently operated"

Lake Street Phone 2920

## RADIO FLASHES

By Ralph Le Brun



We present an early photograph of Fred Allen, Star of "Town Hall Tonight", taken when he was known far and wide as "The world's worst juggler". After months of practice, with a technique mastered from library books, Allen ventured to take part in an amateur night in Boston. He failed to win the prize. He was getting used to rebuffs. So when an audience walked out on him in Fall River, Mass. he blithely continued his juggling before a few ushers and a janitor. The turning point in his career came when the manager of the theatre where Allen was doing his "act" emerged on the stage with the intention of kidding the perspiring performer. But Allen secured the upper hand in the kidding and the

world lost its worst juggler but gained "Town Hall Tonight".

**A to Z**

From Atwater-Kent to Zenith, if it's trouble  
PHONE 3237

Tubes, Parts, Service.

**RALPH LE BRUN**

Phone 3237

225 High Street

**Averhill**

EAST LAKE ROAD CANANDAIGUA, N.Y.

Delightful Lakeside Rooms  
for Weekly and Monthly Guests

Catering to Parties, Banquets, Bridge Luncheons,  
Wedding Breakfasts, etc. All meals by 24-hour  
reservation for minimum parties of eight.  
Telephone, Canandaigua 166-J

Stoopnagle and Budd, masters of nonsense, will be co-starred with Fred Waring's Pennsylvanians when the popular radio hour moves to a new time schedule on Tuesday, July 2, instead of Thursdays. Time will remain the same 8:30 to 9:30 P.M.

Amos 'n Andy will be heard throughout the summer this year as Correll and Gosden are not planning vacations which would interrupt continuous broadcasting of the program. In fact, the summer will bring even more work for the boys since they plan to be in New York City early in July for the filming of the sequences in the picture, "Big Broadcast of 1935". They will also devote much time to work on their portion of the films scenario.

Edmund Lowe, Karen Morley, and Una O'Connor, all of the screen, will be guest performers during Dick Powell's "Hollywood Hotel" program over Columbia on Friday at 8:00 P. M. The trio of players will be heard in several scenes from their forthcoming mystery drama "Thunder in the Night".

A broadcast from Scandinavia, "land of the midnight sun," will be heard over the Columbia network on Sunday at 11:45 A. M. The broadcast will come from Sor-tavala in Finland, where the inhabitants are celebrating the centenary of Finland's great national legend, "Kalevala". A Finnish-American announcer will describe the festivities and CBS listeners will hear 4,000 massed singers in an ancient Finnish "runo" written to the text of the legends opening lines.

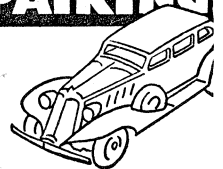
(Continued on page 9)

**MOTOR OVERHAULING****BRAKE SERVICE****EXIDE BATTERIES****STRATTON'S**

Rear Texaco Grille

Lake St.

Phone 2028

**Expert AUTO  
REPAIRING**

We will appreciate it very much—  
and so will our advertisers—if you will kindly say—

"I saw your ad in the  
**Geneva Community News"**

when making purchases

## \* DOROTHY GOES SHOPPING \*

**Be Permanent-ly beautiful.** Play as intensely as you wish—motor, swim, dance but be “lovely at all times”. You must have a Permanent at **The Harper Method Beauty Salon, 10 Seneca St.** Call 6783. Permanents \$5.00 and up.

—D—

Dark, rich color will be the leading shades for interiors this Fall. Plum burgundy, and mulberry in the lead with a dark, bright blue a runner-up. Gray will replace white.

—D—

There's a lilt to the tilt of those hats at **The Bon Ton Millinery, 498 Exchange Street.** Admiring glances follow the wearers of those chalk white or pastel colored felts in swagger styles, plain brims and turbans. Hats at \$1.25 and \$1.98.

—D—

Don't think of buying your new summer suit without seeing the superb quality of International Custom-made Clothes! The prices will greatly interest you. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

Among the almost endless number of items being offered at almost cost prices — at **Lynch's Storewide Sale** are the American Oriental Rugs being offered at \$69.00 for the 9x12 size and the beautiful Chinese Porch Rugs — sold at about ½ price.

—D—

Late for an important appointment because your watch wasn't keeping correct time? Avoid this mishap again. Have your watch looked over this week at **Prince's Jewelry Store, 20 Linden St. . .** Excellent picture framing.

—D—

Have you seen the **Coolerator**— Air conditioned Ice Refrigerator— at **C. J. Brady's, Lake Street.** The Coolerator uses ice in a totally different way. Re-icing once every four to seven days is enough. Also all the clear, taste-free ice cubes you want in only five minutes. The Coolerator is so amazingly different it changes all your ideas about refrigeration.

A hat to be the right hat for you should fit the head perfectly, flatter the face and go well with the costume. An inexpensive hat may have these qualifications as well as an expensive one.

—D—

For information regarding the “Dorothy Goes Shopping” columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS, or Phone 2108.**

—O—

### Is YOUR Phone Number Here?

Phelps 64-W  
Ovid (Willard) 51-F-16  
Geneva 3518  
Geneva 5334  
Geneva 6532

(See Page 12)

—O—

### Old-Time Sausage

In the days of our forefathers sausage meat, chopped together with spices in a big handmade bowl, was put in a sausage gun which required two men to operate. One man held the sausage casing, and the other pressed the plunger.

—O—

### Fan Death Notices Used

In the days when there were no newspapers in the Henderson (N. C.) section to announce deaths, it was the custom to write notices longhand, fasten them to a palm leaf fan and have a servant carry them to the doors of friends.

—O—

### KIWANIS JUBILEE PARTY

About 200 girls are expected to attend the Kiwanis Jubilee Party to be given at the Y.M.C.A., Monday evening, July 1, at 7:30 p. m.

An invitation is extended to all girls over nine years of age and their parents. There will be movies, refreshments and other enjoyable features throughout the evening.

The party is to be given by the Geneva Kiwanis Club and the Y. M.C.A. There will be no charge whatsoever and it is the hope of both organizations that Geneva's daughters will come and see for themselves what a good time is in store for them.



### LOWER SUMMER PRICES

Fri. and Sat., June 28-29

MAURICE CHEVALIER

**“FOLIES BERGERE”**

**JOE E. BROWN**

IN **“ALIBI IKE”**

Sun.  
Mon.  
Tues.  
June 30-1-2

Wed. and July 4th

GENE RAYMOND

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IN **HOORAY FOR LOVE**



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At the lowest cost for a  
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New Styles, Values, for

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## DOUBLE DIP FRO-JOY ICE CREAM CONES

8 Flavors

**5c**

**RED & WHITE STORE**

GEO. PHILLIPS, Prop.  
111 Pulteney St.

## DO YOU KNOW?

(This column is sponsored by the  
Ontario County Medical Society)

**Motor Accidents** will increase as the summer wears on. Soon most of the country's 32,000,000 cars will be swarming the roads in the United States. Somebody dies from a motor accident every 15 minutes. The peak is reached in early fall. Major causes of accidents are: Speed, improper signalling, running out of line, turning, sudden stopping, grade crossings, faulty mechanism, intoxication.

**Sunburn** may cause severe burns, and even death. Persons who live most of their lives indoors should acquire their summer's tan gradually. Ten minutes is plenty the first day, especially for parts of the body which are ordinarily shielded from the sun. Increase five minutes per day until half an hour's exposure is reached.

**More Honey** is produced by amateur than by professional beekeepers. Include honey in your summer menu.

**Criminals** are "sissies" according to statements of Drs. Sylvan Keiser and Paul Schilder of Bellevue Hospital, New York City. They found by examining 50 prisoners that "aggressive behavior in many criminals is an attempt to overcome those features considered feminine; they assume what is commonly accepted as the attribute of virile masculinity."

**Hog population** of the United States was reduced 20,000,000 last year.

**Summer campers** usually eat too few vegetables and too much meat and starches. Question: When people are close to the supply of fruits, why do they eat out of tin cans?

In recent years there have been outbreaks of typhoid in summer camps. This disease, once a public menace, now is almost unknown. Be sure of your water and milk supply.

It **PAYS** to **READ** the **GENEVA COMMUNITY NEWS**.

## Novel Suicide Cure

Up to the beginning of the Nineteenth century, England hanged anyone found guilty of attempting suicide. Thus it tried to stop its citizens from taking their lives—by guaranteeing death to those who sought it.—*Collier's Weekly*.

## COTTAGE CITY INN

COTTAGE CITY

East Side Canandaigua Lake

DINING -:- DANCING

(No Cover Charge)

Every  
Thursday and Saturday Nights

Music by  
**BLACK and WHITE  
SYNCPATORS**  
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Mixed Drinks Our Specialty

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GOOD TIME

Geo. Cochrane, Prop.

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DOUGHNUTS** ..... 23c  
(when this ad is mentioned)

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**HOT DOG ROLLS**.....15c  
(per dozen)

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**SPECIAL STRAWBERRY  
CREAM PIES**.....35c

**STRAWBERRY  
2 crust pies**.....25c

**DOWNYFLAKE COFFEE SHOPPE**  
Linden Street

## RADIO FLASHES

(Continued from page 3)

Charles Winninger's favorite recollection of his first appearance in a Broadway show is the report of the event written by the late Alan Dale, the most caustic drama critic of his time. Dale wrote: "And then something with a German accent walked on the stage". In later years the reviewer found Winninger's art more engaging, but NBC's Uncle Charlie still remembers the original "notice" while the praise is forgotten.

Major Edward Bowes of WEAF's Sunday evening amateur hour has signed a contract for a series of film shorts featuring groups of amateurs who have appeared on his radio programs.

## Busy Woman Magistrate

One of the busiest women magistrates in the world today is the iyaloda, or town mother, of Ibadan, the largest negro city in Africa, with an urban and suburban population of 250,000, who—without assistance—settles all the disputes of the dusky ladies of this great metropolis.—*Collier's Weekly*.

## Education Now Cheap

New Zealand believes that its educational system is the cheapest of any civilized country. One and one-half cents a day is stated to be the cost of educating each child in the state schools. The instruction is declared to be of the highest standard.

## PAINT SALE

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The standard of the industry  
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THIS COUPON VALUE \$1.00

Sign your name and address and bring this coupon to our store. You can apply this coupon, value \$1.00, to the purchase of 5 gallons or more of Acme Quality New Era House Paint.

NAME..... ADDRESS.....

Acme Quality New Era House Paint when thinned, ready for use thoroughly covers 400 to 500 sq. ft. Two coats per gallon.

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**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Friday, July 12

Will Earn Dividends from July 1

Deposits Insured

**Geneva Savings Bank**

24 LINDEN STREET

## RIGHT HERE

Bologna white, bologna right, bologna round and brown,  
United here is high class cheer in **MEATS**, the best in town;  
Tenderloin well worth your coin, and porterhouse the same,—  
Chickens, lamb, pork, chops, and ham, and different kinds of game  
Here is the place to feed your face, but you must cook it first.  
Everything, from fall till spring, from fish to "winny"-wurst,  
Ribs to spare,— spare ribs for fair! Liver, hearts and cheese,  
Sausage, too, and bacon true,— in here we aim to please!

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**SAND - GRAVEL - CRUSHED STONE - CINDERS**

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The store of a 1000 brands of

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—: PLENTY OF PARKING SPACE :—

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**BIGGEST ALLOWANCES**  
made in city for  
**OLD TIRES**

Easy Budget Plan

No Delay

No Down Payment

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**GENERAL CONTRACTOR**  
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Free estimates . . . no obligations  
. . . low prices . . . quick service

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**Phone 6186 or 6232**

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It PAYS to READ THE NEWS

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ABOUT THE SUPERIOR EXCELLENCY OF

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- SPARKLING CLUB SODA
- ORANGE
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PALE DRY, LIME RICKEY and SPARKLING CLUB SODA  
are especially recommended for use in any mixed drink

at HOME — on a PICNIC — at your COTTAGE or CAMP  
make your

4th of July holiday arrangements complete by including  
"GENEVA CLUB" Carbonated Beverages

Order from your dealer  
or . . . phone

**6378**

## GENEVA COCA-COLA BOTTLING CORP.

82 State Street

Geneva, N. Y.

All Beverages Made with 100% Pure Water

## SUMMER BREEZES

(Continued from page 2)

Among the figures that have attracted men are Venus de Milo, Helen of Troy, Cleopatra, Ruth St. Denis, Clara Bow and Jean Harlow. Among those that have attracted women are \$1.98.

Berg's Market, for the past three years at 90 Elm Street, is now located at 277 Main Street, opposite Milton.

This is the season that many of the farmer's hens stop laying eggs. The cause: automobiles.

It is to be hoped that a way may be found to go ahead with the development of Geneva's lake shore park, either as a Federal Vacation Area, as a State Park, or under some other plan. The North shore of Seneca Lake presents wonderful development possibilities. The city has already spent thousands of dollars and still doesn't have anything out of the ordinary to show for it. Every week thru the summer, car after car of tourists roll into Geneva, ready and anxious to spend

a few days here, look around for some attraction to hold them, find nothing, and roll merrily on their way to Canandaigua or Auburn. And when Geneva residents wish a little recreation they, too, have to go elsewhere.

**SEE AND RIDE IN THE  
NEW 1935**

## FORD V-8

**PROMPT DELIVERY**

Any person buying a New Ford June 20th to July 18th, in case you are the lucky person to receive the car on July 18th at Schine's Geneva Theatre, you will receive full credit for \$591.

**BUY THAT NEW 1935  
FORD V-8 NOW**

The quantity of tickets you will receive with the purchase of a New Ford or a Used Car gives you a better chance to get a new car Free. See Big Display at

## Phillips Motor Co.

351 Exchange St. Geneva, N. Y.  
Authorized Ford Agency

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Raspberryade

- ½ cup sugar
- 1 cup water
- 2 cups canned raspberries
- 2 lemons
- 2 oranges

Boil together sugar and water for 1 minute. Add berries and juice extracted from lemons and oranges. Let stand in refrigerator for 2 hours. Dilute with ice water and garnish with thin slice of lemon.

Mrs. C. H., Oak St.

## Lamb Shortcake

- 1 standard (2 cup) baking powder biscuit recipe
- 2 tablespoons butter
- 2 tablespoons all-purpose flour
- 1½ cups milk
- ½ cup lamb gravy
- Salt
- Pepper
- 2 teaspoons Worcestershire sauce
- 2 hard-cooked eggs
- 2 cups cooked lamb, diced

Make biscuits according to standard recipe. Melt butter in top of double boiler, blend in flour and add milk gradually, stirring constantly until it begins to thicken. Stir in lamb gravy and season with salt,

pepper and Worcestershire sauce. Chop eggs into small pieces and add to white sauce; then stir in the diced lamb. Butter freshly baked biscuits and serve the creamed lamb over them. This recipe makes about 6 portions.

## Rhubarb Pie

- 2 cups rhubarb (cut fine)
  - 1 cup sugar
  - 1 egg
  - 2 tablespoons flour
  - 2 tablespoons melted butter
  - 1 tablespoon orange juice
- Mix all ingredients and bake in 2 crusts.

Mrs. C. P., Elmwood Ave.

## Raised Rolls or Biscuits

- 2 cups lukewarm milk
- 2 teaspoons salt
- 2 tablespoons sugar
- 4 tablespoons melted lard
- 1 compressed yeast cake softened in ¼ cup lukewarm water
- 4 cups or more of bread flour, sifted in gradually

Mix in order given, stirring with large spoon until it can be handled

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

Let us show you the

"COOLERATOR"

the conditioned-air refrigerator

110 Lake St.

Phone 2740

with hands. Add enough flour to make soft dough stiff enough not to leave hands sticky. Knead well, place in dish, brush with melted lard, and let rise in warm place until double in bulk. Knead and let rise again. Comes up very quickly second time. When very light, place on bread board, shape into finger rolls, or biscuits. Place in pans, brush with warm, thin cream, let rise until double in size and bake in quick oven, about 15 minutes. Take out and brush with butter. Makes 2 dozen.

Mrs. T. J., RD 1, Geneva

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"Makes Warm Friends"

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By-Product Domestic

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"The Economical Fuel"



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Every Item is a Bargain

Many at about ½ Price

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ESTABLISHED 1885

"Those who have hobbies rarely go crazy," asserts the psychiatry professor. But tell us, professor, how about those who have to live with those who have hobbies?

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Aetna Life Insurance Co.  
Geneva Trust Building  
Geneva, N. Y.

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Watch, Clock and Jewelry Repairing  
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for hundreds of local women. More and more housewives saving themselves . . . saving time . . . saving money . . . every week — with

DAMP WASH, New Home Washing Service — all your washing done at the "Bargain" Price of 57c for 12 LBS and 5c for each additional pound.

Try Damp Wash—just once. You'll never go back to old-fashioned washdays in your home again.

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"THE PLACE TO EAT"

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Restaurant

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties

## GLEANINGS

"When you try your best to do what is right, and your cherished goal is almost in sight and some unseen thing comes to block your plan, just grip your teeth tight and say 'I can'."

"It isn't the money you're making and it isn't the clothes you wear that makes people really care. It's the smile on your face and the light in your eye and the burden that you bear."

"The only ambition worth having is that which makes us want a thing so bad that we'll work overtime if necessary to obtain it."

"A touch of grief is given to some to make better understanding come."

"Its only thru realization that perfect understanding is brought to us."

"When a horse balks the balk is in his head, not his legs."

"To worry about something that cannot be helped is just as bad as to worry about something that can be helped."

It was Lincoln who said: "Success does not come from external help but from self reliance. Stick by your principles, stick by your guns and success complete and permanent will be yours at last."

"To the one who is prepared and confident of his preparedness anything is possible."

(To be continued)

## HARRY M. MOYER PRINTER

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## REDUCE

Even if you have tried various methods of reducing without success; DON'T GIVE UP until you have tried this new product, — SLENDERENE. It's different, it's dependable and above all, it's SAFE TO USE. No matter how many pounds overweight you may be, SLENDERENE will help you return to normal. Positively amazing results have been obtained — by THOUSANDS of women everywhere. SLENDERENE not only removes FAT—it also tones up your system, clears the complexion and makes you feel and look YEARS YOUNGER. SLENDERENE acts upon and eliminates FAT producing elements in food, before they can be absorbed by the body. EXCESS FAT is usually caused by the improper function of certain food—converting elements in the body. SLENDERENE corrects this condition. SLENDERENE is GUARANTEED HARMLESS—and contains no thyroid or habit forming drugs. Don't destroy your health with STARVATION DIETS. Try this simple, pleasant way to reduce; just take one SLENDERENE TABLET after each meal.—As easy to take as a glass of water. START RIGHT NOW—Get a box of SLENDERENE TODAY.—You be the judge.

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FREE DELIVERY

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Complete NEW Stock  
Reasonable Prices

**GRIMSLEY'S GAS STA.**  
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Just West of Experimental Station



## THE FUNNYBONE



### Slight Error

"Ike—vot makes it dot you get for your birthday so many presents?"

"You see, I giff a party and send out cards which is misprinted, 'Your presents are requested.'"

### Mortgage

An old Negro had just paid the last installment on a small farm when the realtor who sold it to him said: "Well, Uncle Joe, I will make you a deed to the farm now since it has been paid for."

"Boss," the old darky replied, "if it am de same to you I had much rather you would give me a mortgage to de place."

The realtor, somewhat surprised, said: "Uncle Joe, you don't seem to know the difference between a mortgage and a deed."

"Well, maybe not," said Uncle Joe reminiscently, "but I owned a farm once and I had a deed an de Fust National Bank had a mortgage, and de bank got de farm."—*Ex.*

### No Retort

Midshipman (In Ye Olde Salt Tavern): "This butter is so strong it could walk over and say 'Hello' to the coffee."

Admiral: "Yes, and the coffee is too weak to answer."

### Experienced

Coach—You're doing well, son. The way you hit that line and the way you dodge and tackle and worm through them is marvelous.

Player—It comes easy to me, as I was trained early. You see, I used to go with my mother to the bargain sales.

## Cars Washed

### RIGBY'S GARAGE

230-4 Genesee Street

### Transfer

He told the shy maid of his love,  
The color left her cheeks;  
But on the shoulder of his coat  
It showed for several weeks.

### The Yearners

Guest: "Gosh, I wish I could afford a car like this!"  
Owner: "So do I."

### This Crazy World

Superintendent of Insane Asylum: "Did you get those five men that escaped?"

Guard: "Five? We got thirteen!"

\*\*\*\*\*  
★ WAS ★  
★ that lost button replaced? ★  
★ DID ★  
★ they repair that small tear? ★  
★ Too bad! ★  
★ You should have sent it to ★  
★ **Mc Guire's** ★  
★ 553 EXCHANGE ST. ★  
★ They take care of those annoying ★  
★ trifles with no extra charge. ★  
★ NEXT TIME CALL 4126 ★  
★ \*\*\*\*\*

### In Mourning

Diner: "Say, waiter, this steak is burnt black. What's the idea?"

Waiter: "Jes' a ma'k o' respect, sah. Didn't youall heah 'bout ouah head waitah dyin' yistiddy?"

# WARNING!!

It is a misdemeanor  
to drive with  
Faulty Brakes

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**NEW 1935 FORD V-8 COUPE**  
 From Phillips Motor Company  
 NOW ON DISPLAY IN LOBBY OF  
**Schine's GENEVA Theatre**

EVERYONE HAS AN EQUAL OPPORTUNITY of winning. Buy from the following Merchants and Receive a COUPON on the Ford V-8 with every 25c Purchase.

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<b>C. J. BRADY</b> Re-Filtered City Water I C E 110 Lake Street Phone 2740	<b>WM. L. VOGT &amp; SONS</b> 124 N. Genesee St. Phone 2008 EVERYTHING TO BUILD ANYTHING	<b>BRANDOW'S</b> ENDICOTT-JOHNSON SHOES
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The Winner will Also be Announced at the Regent Theatre which will be Open in Order to Accomodate all Attending.

**Car Given Away at Schine's GENEVA, July 18th**

At 9 P. M. Winner must be present at Regent or Geneva Theatres.



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4th of JULY



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## IT PAYS TO READ "THE NEWS"

THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (June 20) to the five people whose telephone numbers appear on page 4 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires July 5.

### Island of Monte Cristo

The island of Monte Cristo, scene of the hidden treasure found by Edmund Dantes, one of Alexander Dumas outstanding heroes, lies midway between Corsica and Italy, to the south of the island of Elba.

## PROTECT YOUR LIFE WITH Blowout-Proof Firestone TIRES

You always get better quality at no higher price when you buy a Firestone Tire with the Firestone Name and Guarantee.

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July 3, 1935

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**CUTS OUT "KNOCKING"  
AND KNOCKS OUT  
LOITERING!**

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**DRIVE UP AND TANK UP  
WITH THE GAS THAT'S  
GOT GET UP AND GO!**

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# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

July 3

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - - Manager  
M. E. RAYMOND, Advertising Mgr.

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Advertising space must be re-  
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be in by Monday noon.

## ALMANAC



"A lie is like a snowball; the farther  
you roll it, the bigger it becomes."

### JULY



2—Peary starts successful  
North Pole discovery trip,  
1893.



3—Spanish Cervera's fleet  
sunk by U. S. Navy, 1898.



4—"America" first sung in  
public at Boston, 1832.



5—New Haven, Connecticut,  
is pillaged by the British,  
1778.



6—United States adopts deci-  
mal system of coinage.  
1785.



7—King's College (Now Co-  
lumbia) is opened, 1754.



8—John D. Rockefeller, oil  
king, born 1839. ©WNU

## Eighth Annual Regatta

The eighth annual Geneva-on-Seneca Lake Powerboat Regatta, featuring the New York State Outboard Championship, with the Governor Herbert H. Lehman trophy, will be held on Saturday and Sunday, July 6 and 7. This annual regatta is sanctioned by the American Power Boat Association; sponsored by the Geneva Chamber of Commerce and under the auspices of the Geneva Regatta Association.

The starting schedule for the two days is as follows: Saturday, July 6, classes A and C will be run off, three heats for each class, separate events for amateur and professional drivers, and on Sunday, July 7, classes B and F, the larger motors, will compete, three heats for each class, separate heats for drivers of divisions one and two.

The starting times are as follows: On Saturday the A and C classes, at 1:30; 1:50; 2:10; 2:30; 2:50; 3:10; 3:30; 3:50; 4:10; 4:30; 4:50; 5:10. On Sunday the B and F classes at the same hours. Times given are Eastern Standard.

There will be a five-minute gun before each start.

As usual in past seasons the committee in charge has ruled that there must be no testing or starting of motors before 12 noon on Sunday and that violation of this rule will automatically bar any offending pilot from further competition.

It PAYS to READ THE NEWS



give  
YOUR  
CHILD  
this  
chance  
with a

BALDWIN, HAMILTON  
OR HOWARD PIANO

**BOLIN MUSIC HOUSE**

After everything has been  
said, there is nothing  
**BETTER or CHEAPER**  
than ICE

Enjoy the Most Economical  
Refrigeration with a new

## DUO - DRAFT REFRIGERATOR

Use for 10 days FREE

Ask the ice man on the red  
truck for further details . . .

—o—

Use

## Diamond Crystal Ice

made with  
Refiltered City Water

**Geneva Refrigerating Corp.**

Telephone 2404

## TEXACO UPPER CYLINDER and VALVE OIL

LUBRICATES parts difficult  
to reach with motor oil.

IMPROVES engine action.

**SAVES MONEY**  
by cutting repair bills

—o—

## RICKELS

Service Station

"Independently operated"

Lake Street

Phone 2920

## Flowers. . .

for ANY OCCASION  
Visit or Phone

## Hamilton Gardens

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

## RADIO FLASHES

By Ralph Le Brun



**Bob Becker**, hunter, dog authority, author and outdoors expert. Born in South Dakota in 1890, Bob, during his youth lived next door to Roy Chapman Andrews, now director of the American Museum. This contact fanned Becker's desire to become a naturalist. In 1912 he became a member of the zoology department of the Field Museum in Chicago. After service in the war and a couple of years of free lancing he became a member of the staff of the Chi-

cago Tribune. His various assignments have taken him all over Canada, into virtually every state in the Union  
(Continued on Page 6)

## Yank Monkey Gets the Money

African monkeys are generally considered much more intelligent than the agile little American monkeys, but it is the American monkey that is tame enough to be trained to do tricks which generally net a cupful of coins for his master.

—O—

## Source of Tanning Acid

The tannic acid used for tanning hides into leather is obtained from the barks of red, white and black oak, white ash, sumac, hemlock and chestnut. The bark is usually taken off when the sap rises in the spring so that it peels easily. It is dried before using.

We will appreciate it very much—  
and so will our advertisers—if you will kindly say—

"I saw your ad in the  
**Geneva Community News"**

when making purchases

**Grand Opening, July 3 • New Open Air Starlight Ballroom**

# ROSELAND PARK

CANANDAIGUA LAKE

Dance under the heavens to beautiful music on a good maple floor

**FLOOR SPACE MORE THAN DOUBLED**

The Only Open Air Ballroom in Western New York

This Week

**BENNY KRUGER AND HIS NBC ORCHESTRA**

With **MARY JOYCE**, Radio Songstress

**MATINEE DANCE — 4th OF JULY AFTERNOON — 4:30 to 7:00**

Also Dancing Every Night, including Mondays

**-- FREE ATTRACTIONS --**

This week starts nine weeks of Free Attractions at Roseland. The best attractions suitable for outdoor entertainment.

**THIS WEEK, including Sunday, July 7**

## PALLENBERG'S BEARS

They play ball, ride a bicycle, roller skate, etc. See Rangat, one of the few Assyrian Bears in captivity, ride the Giraffe Wheel.

## EMILIO'S ROYAL DOBERMAN PINCHERS

The acrobatic dogs that do balancing, hoop jumping, etc. A Great Act.

Cruisers, Speed Boats, etc. for Hire by Trip, Day, or week.  
See the Baby Monkeys

Picnic Facilities.  
Come and Bring All the Family

## \* DOROTHY GOES SHOPPING \*

Mr. Ringer invites you to visit the **Bakery** salesroom which has just been modernized. At all times you shall find a wonderful display of bake goods. Everything tastes as good as it looks.

—D—

Sheer dresses for fall, designed for the matron will be velvet trimmed. The velvet is used in novel ways, such as: wide revers, sleeves, borders on deep collars, sleeve cuffs.

—D—

Permanents are quite different you know. Experienced operators at **The Harper Method Beauty Salon, 10 Seneca St.**, determine the process most suitable for your hair. I am pleased with my Harper Method Permanent—soft waves, curls and ringlets. Prices \$5.00 and up. Call 6783.

—D—

Ladies suits and coats made to order . . . Stop in and look over a large assortment of samples—white flannel and tweeds . . . Coats and suits relined and altered. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

Enjoy your Holiday and Sunday dinner at **Rothenberg's Restaurant**—delicious and inexpensive. Full course Fricasse Chicken Dinner, 50c . . . Half broiler, 60c . . . Steak Dinner, 60c. **Joe Rothenberg's, 59 Seneca St.** Fine service, pleasant atmosphere.

—D—

**Z. N. David**, formerly located at 23 Castle St., has moved to **36 Sharon St.** Complete supply of cleaners. Parts for all makes. Work called for and delivered. Call 5781 for immediate attention.

—D—

Keep time with the times—right to the second. You pay no more at **Prince's Jewelry Store, 20 Linden St.**, for watch and clock repairs. Prompt service, guaranteed work. Excellent picture framing.

—D—

For the "Fourth" you'll want a supply of good films. It's convenient to stop in **McCarthy's Pharmacy** . . . A complete assortment of Eastman Kodaks and Cameras . . . Food and beverage jugs, one gallon capacity, \$1.49 and up.

Don't throw those old shoes away! **Carl** can rebuild them so skillfully—they will look like new. Finer materials—expert workmanship—moderate prices at **Carl's on Castle St.** (next to Empire Gas.)

—D—

Tailored simplicity and feminine softness combine harmoniously for street wear.

—D—

Day by day more and more people are learning the value of **McGuire's** distinctive dry cleaning. Their special feature, individual dry cleaning of garments, restores their life and lustre—avoids shrinking and cleaning odor. **553 Exchange St.** Call 4126.

—D—

Unique and flattering is the flared cape effect on a sleeveless afternoon dress.

—D—

If you have a little fellow in your home, you should see the splendid line of wash suits that **Baker & Stark, Inc.** are offering. Ages 3 to 10, and priced at \$.95, \$1.29, \$1.95.

—D—

You can afford, this year, to have a new rug for your porch or cottage—judging from the wonderful assortment shown at **Lynch's**. The Back Bay kind from China and the grass rugs are as low as \$1.49 for a 6 x 9.

—D—

Did you know that you can purchase Living Room Suites, Studio Divans, Breakfast Room Sets, Easy Chairs, etc. from the factory at factory prices? You can at the **Seneca Furniture Mfg Co., Middle St.**

—D—

The **Stewart Studio, 35 Seneca St.**, has a fine assortment of standard frames in metal, crystal and wood. All sizes. Prices range from \$1.00. You are invited to stop in the Studio and look them over.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frantz, c/o GENEVA COMMUNITY NEWS**, or Phone 2108.



### COOLEST PLACE IN GENEVA

Fri. and Sat., July 5-6

You'll roar with delight at

JANE WITHERS

JACKIE SEARL

IN "GINGER"

THREE DAYS — SUNDAY, MONDAY, TUESDAY

All Technicolor Triumph

**BECKY SHARP**

Starring MIRIAM HOPKINS

Wed. & Thur.  
July 10-11

Jean Muir - John Boles  
in "ORCHIDS TO YOU"

## DO YOU KNOW?

(This column is sponsored by the Ontario County Medical Society)

**First aid** by the prone pressure method has saved the lives of thousands of drowning persons. Do you know how?

**Learning to swim** should be part of the education of every child on reaching the age of 6. First, get the child's confidence, and be sure to do nothing to lose it. This will require unlimited patience. The child needs a great deal of encouragement. Gradually allow him to become accustomed to the water and be sure he is perfectly at ease in it and unafraid before trying to teach him any strokes. Never throw a child into the water or duck him. Swimming is excellent exercise for growing children, but many are deprived of it through fear caused by early experiences.

**Fruits** should form part of the daily diet. They help preserve the teeth, they supply valuable mineral salts to the body, they are laxative. No ration is well balanced that does not contain fruit. To attain and maintain good health, a balanced ration is of great importance. This does not mean fancy foods, or highly seasoned foods, but plain simple foods in variety. Most people eat too much meat, especially in the summer time.

# FRANK SKULTETTY

(in person)

AND HIS ORCHESTRA

Direct from the

ODENBACH (Rochester)

## COTTAGE CITY PAVILLION

WED., JULY 3rd

Also

Dancing - Thursday, July 4th

And

Every Wed., Fri., Sat., and Sun.

For the Season

G. D. Gage, Prop.

**Rabies** is not so frequent as commonly supposed, but any dog bite is serious and demands immediate action. Isolate the dog. Call a doctor. If the dog shows symptoms of rabies, they will be recognized by the doctor, who will take the necessary steps to provide the patient with the Pasteur treatment, the only escape from almost certain death. "Frothing at the mouth" means nothing. Dogs have rabies who do not froth at the mouth, and many—in fact most dogs who froth at the mouth—do not have rabies.

**Ice water** and iced drinks are more popular in the United States than anywhere else in the world. Foreigners are aghast at our consumption of cold beverages. The danger from the use of ice in the summer arises from any careless handling of it in the process of manufacturing or serving. This applies, of course, to all food. Clean ice is essential. Drinking water which is cool, but not ice-cold, is advised. Everybody should drink at least six glasses of water every day.

**Accidents** have taken the lives of almost a million Americans in the last ten years.

## DIXIE INN

BEAN'S HILL

Chicken and Steak Dinners 60c

Plate Lunches 50c

Sandwiches - Salads - Coffee

Home Baked Pies

New Styles, Values, for

WEDDING PORTRAITS

## THE STEWART STUDIO

35 Seneca St.

Phone 2183

A COOL PLACE  
TO SHOP...

FOR A COOL FROCK  
TO WEAR...

## THE NORMA SHOP

66 Seneca Street Phone 2711

"Exclusive But Not Expensive"

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

## BAUMGARTNER'S SERVICE STATION

We carry several brands to choose from

**GASOLINES:**

Sunoco - Tydol - Socony - Gulf

**MOTOR OILS:**

Kendall - Pennzoil - Veedol -  
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**BATTERIES - TIRES - TUBES**

Canandaigua Road—top of Bean's Hill

**Carpenter and Builder**  
Weatherstripping and Caulking

**Frank M. Mowers**

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Phone 5170

Estimates cheerfully given—free

## COPPER-BOUND SHINGLES...

deliver the most service  
and finest appearance at  
lowest cost.

Estimates without expense

(Time Payment Plan)

## J. A. PONTIUS

90 Elm St.

Phone 4575

## 4th of JULY SPECIALS

"CONKUEOR" GIN,  
5ths \$1.20, pts. 75c

"WINDSOR", Bourbon,  
qts. \$1.85, pts. \$1.00

"PETER FORSYTH'S" Scotch,  
5th \$3.49

Iced Cocktails and Highballs  
50c up

## HOWARD'S LIQUOR STORE

(Next to Regent Theatre)

Phone 5133

We Deliver

## TRADE WITH US---WE SHARE OUR PROFITS WITH YOU

Dividends of no less than 4% on  
every purchase made with us.

Come in and get a TREASURE CARD—each one worth from 40c to \$10.00.  
Corporations share their dividends with stockholders—we share ours with our customers.

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

### RADIO FLASHES

(Continued from Page 3)

and on two expeditions to South America. His chats on dogs are always well received by NBC-WJZ listeners.

Tune your car radio to these on your Fourth of July trip—at 9:00 A.M. over NBC-WSYR-WJZ, an international rebroadcast from Copenhagen, Denmark, featuring the 26th annual Danish-American Day Celebration; at 12:30 P.M. over the Columbia network, the Fourth of July celebration at the Rock Island Arsenal in the Mississippi River will be described.

Guy Lombardo's smooth melodies again will be heard over the Columbia network, when the ever popular Royal Canadians start a new series of programs on Monday at 7:00 P.M. Sponsored by ESSO the new "Lombardo Road" programs will be heard every Monday at 7.

Tune detectives might listen a minute to what Frank Black, general musical director of NBC has to say on the subject. "Tin Pan Alley tunesmiths don't worry about lifting a few bars from an old familiar classic. They often do that so people will recognize the tune and sing it. Why should they try for 100% originality? Beethoven lifted from Mozart and even from himself. And wasn't Handel known as 'the old thief'?"

Since the tragic death of Lawrence of Arabia, booksellers report an increased demand for Lowell Thomas' volume on that glamorous personality "With Lawrence in Arabia." Published several years ago, it is the news commentator's first book and one of his most popular.

## A to Z

From Atwater-Kent to Zenith, if it's trouble  
PHONE 3237

Tubes, Parts, Service.

**RALPH LEBRUN**

Phone 3237

225 High Street

### Materials Absorb Noise

To city dwellers, noise constitutes one of the major problems which must be conquered. Efficiency is lowered, health is injured and nerves are shattered by office noise. Many hospitals, restaurants and offices are having their walls and ceilings covered with sound-deadening materials, which will cut noise down to a minimum.

## RIGHT HERE

Bologna white, bologna right, bologna round and brown, United here is high class cheer in MEATS, the best in town; Tenderloin well worth your coin, and porterhouse the same,— Chickens, lamb, pork, chops, and ham, and different kinds of game Here is the place to feed your face, but you must cook it first. Everything, from fall till spring, from fish to "winny"-wurst, Ribs to spare,— spare ribs for fair! Liver, hearts and cheese, Sausage, too, and bacon true,— in here we aim to please!

## BERG'S MARKET

227 Main Street

Phone 2864

# ADVERTISE

in

## The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,100 COPIES

DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

PHONE 2108

Space now being reserved  
for July, August, and September



**Call HERVIEUX . . .**

GENERAL CONTRACTOR

for that screen job

Free estimates . . . no obligations  
. . . low prices . . . quick service

194 Pulteney St.

Phone 2996

**MASON SUPPLIES**

if you are

**Repairing or Building**  
call**O'MALLEY'S**We feature  
**FIRE-PROOF  
MATERIALS**  
includingPortland  
CementWhite  
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(for rush jobs)

Sand - Gravel - Brick

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Cinder Block - Plaster

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Drain Tile (all sizes)

**P. O'Malley  
& Son****Phone 6186 or 6232**

27 Castle St. 261 Exchange St.

**COAL — COKE****IT PAYS TO READ  
"THE NEWS"**

THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (June 27)) to the five people whose telephone numbers appear on page 11 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires July 11.



Miriam Hopkins

—appearing in "Becky Sharp" at

Schine's Geneva Theatre, three days, starting Sunday, July 7.

**Roseland Park**

Many Genevans will spend their "fourth" at Roseland Park, Canandaigua Lake.

Tonight (July 3) Roseland's new open air ballroom, the only one in Western New York, will be opened. There will also be a matinee dance on fourth of July afternoon. (See ad, page 2).

With the many new attractions installed this season, Roseland bids fair to be more popular than ever.

**—: SPECIAL NOTICE —:**

OPENING OF

**NEW DINING ROOM**

at

**KASHONG INN**

SATURDAY, JULY 6

Specializing in

**SPAGHETTI DINNERS - WELCH RAREBITS -  
SANDWICHES****Also FULL COURSE CHICKEN and STEAK DINNERS  
DANCING ON WEDNESDAY AND SATURDAY EVENINGS**Your Favorite **BEER** and **ALE** on Draught

7 Miles South of Geneva on Route 14 (Lake Road)

**ROOMS BY WEEK OR MONTH**

Phone Geneva 19-F-22

*Use Your*  
**Don't WAIT**  
**TILL YOU HAVE CASH**  
**TO BUY TIRES**  
**AND OTHER AUTO NEEDS**

**CREDIT**  
EASY TERMS  
AVERAGE  
PAYMENT  
**39¢**  
PER WEEK

**Firestone Auto Supply and Service Stores**Cor. Lake & Exchange Streets  
**COMPLETE CAR SERVICE**Phone 2323  
J. H. BINDEMAN, Mgr.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Creamed Crab in Croustades (Bread Cases)

Trim crusts evenly from a loaf of bread, and cut loaf into eighths. Hollow out a section of each piece from one of the longer sides. Brown the cases in deep fat, drain on soft paper, and fill with creamed crab, lobster, or chicken. Garnish with sliced ripe olives or parsley. (The bread cases may be made by brushing with melted butter and browning in a moderate oven, 375° F.)

E. C., Exchange St.

## Inexpensive Strawberry Dessert

Prepare 1 qt. strawberries and rub through sieve. Beat 2 egg yolks slightly, add 1 cup milk, cook over a slow fire until custard is formed. Let cool.

Mix 1½ cups sugar, 2 teaspoons cider vinegar and ½ cup water and cook until syrup forms thread. Pour this syrup over stiffly beaten egg whites and beat until stiff. Combine with custard and stir thoroughly. Pour in freezing tray and freeze 5 to 6 hours.

Mrs. H. S., Brook St.

## Kidney Bean and Apple Salad

2½ cups canned kidney beans  
½ cup sweet pickles, chopped  
¾ cup tart apple, chopped  
½ cup cabbage, chopped  
½ teaspoon salt  
Mayonnaise  
Lettuce

Drain kidney beans and combine with pickles, apple and cabbage. Add salt and enough mayonnaise to blend ingredients together well. Serve on crisp lettuce leaves. This recipe makes about 6 portions.

## Grapefruit Salad

1 cup grapefruit cut in cubes  
¼ cup marshmallows cut in small pieces  
¼ cup diced celery  
2 tablespoons cottage cheese  
3 tablespoons salad dressing  
A little salt and paprika

Arrange ingredients carefully on lettuce leaves, sprinkle with salt and paprika and dress with salad dressing. Serves two.

C. R., Gates Ave.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

Let us show you the  
"COOLERATOR"

the conditioned-air refrigerator

110 Lake St.

Phone 2740

It PAYS to READ the GENEVA COMMUNITY NEWS.

"THE PLACE TO EAT"

**Guinan's**

Restaurant

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties

## HUNDREDS OF GENEVA WOMEN. . .

have signed a

## DECLARATION OF INDEPENDENCE

since the first announcement was made of our easy and economical way of taking "washday" out of the home.

Our Work-Saving,  
Time-Saving,  
Money-Saving,

DAMP WASH SERVICE  
costs only

57¢ for 12 lbs.

Try it, just once, you'll never go back to old-fashioned washdays in your home again.

Phone 2112 — we'll call.

## GENEVA STAR LAUNDRY

L. A. Currey M. E. Tillema

511 Exchange St.

## SCHOOL DAYS are over! VACATION TIME is here!

Let us "cheer up" those  
SPORT and SUMMER TOGS

Our Service is Your Good Fortune

—: We Deliver :—

## FOOTE'S CLEANERS

Phone 2910

(Harry D. Tarbell)

78 Castle St.

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

## OFFICE SUPPLIES

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Binders,  
Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

W. F. HUMPHREY PRESS INC.  
300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

**TRAUTMAN & SMITH**

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

(Member F. T. D.)

**ALFRED J. FREISEM**

Aetna Life Insurance Co.

Geneva Trust Building  
Geneva, N. Y.**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing**89,500 Killed in U. S.  
By Accidents in Year**8,500,000 Hurt; Money Loss  
Placed at \$2,000,000,000

CHICAGO, Feb. 1 (AP).—The nation's accident bill for 1933 was \$2,000,000,000 in wage loss and medical expenses. Accidents cost 89,500 lives and caused 8,500,000 disabling injuries, the National Safety Council announced today.

Last year's deaths were classified as follows: Motor vehicle, 30,500; other public, 17,500; home, 29,500, and occupational, 14,500. The total for occupational also includes 2,500 killed in motor vehicles while engaged in work.

—New York Herald-Tribune

**D. MAX HENRY**94 Seneca St. Geneva, N. Y.  
Phones 6123 and 4689**Attention Housewives**

At a meeting of the Retail Merchants Division of the Geneva Chamber of Commerce, held last Friday, a uniform week-day closing hour of 5:30 p. m. was adopted for retail stores, with the exception of grocery and meat establishments. This became effective July 1.

No definite decision was arrived at in connection with Saturday night closing hours, but a uniform Saturday schedule is expected to be decided upon soon. In the meantime the different stores will continue their present Saturday closing hours.

**GLEANINGS**

"The impossible is never impossible."

"If you are tempted to envy the rich go out and look at the faces of some of the well-to-do."

"If you are tempted to give a person a piece of your mind make sure you have a piece to spare."

"You cannot push yourself ahead by patting yourself on the back."

"Forgive and forget. The first helps the heart, the second the liver."

"Character is never impaired by idle gossip."

"One in a million thinks, one in a thousand speaks; the rest listen. Civilization is like that."

"There is just one person in a position to improve your business and you look him in the eye every time you shave."

"Every step forward in civilization is due to the idea of one man comprehended and welcomed by his fellow men."

—O—

**Old Stamp Found**

In the debris of an old house he tore down near Goldboro, N. C., M. F. Suggs found a stamp dated May 20, 1775, with this inscription, "Bedding stamp, state of North Carolina, 2 cents."

Bring  
Your  
**FOURTH**  
of  
**JULY**  
Films Here  
for  
Developing

**24 HOUR SERVICE****CLARKE'S PHARMACY**

Exchange &amp; Castle Streets

Phones 2242 - 2541 GENEVA,  
N. Y.

FREE DELIVERY

**HARRY M. MOYER**  
PRINTER

69 Oak Street

Phone 4189

**SUMMERTIME MEANS COMPANY**

and company usually means new sheets, new towels,  
more wash cloths and table linen.

Try HOWARD'S for the finest  
quality at the lowest price. . .

**HOWARD DRY GOODS CO.**

We Give Christmas Thrifties Redeemable in Cash Next Christmas



## THE FUNNYBONE



### Didn't Get Her Money's Worth

Little Mary had been quietly sitting beside her mother in church, but following the passing of the collection plate she became restless and stood up in the seat.

Her mother tried to hold her and Mary squirmed and sobbed.

"Why, Mary, what is the matter?" her mother queried in an undertone.

"I want to see it," sobbed the child.

"What, darling?"

"I can hear the organ grinding and the man came for the pennies but I can't see the monkey."

### Soon Answered

"Now your uncle has left you five thousand dollars, what are you going to do?"

"Nothing—as long as it lasts."—*Answers.*

One of the biggest auto accidents of the year happened the other day when a motorist stopped his car to see if he really had killed the skunk that he ran over. He hadn't!

### Wasted Effort

Old Lady (witnessing tug-of-war for the first time)—Dear me! Wouldn't it be simpler for those men to get a knife and cut that rope instead of straining themselves trying to break it!

### How to Be Popular

"Have you ever speculated on why you are so popular in your neighborhood?"

"No, except that I told my neighbors that I always played the saxophone when I got lonely."—*Ottawa Citizen.*

## NEW TOPS

for Open and Closed Cars

## RIGBY'S GARAGE

230-4 Genesee Street

### Small Loss

"Mr. Chairman," said the speaker, "there are so many ribald interruptions I can scarcely hear myself speaking."

"Cheer up," said a voice. "You ain't missin' much!"

### Ready for Hanging

"The prisoner looks the picture of dejection."

"Yes, and he says he's been framed."

### Too Long A Daredevil

First Trapeze Widow: "How was your last husband?"

Second Trapeze Widow: "Good to the last drop."

### An Honest Dollar

The pompous judge glared sternly over his spectacles at the tattered prisoner, who had been dragged before the bar of justice on a charge of vagrancy.

"Have you ever earned a dollar in your life?" he asked in scorn.

"Yes, your honor," was the response. "I voted for you at the last election."

### Fully Qualified

First Shopwalker: "Poor old Perkins has completely lost his hearing. I'm afraid he'll lose his job."

Second Shopwalker: "Nonsense. He's to be transferred to the complaint department."

### Teaching the Word

"Isn't it dreadful? The minister's son has decided to become a jockey. He was to have been a minister, you know."

"Well, he'll bring a lot more people to repentance than he would as a minister."

### Only Once

Frank—Listen to that infernal chatter! Did you ever see a company of women who were perfectly silent?

Phil—Only once! Someone asked who was the oldest lady present.

**½ FRIED SPRING BROILER**  
or  
**LARGE PORTERHOUSE STEAK**  
**50c**

## TEXACO GRILLE

A Pleasant Place to Dine

Lake Street (Just off Exchange)

24-Hour Service. Plenty Parking Space.

## COLONEL CHEERIO

Says

When unexpected guests drop in . . .

Drop in on us and get your

COCKTAILS all ready ICED to serve

MANHATTAN COCKTAILS.....\$1.50 pt.

MARTINI COCKTAILS.....\$1.35 pt.

WINE COCKTAIL.....\$1.50 5ths



WE GIVE CHRISTMAS CLUB THRIFTIES

Redeemable in Cash Next Christmas

**All There**

Protesting Guest—Your advertisement said this room had a heavenly view.

Manager—Well, there's the sky-light.—*Successful Farming.*

## Greatest Value-giving Sale

on good

## Used Cars and Trucks

now going on

290 Exchange St. Geneva, N. Y.

## PHILLIPS MOTOR CO.

Authorized Ford Agency

"OVER 50 TO CHOOSE FROM"

A \$100 purchase here gives you 400 coupons, giving you a wonderful opportunity of winning the New 1935 Ford V-8 Coupe given away to the lucky person at

Schine's Geneva Theatre

July 18th

One Coupon with every 25c purchase

**Kamp Kiwanis Director**

Miss Elizabeth Rhodes, for the past four years a teacher in the Geneva High Street School, has been appointed Waterfront Director at Kamp Kiwanis, the Girls' camp to be sponsored this summer by the Geneva Kiwanis Club.

Miss Rhodes was formerly a counselor in charge of the Junior Girls at Camp Mystic, an exclusive girls' camp established by Mrs. Carl Akeley, the famous African explorer, in Connecticut. Miss Rhodes is an experienced swimmer and diver, as well as experienced in all types of athletic programs and folk dances for girls. The committee in charge of arrangements for Kamp Kiwanis consider themselves fortunate in being able to secure her services during the time the girls will be in camp this summer.

### Is YOUR Phone Number Here?

Waterloo 79-R

Ovid 20-J

Geneva 6957

Geneva 2492

Geneva 6172

(See Page 7)

## For Real QUALITY

Always Specify

## "GENEVA CLUB"

- PALE DRY
- LIME RICKEY
- SPARKLING CLUB SODA
- ORANGE
- ROOT BEER

Recommended for use in any mixed drink

PURE

HEALTHFUL  
INVIGORATING

Order from your dealer  
or . . . phone

6 3 7 8

## GENEVA COCA-COLA BOTTLING CORP.

82 State St. Geneva, N. Y.

All Beverages Made  
with 100% Pure Water

## SUMMER NEEDS

ELECTRIC FANS .....\$1.49 to \$6.00

THERMAL JUGS, 1 gal. size.....\$1.19

SCREEN DOORS, sturdy built.....\$2.75 up

SCREEN WINDOWS,  
adjustable sizes.....25c to 75c

FOLDING PORCH CHAIRS.....75c each

GARDEN HOSE, 50 ft. lengths.....\$3.00

## Cooney, Watts & Cooney

HARDWARE

513 Exchange Street

Phone 2170

## \$ -- MONEY -- \$

deposited ON OR BEFORE

Friday, July 12

Will Earn Dividends from July 1

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## Geneva Savings Bank

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## SPECIAL PRICES on SIDEWALK CONSTRUCTION

During JULY and AUGUST

Mason Work — Concrete Construction  
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BRAKE SERVICE

EXIDE BATTERIES

## STRATTON'S

Rear Texaco Grille

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*Expert* **AUTO  
REPAIRING**



### Democracy

Democracy is the belief that the aggregate wisdom of the people is, as a rule, a better guide than the self-determined wisdom of any class.

BUY YOUR  
**4th of JULY  
FIREWORKS**

at

**W. J. MILLER'S**

Independent Merchant—  
Chain Store Prices

Lyons Road Phone 2657  
Just beyond City Limits

Open every day 7 A.M. to 10 P.M.

Meat, Grocery, Feed Departments  
and Gas Station

**OPEN JULY 4th**

## AUTO LOANS UP TO \$300

If you want a loan on your car, see us. Loans made to employed, single or married people. Here you can get the cash in 24 to 48 hours or sooner in special emergencies. We "Refinance" unpaid balances on cars. Our charges on Auto Loans are surprisingly reasonable.

We also make Furniture and Co-Maker Loans.  
Come in—Write—or 'Phone.  
Loans Made in All Nearby Towns.

### PERSONAL FINANCE CO.

of New York

ROOM 304—THIRD FLOOR NATIONAL BANK BLDG.

120 GENESEE ST.

PHONE 251

AUBURN, N. Y.

## EVERY ONE of our fine USED CARS MUST GO

1933 CHEVROLET COUPE  
1932 FRANKLIN COUPE  
1932 PLYMOUTH COACH  
1931 STUDEBAKER COUPE  
1931 FORD SEDAN  
1930 FORD SEDAN  
1930 FORD COACH  
1930 FORD ROADSTER  
1929 FORD COUPE

Additional models to choose from  
\$25.00 and up

**Geneva Auto Co.**

Phone 2614

145 Castle Street

### WARM WEATHER

## SUGGESTIONS

SANFORIZED TROUSERS \$1.95  
(Stripes, Checks, Plaids)

WHITE BROADCLOTH SHIRTS \$1.35  
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(Made by "Travelo")

POLO SHIRTS 75c up  
(All Newest Effects)

ANKLE SOCKS 25c up  
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\$5.00 - \$6.50

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CASH & GIVE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre

# THE GENEVA COMMUNITY NEWS

July 11, 1935

5100 Copies

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**DINNER DANCING**  
**Wednesday and Saturday Evenings**

SPECIAL LUNCHES AND CHICKEN PLATES

FULL COURSE CHICKEN DINNER

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CATERING TO PARTIES AT ALL TIMES

Your Favorite Beer and Ale on Draught

Rooms by Week or Month Phone Geneva 19-F-22

7 Miles South of Geneva on Route 14 (Lake Road)

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OF OUR

## QUITTING BUSINESS SALE

We are nearing the end of our stay in Geneva. We gave you bargains before, but they are nothing to the values you are getting now. Just look at these amazing reductions.

Any MEN'S DOUGLAS SHOE in the store  
Regular \$3.50, \$4.50, \$5.50

ALL  
ONE PRICE **\$2.98**

Any CHILD'S SHOE in the store  
All Leather. Regular \$1.98

TO GO **\$1.00**  
FOR

150 PR. WOMEN'S and MISSES' SHOES  
Values to \$2.49

FOR **\$1.39**

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Geneva, N. Y.

After everything has been  
said, there is nothing  
**BETTER or CHEAPER**  
than ICE

Enjoy the Most Economical  
Refrigeration with a new

## DUO - DRAFT REFRIGERATOR

Use for 10 days FREE

Ask the ice man on the red  
truck for further details . . .

—o—

Use

**Diamond Crystal  
Ice**

made with  
Refiltered City Water

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Telephone 2404

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. . . to find you can afford to  
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and save money, besides.

Extra hours, every week—to  
do the things you really en-  
joy doing.

Call our number—it's 2112—  
tell us to call for your bundle.  
After one week's trial of  
our work-saving, time-saving,  
money-saving Wash Service,  
you'll put "washday" out of  
your life forever.

Our Marvelous New  
**DAMP WASH SERVICE**  
costs only

**57c for 12 lbs.**

## GENEVA STAR LAUNDRY

L. A. Currey M. E. Tillema  
511 Exchange St.

Announcing the New

**Hotpoint**

Featherweight

## ELECTRIC IRONS

\$1.00 Allowance on Old Iron

## GENERAL ELECTRIC FANS

—o—

## MAYTAG SALES & SERVICE

431 Exchange St. Phone 2005



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

July 11

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box

Geneva, N. Y.

Phone 2108

W. H. DAVIS - - - - *Manager*  
M. E. RAYMOND, *Advertising Mgr.*

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in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
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publication day and all copy must  
be in by Monday noon.

## ALMANAC



"He who has no money in his purse  
must have honey in his mouth."

JULY



9—Argentina declares inde-  
pendence of Spain, 1816.



10—F. P. Dunne (Mr. Dooley),  
great humorist, born 1867.



11—German sub Deutschland  
visits Baltimore, 1916.



12—First ice cream sodas are  
made, Philadelphia, 1874.



13—Great anti-draft riots in  
New York City, 1863.



14—Horse thief is whipped in  
public, Rhode Island, 1837.



15—Bradley pitches baseball's  
first no-hit game, 1876.

## Flowers. . .

for ANY OCCASION

Visit or Phone

## Hamilton Gardens

Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

## LAKEFRONT ACTION REQUESTED

The newly elected Board of Di-  
rectors of the Chamber of Com-  
merce are to be commended for  
their first official act—that of  
drafting resolutions calling on the  
proper city officials to take action  
on some sort of plan for the de-  
velopment of Seneca Park. Some  
definite plan is sorely needed. No  
worth while project was ever suc-  
cessfully carried out without some  
goal to work for along definitely  
laid out plans.

Geneva's lake front presents the  
greatest possibilities in the entire  
Finger Lakes area for develop-  
ment, but so far little really worth  
while has been accomplished. Other  
sections have gone ahead, either  
thru individual enterprise or by  
securing State aid and are cashing  
in on the Finger Lakes publicity.  
Geneva, however, sits idly by, doing  
nothing itself, or being willing to al-  
low private enterprise to do any-  
thing, and watches carload after car-  
load of tourists, day after day, go to  
other parts of the Finger Lakes ter-  
ritory for their vacations. Geneva  
residents, too, have to go elsewhere  
for their summer recreation and  
amusement.

It's time something was done.

## The Indian River

The Indian river along the coast  
of Florida is really an arm of the  
sea enclosed by a string of long,  
narrow islands and a long, narrow  
peninsula. It stretches along the  
Atlantic seaboard from the northern  
extremity of Brevard county to  
north Martin county, a distance of  
110 or 115 miles.

Enjoy the Smartness of  
**SUITS and COATS**  
that are expertly  
**DRY CLEANED**

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

## 1,000 Miles to Land

The point in the Pacific that is  
farther from land than any other  
on earth is near where the one hun-  
dred and fiftieth meridian meets the  
fortieth latitudinal parallel. It is a  
thousand miles from any land, being  
equidistant from San Francisco,  
Honolulu and the western tip of  
Alaska.

## Largest Spanish-Speaking City

Buenos Aires, the Argentine cap-  
ital, with nearly 2,500,000 popula-  
tion, is the largest Spanish-speaking  
city in the world.



give  
**YOUR  
CHILD**  
this  
chance  
with a

**BALDWIN, HAMILTON  
OR HOWARD PIANO**

**BOLIN MUSIC HOUSE**

**TEXACO**  
**UPPER CYLINDER**  
and  
**VALVE OIL**

LUBRICATES parts difficult  
to reach with motor oil.

IMPROVES engine action.

**SAVES MONEY**  
by cutting repair bills

**RICKELS**

Service Station

"Independently operated"

Lake Street

Phone 2920

## RADIO FLASHES

By Ralph Le Brun



Phil Duey, the well-known and liked baritone star of NBC, started life on a farm. After finishing normal school he worked his way through the University of Indiana. In three and a half years he won his diploma and a Phi Beta Kappa key. Ready to start teaching music he auditioned for the Juilliard Fellowships in New York and won. Filling in for a sick friend over WEA-F started him in radio.

A real life romance is being repeated over NBC-WHAM with Mrs. Mario Chamlee joining her husband in the "Tony and Gus" sketches in which he plays the part of Tony. Fifteen years ago Chamlee was attracted by the voice of Ruth Miller, singing a minor role in grand opera. Shortly after he persuaded Miss Miller to become Mrs. Chamlee. Now Mrs. Chamlee enters the sketch under circumstances similar to their real life romance.

# ADVERTISE

in

## The Geneva Community News

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,100 COPIES

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PHELPS, OVID AND WILLARD

PHONE 2108

Space now being reserved  
for August, September, and October

"What Next For Germany" is the title of the talk to be given by H. V. Kaltenborn in the second of his series of discussions on the European situation from London, Saturday, at 7:45 P. M. He will speak next week on the Italian situation. Broadcast over the Columbia network.

For their 66th production the Beauty Box Theatre will present over an NBC-WAAF network on Tuesday at 9:00 P. M., Johann Strauss' masterpiece, "Der Fledermaus" (The Flying Bat) with Francia White, James Melton and Theodore Webb. "Der Fledermaus" written in 1874 is considered by many to be the best of the Viennese Waltz King's Operettas.

(Continued on page 6)

### NOT EXCEEDED IN QUALITY

by any Nationally Advertised Brands

### "GENEVA CLUB" CARBONATED BEVERAGES

Order by the Case and Keep on Ice

PALE DRY -- LIME RICKEY -- SPARKLING CLUB SODA

... especially recommended for mixed drinks

Also ORANGE and ROOT BEER

Pure — Delicious — Invigorating

At Your Dealers ... or Phone 6378

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### Why not be Comfortable?

LINEN, TROPICAL WORSTED and  
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\$12.50 up

WASH TROUSERS, \$1.00 to \$2.95

POLO SHIRTS, starting at 95c

Interwoven ANKLE SOCKS, 35c; 3 pr. \$1.00

Trubenized SHIRTS, white and collars, \$1.65 up

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### WELCH'S

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Enjoy yourself at

### ROSELAND PARK

Canandaigua Lake

### DANCING -- EVERY NIGHT

New Large Open Air Starlight Ballroom (Now Open)

### FREE ATTRACTION — THIS WEEK

including Sunday, July 14

RED BRADY & JOAN, with Oscar, the Water Clown

Most daring of all high diving acts. Trick and fancy diving from a height of 100 feet into 5 feet of water.

Daily Performances: 4:00, 7:30, and 10:00 P. M.

## \* DOROTHY GOES SHOPPING \*

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the GENEVA COMMUNITY NEWS when making purchases from any of the advertisers on this page.

**"Dorothy".**

—D—

Enjoy your week-day and Sunday dinners at **Joe Rothenberg's Restaurant**—delicious and inexpensive. Full course Fricassee Chicken Dinner for 50c . . . Half broiler, 60c . . . Steak dinner, 60c. Fine service, pleasant atmosphere.

**Joe Rothenberg's, 59 Seneca St.**

—D—

Flowers have it—but real flowers, if you made any pretense to chic. Paris is now the hunting ground of the florist, not the department store. Among the novelties, we hear of two huge orange poppies across the back of the hair, a whole set of red sweet pea jewelry—earrings, necklace, bracelet and ring—to set off a black lace frock, an entire cap of blue bachelor buttons.

Keep time with the times—right to the second. You pay no more at **Prince's Jewelry Store, 20 Linden St.**, for watch and clock repairs. Prompt service, guaranteed work. Jewelry repairs. Picture framing.

—D—

Buffet parties are fun. A lovely buffet table is a fit setting for lovely food. No other sort of entertaining is so gay. Of course you must be very particular about details when you are arranging your buffet table.

—D—

Ladies' suits and coats made to order . . . Stop in and look over a large assortment of samples in white flannel and tweed. . . Coats and suits relined and altered. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

—D—

In Paris handbags have gone goofy in a big way. Women are putting their make-up and incidentals in just about everything that does not look like a pocketbook. Two outstanding examples are a

large-sized satin doughnut and a handkerchief-shaped piece of material matching the dress and tied up like a hobo's pack.

—D—

Refreshment and taste is the lure in the delicious sodas and sundaes served at **George's Candy Kitchen, 364 Exchange St.** Stop in the next time you are down street. Try a chocolate soda—you'll like them.

—D—

When you are feeling down and out, touch up your cheeks with a little rouge, put on a little powder and lipstick. You will feel much better and things will look much brighter to you. Try it if you don't believe me.

—D—

Summer hair! Hair that goes swimming, blows about on motor trips, yet must look perfect for evening. A **Permanent** is your summer need. I recommend **The Harper Method Beauty Salon, 10 Seneca St.** Permanents \$5.00 and up. Call 6783.

—D—

A living room—or any room, for that matter—should be restful, livable and beautiful. Simplicity has style. Select carefully a few accessories to accent the room. Place these accessories so that they are subordinate to the large massing of the furnishing. Fewer things in right arrangement against the right background make for comfort and beauty.

—D—

Bake Goods from **Ringer's Bakery** are delicious and nutritious because of good, wholesome ingredients. Call 2011 for fresh home-made bread, rolls and the finest cakes available. Every day is baking day at **Ringer's**.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS, or Phone 2108.**



Fri., Sat., July 12-13

RICHARD DIX in

### "THE ARIZONIAN"

SPECIAL KIDDIE KARTOON SHOW

Sat. Matinee - 1:30 - Special

& Regular Show For All Kiddies — 10c

Sun., Mon., July 14-15

WILLIAM POWELL

in

### "ESCAPADE"

ADDED: Comedy - News - Cartoon

Tues., Wed., July 16-17

NEIL HAMILTON in

### "THE KEEPER OF THE BEES"

**DO YOU KNOW?**

(This column is sponsored by the Ontario County Medical Society)

**Children** hot and thirsty in the summer demand cool and refreshing drinks. Nothing is better for them than milk which is kept on ice. Lemonade is probably next in value. Ice cream is good, too—moderately.

**Mental** cases occupy more beds in hospitals in the United States than all other ailments combined.

**Quick action** is necessary in appendicitis cases. Statistics recently compiled on Philadelphia hospitals show that among those admitted within twenty-four hours after onset of symptoms, one in forty-six died; among those admitted forty-eight to seventy-two hours, one in fourteen died; and among those whose admission was further delayed, one in ten died.

**Fish eaters** number more Protestants and Jews than Catholics, says a report of the United States Department of Commerce.

**Carpenter and Builder**  
**Weatherstripping and Caulking**

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given—free

New Styles, Values, for

**WEDDING PORTRAITS**

**THE STEWART STUDIO**

35 Seneca St. Phone 2183

**Snakes** are slow in movement, despite appearances of speed, according to Dr. Walter Mosauer of the University of California. He tested snakes common in California. The highest speed attained was only 3.6 miles per hour by the red racer, who only kept up this rate for short intervals, and under duress. A man can walk at a speed greater than this, and keep it up for long distances.

**Cancer** seems to be on the increase when total deaths from this cause are compared with earlier years, but it is thought that much of the increase is due to improved diagnosis. In New York City, "visible" cancers show little increase; the bulk of the additional cases being found are those not apparent to the eye, located in inaccessible places, which may now be discovered by improved diagnostic methods. Another factor, of course, is that with the increase in the average span of human life, more people get to be old enough to join the age group within which cancer usually finds its victims.

**Widow Never Remarries**

Widows in Korea do not remarry, no matter how young they may be. Even though they have been married only a month, they may not take a second husband.

**Council Meets in Tree**

Natives in Senegambia, French West Africa, use the inside of a large baobab tree as a council house, and statues have been carved in the trunk to the entrance.

**Good Word for Iron**

Iron has its place as a heat conducting metal. While it may be less attractive than some other materials, it is still an old standby, practical for many uses. It holds heat, gives a good brown color to foods, and is readily cleaned.

**Skin Gives Off Chemicals**

Because of the chemicals given off by living skin the fingerprints of a living person can be distinguished from those of a dead person.

**REFINISHING**

**BODY and FENDER  
REPAIR WORK**

We repair the damage and re-Duco to match any color body

Authorized Du Pont  
Refinishing Station

**KITCHELL  
MOTOR CO.,  
INC.**

Buick - Pontiac Agency  
386 Exchange St. Phone 2178

We will appreciate it very much—  
and so will our advertisers—if you will kindly say—

"I saw your ad in the  
**Geneva Community News**"

when making purchases

**You Need These NOW!!!**

Window Screens and Screen Doors  
Electric Fans  
Norge Electric Refrigerator  
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Oil Stoves and Ovens  
Garden Hose and Sprinklers  
Canning Supplies

**DORCHESTER & ROSE**

543 Exchange Street

Phone 2496

## “OAKLAND”

A Blend of Fine Old Straight Whiskies.....pts. \$1.00; qts. \$1.85

A COMPLETE LINE OF COCKTAILS PRICED AT 45c AND UP

CHOICEST LINE OF GINS AND WHISKIES IN NEW YORK STATE, RANGING IN PRICE  
FROM 75c PER PINT AND UP

Regardless of Whether You Purchase or Not, Come in and Inspect Our Stock and Prices.

## T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

### RADIO FLASHES

(Continued from page 3)

On Monday, at 12:30, Columbia will have an interesting broadcast describing the annual Kansas wheat harvest from the time of cutting and threshing to the time of its going into the grain exchange in Kansas City.

Starting Monday look for Amos 'n Andy over the NBC-WEAF network, same time as previously. The 6:00 broadcast should be well received over WBEN on 900 kcs.

### Gas-Proof Cave

Mystery surrounds the origin of the famous Chislehurst caves, Kent, which were recently fitted up as a gas-proof shelter for civilians. The caves comprise a great labyrinth which honeycombs the chalk hill upon which Chislehurst stands. It is said that you can walk for 20 miles in this strange underground world. During the war the government commandeered the caves and stored great quantities of high explosives there.—*Pearson's Weekly*.

### Horse Hangs Its Driver

While driving a two-wheeled cart, a native in Morocco tied the long lash of his cowhide whip around his neck. The handle dropped, was caught in the wheel, and as the horse continued its way the lash was tightened so that the man was strangled to death.

### Indians Have Lower Pulse Rate

Indians have a lower pulse rate than people of the white race.

## A to Z

From Atwater-Kent to Zenith, if it's trouble  
PHONE 3237

Tubes, Parts, Service.

**RALPH LEBRUN**

Phone 3237

225 High Street

### Zoo Hybrid Bear Curiosity

An interesting hybrid animal, one so rare that heretofore scientists have believed it couldn't be produced, is the subject of attention on the part of authorities at the national zoo in Washington. It is a bear cub, the offspring of a female Alaskan brown bear and a polar bear. Such a hybrid is unusual because the parents not only represent different species but belong to different genera.

### “Reference Factory”

A new racket in London is the “reference factory” where crooks desiring positions in wealthy families for the purpose of robbery can purchase glowing references on engraved stationery. To guard against telephonic checkup by a prospective employer who is suspicious, agents are stationed at the addresses used so they can confirm the statements which are made in the letters.—*Collier's Weekly*.

## RIGHT HERE

Bologna white, bologna right, bologna round and brown, United here is high class cheer in **MEATS**, the best in town; Tenderloin well worth your coin, and porterhouse the same,—Chickens, lamb, pork, chops, and ham, and different kinds of game Here is the place to feed your face, but you must cook it first. Everything, from fall till spring, from fish to “winny”-wurst, Ribs to spare,— spare ribs for fair! Liver, hearts and cheese, Sausage, too, and bacon true,— in here we aim to please!

## BERG'S MARKET

227 Main Street

Phone 2864

## OFFICE SUPPLIES

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
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**W. F. HUMPHREY PRESS INC.**

300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885

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for that screen job

Free estimates . . . no obligations  
. . . low prices . . . quick service

194 Pulteney St.

Phone 2996

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if you are

**Repairing or Building**  
call**O'MALLEY'S**We feature  
**FIRE-PROOF  
MATERIALS**

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**Portland  
Cement****White  
Cement****24-hour Cement**  
(for rush jobs)**Sand - Gravel - Brick****Lime (Bag or Barrel)****Water Proofing****Cinder Block - Plaster****Sewer Pipe****Drain Tile (all sizes)****P. O'Malley  
& Son****Phone 6186 or 6232**27 Castle St. 261 Exchange St.  
**COAL — COKE****IT PAYS TO READ****"THE NEWS"**

THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (July 3) to the five people whose telephone numbers appear on page 11 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires July 18.

**Palace to Be Restored**

Peterhoff palace, pet of Peter the Great and protected by the Bolsheviks during the revolution, is to be restored to its former splendor. The building, which is near Leningrad, Russia, has been a museum since the revolution. When it was constructed Peter the Great ordered it to be "the finest that money can build." In the days of royalty in Russia czars often spent their summers there.

**A Moving Mountain**

A moving mountain of sand at Cronulla, Australia, has buried a small forest as it slowly advances. Trees 30 to 40 feet high have disappeared beneath the millions of tons of sand. Meanwhile, the sea is eating into land on the ocean side of the "mountain," and every time there is a heavy storm part of a 250-acre government recreation area slips into the Pacific.

Tests made recently by psychologists show that it is easier for most people to remember names than faces.

**CLASSIFIED****For Rent**

Exchange St., 511—2 bedroom apt., living room, large attic, heated, \$30; 1 bedroom apt., large living room, kitchen, private bath, heated, \$25. Main St., 379—furnished apt., \$6.00 week. HOUSES: Pulteney St., 344—7 rooms, garage, \$35; Hamilton St., 67—11 rooms, newly decorated, double garage; Washington St., 335—8 rooms, \$40. OFFICE: Exchange St., 511—newly decorated, steam heat, \$15.

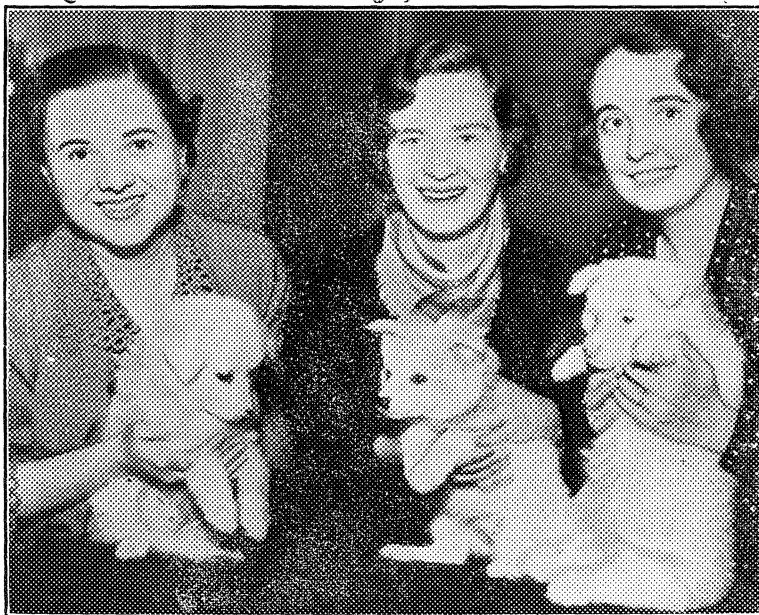
(Phone 6131, Hobart College)

**For Sale**

Buick Coach. Exceptionally good tires. Would make good truck for milk or vegetables. Will take \$25.00 cash. M. S. Stevens, 109 Oak St. Phone 4436.

**HELP WANTED**

**Wanted**—Names of men who are available for delivery work on Thursdays. Address Geneva Community News, P. O. Box 146, Geneva, N. Y.



Clara Lu 'n' Em (Left to Right) Are Right Proud of These Spitz Puppies They Received From a Fan on Their Fifth Anniversary on the Air. The New Pets Are Named Clara, Lu 'n' Em.

Just five years ago Clara, Lu 'n' Em made their radio debut in Chicago. Six months later they started broadcasting to a nationwide audience over an NBC network. Today

they are the oldest women's radio act on the air, having been broadcasting continuously, except for vacations, during the entire five year period.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Special Shrimp Salad

2 cups shrimps  
1 cup diced celery  
½ cup diced cucumbers  
2 tablespoons chopped pimentos  
¼ teaspoon salt  
1 tablespoon lemon juice  
2/3 cup stiff mayonnaise

Carefully clean shrimps. Add one-third mayonnaise and rest of ingredients. Chill and serve on crisp lettuce. Top with remaining mayonnaise.

M. A., Exchange St.

## Date Muffins

¼ cup sugar  
1/3 cup butter  
1 egg  
¾ cup sweet milk  
2 cups sifted flour  
3 teaspoons baking powder, a little salt

½ lb. chopped dates  
Mix in order given and bake for 25 minutes in moderately hot oven. About 20 muffins.

Mrs. N. H., Main St.,  
Waterloo

## Macaroni Croquettes

2 cups cooked macaroni  
¼ cup grated cheese  
½ cup evaporated milk  
1 tablespoon flour  
2 cups boiled ham  
½ teaspoon salt

Chop the macaroni and ham; add a white sauce made of the cheese, flour, salt and milk. Mix thoroughly and form into croquettes; chill. Roll in cracker crumbs, dip in egg, and again roll in cracker crumbs. Fry in deep hot fat.

Mrs. W. H., Prospect Hill

## Cheese Toast

Cover bread almost to edge with Swiss or American Cheese. Dip in egg-and-milk mixture (1 egg to ½ cup milk), and fry in deep fat until light brown. Drain on soft paper and serve at once.

E. C., Exchange St.

## New Pear Salad

½ cup uncooked carrots, grated  
½ cup uncooked spinach, chopped  
4 teaspoons lemon juice  
½ teaspoon salt  
½ (3 ounce) package cream cheese  
3 teaspoons light cream  
12 canned pear halves  
Watercress, chicory or lettuce  
Mayonnaise

Put grated carrot and finely chopped spinach in separate small bowls and to each add 2 teaspoons of lemon juice and ¼ teaspoon salt. Mix well. In another bowl combine the cream cheese and cream and a pinch of salt; blend thoroughly. Slightly enlarge the cavities in the pear halves and fill 4 with each kind of filling. For each serving, arrange 3 pear halves, each with a different filling, on bed of watercress or chicory or lettuce, as preferred; with stem end of pears toward center. Serve with mayonnaise. This recipe will make 4 salads.

## A Chinese Oath

One form of oath-taking among the Chinese is to write sacred characters on paper, which they afterwards burn, praying that the witness may so burn if he swears falsely.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

Let us show you the  
"COOLERATOR"

the conditioned-air refrigerator

110 Lake St.

Phone 2740

## Why Wait. . .

Let us install your furnace NOW  
Start Paying October 1

**JOHN A. PONTIUS**

90 Elm St.

Phone 4575

## TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St.

Phone 2026

(Member F. T. D.)

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

"THE PLACE TO EAT"

## Guinan's

Restaurant

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties

PRICE REDUCTION

on every pair of

## WHITE SHOES

over 250 pair of  
Beautiful White Shoes  
for women

reduced to



**\$1.77**

## SMITH'S

Basement Shoe Dept.



## SUMMER BREEZES

A warm weather friend—"Geneva Club" Carbonated Beverages. Pure, healthful, invigorating. And economical, too—an extra glass in every bottle.

Need a new sidewalk? Coblio is making a special price on sidewalk construction during July and August. (See ad on another page)

That new open air Starlight Ballroom at Roseland, Canandaigua Lake, is attracting much attention. It's the only one in Western New York. Manager Muar knows what amusement seekers and summer tourists want and is right there to give it to them. Free acts every day at 4, 7:30 and 10 p. m.

On account of inclement weather St. Stephen's Annual Lawn Festival, which was to have been held on Tuesday, July 9, on the De Sales High School lawn, has been postponed until Tuesday evening, July 16.

Relief from annoying interference with Radio reception may be looked for if an ordinance introduced by Alderman Yells at the July meeting of the Common Council is passed. The proposed ordinance will come up for passage or rejection on Thursday, August 1. Electrical devices have been raising havoc with radio reception in all parts of the city for a long time and it is surely hoped that this proposed ordinance will be passed.

## HARRY M. MOYER

### PRINTER

69 Oak Street

Phone 4189

## C. O. ?

Of all the alphabetized diseases, C O (Cleaning Odor) is probably the most common. Most suits that come from the average cleaner smell like a filling station. That's a big handicap to any man or woman—socially or in business.

Send your garments to us for  
ODORLESS CLEANING

## Mc Guire's

Phone 4126 553 Exchange St.

## ALFRED J. FREISEM

Aetna Life Insurance Co.

Geneva Trust Building  
Geneva, N. Y.

It PAYS to READ the GENEVA  
COMMUNITY NEWS.

## GLEANINGS

"Be not the first to use the new or the last to give up the old."

"Just as a person could not expect to abuse his health for fifty years and expect a Physician to cure him in two weeks, so also this old world, which has been in a flare for so long, cannot stage a comeback without time and the same goes for the individual business."

"Go out and be sorry for someone and you will not have time to be sorry for yourself."

"Do what you believe to be right and never mind what the other fellow thinks."

"When you get into an argument make sure your facts are right and there won't be any argument."

"There's a great deal of solid comfort in being able to do without the things you cannot have."

"Credit is greater than wealth."

"The next worse thing to failure to make an apology is the failure to accept an apology."

(Continued on page 11)

# RICHFIELD

No gasoline  
at its price  
has a higher  
\*octane rating

\*anti-knock quality

## FINK'S

SUPER  
SERVICE  
STATION

Geneva, N. Y.

# HIOCTANE

## SPECIALS

Pepsodent Paste .....35c  
Pepsodent Antiseptic .....79c  
Mineral Oil .....\$1.75 gal.  
Mineral Oil .....69c qt.  
Slenderene .....89c  
60c Alka Seltzer.....49c

EXPERT  
DEVELOPING AND  
PRINTING  
FOR  
YOUR FILMS

24-Hour Service

## CLARKE'S PHARMACY

Exchange & Castle Streets

Phones  
2242 - 2541

GENEVA,  
N. Y.

FREE DELIVERY



## THE FUNNYBONE



### Constant Mileage

Queen (to Columbus on his return): "Well, Chris, how did everything go this trip?"

Chris: "About the same. Three thousand miles to the galleon."

### Private Report

Friend: "There wasn't a very big account of your daughter's wedding in the paper this morning."

Father (sadly): "No, the big account was sent to me!"

### A Joke on the Passenger

Passenger (in aeroplane): "Why are you laughing?"

Pilot: "I'm thinking of what they'll say at the asylum when they find out I've escaped!"

### There are Cheaper Methods

Host: "When I was a young man I always said I'd never be satisfied till I'd smothered my wife in diamonds."

Guest: "Most laudable. But why in diamonds?"

### Confusion

An old lady approached a postmaster and said: "I've been expecting a package of medicine for a week back and it hasn't come yet."

"For a week back?" asked the postmaster. "What do you take for it? I have a week back myself."

"I'm not interested in your back," replied the lady. "What I want is my package of medicine."

"Very well," said the postmaster, "please fill out this form and state the nature of your complaint."

"Well," said the irate woman, "if you really must know, it's gas on my stomach."

## Battery Service

CHARGING and TESTING

## RIGBY'S GARAGE

230-4 Genesee Street

### As Usual

Scared Husband—You say you found a letter in a woman's handwriting in my pocket this morning? I don't know how it got there!

Irate Wife—I do! I gave it to you to mail two weeks ago!

### Militant Offer

"The boss offered me an interest in the firm today."

"He did?"

"Yes, he said that if I didn't take an interest pretty soon, he'd fire me."

### The Dizzy Round

"One more payment," sighed the husband, "and the furniture's ours."

"Good!" exclaimed the wife. "Then we can throw it out and get some new stuff."

### Dilemma

Professor: "Too bad! One of my pupils to whom I have given two courses in the cultivation of memory has forgotten to pay me, and the worst of it is I can't think of his name."

### Completely Figurative

"Give an example of an imaginary spheroid."

"A rooster's egg."

### Wouldn't Even Try

Inquisitive: "Are you able to light a cigaret when there's lots of wind?"

Disturbed: "No, keep still till I get one lit."

### Reason Enough

"Now why did she stop right in the middle of the dance?"

"I guess she got writher's cramp."

### Newest National Monument

Fort Jefferson, an abandoned fortress on Garden Key, one of the tiny Dry Tortugas isles off Florida, is our newest national monument. It was recently turned over to the national park service by the navy. This tiny place once was called "Gibraltar of America."—*Pathfinder Magazine*.

½ FRIED SPRING BROILER

or

LARGE PORTERHOUSE STEAK

50c

## TEXACO GRILLE

A Pleasant Place to Dine

Lake Street (Just off Exchange)

24-Hour Service. Plenty Parking Space.

## COLONEL CHEERIO

Says

When unexpected guests drop in . . .

Drop in on us and get your

COCKTAILS all ready ICED to serve

MANHATTAN COCKTAILS.....\$1.50 pt.

MARTINI COCKTAILS.....\$1.35 pt.

WINE COCKTAIL.....\$1.50 5ths

WHISKEY .....85c pt. up

GIN .....80c pt. up



WE GIVE CHRISTMAS CLUB THRIFTIES  
Redeemable in Cash Next Christmas

## GLEANINGS

(Continued from page 9)

"To escape criticism, do nothing,  
say nothing, be nothing."

"It is a sign of courage to stand  
alone."

"Its better to give a tiny flower  
To one who can see and know  
Than to place a sheaf of roses rare  
On their bier to make a show."

"It is better to say a kindly word  
To one who can hear what is said  
Than to make a speech of eulogy  
After our friends are dead."

"It is better to do or say one thing  
Or do one kindly deed  
Than to plan to do great things  
some day  
To the friend who is now in  
need."

"It is better to do a deed today  
Than wait for future years  
Tomorrow may be a day too late  
And bring but regret and tears."  
(To be continued)

## Protecting Him

A small boy, leading a donkey,  
passed by an army camp. A couple  
of soldiers wanted to have some fun  
with the lad.

"What are you holding on to  
your brother so tight for, sonny?"  
said one of them.

"So he won't join the army," the  
youngster replied without blinking  
an eye.

## The Word "Lily"

The word "lily" is used loosely in  
connection with many plants which  
are not "liliums," but belong to the  
genera that are quite distinct botanically. In this category fall the  
Lent lily, the African lily, the Belladonna (Amaryllis), the Jacobea lily,  
the Mariposa lily, the lily of the Incas, St. Bruno's lily and the Arum lily.

SUMMER REDUCTIONS  
CUSTOM MADE CLOTHES

Fine Wool Worsteds, \$35 value,  
for \$21

Tropical Worsteds, \$16.50

Fit and Workmanship Guaranteed

**SABATINI'S**  
195 Exchange St.

TIRES  
ON  
TIME

EASY PAYMENTS  
ON ALL TYPES

COURIER TYPE  
AS LOW AS

**38¢**  
PER WEEK

**PAY  
AS  
YOU  
RIDE**

**BUY ALL YOUR CAR NEEDS ON TIME**

**BATTERIES • BRAKES • RADIOS • SEAT COVERS • AUTO SUPPLIES**

**Firestone**

**AUTO SUPPLY & SERVICE STORES**

Cor. Lake & Exchange Streets  
**COMPLETE CAR SERVICE**

Phone 2323  
**J. H. BINDEMAN, Mgr.**

## Service

The genteel motorist had just  
pulled into the gasoline station for  
the inevitable gasoline. That being  
over, the attendant was going  
through his little ritual.

"Check the oil, sir?"

"Naw, it's O. K."

"Got enough water in the radiator?"

"Yep, filled up."

"Anything else, sir?"

"Yes, would you please stick out  
your tongue so I can seal this letter?"—*Pitt Panther.*

## All-Time Aid

"Yes, this book will do half your  
work."

"Okay, I'll take two of them."

## Is YOUR Phone Number Here?

Phelps 25-W  
Ovid (Willard) 51-F-23  
Geneva 5918  
Geneva 3983  
Geneva 2440

(See Page 7)

Our "Dorothy Goes Shopping"  
page is attracting much attention  
from our readers and many complimentary remarks are heard.

That's My Barber Shop  
**HOTEL SENECA**  
JOE and TONY

"It Pays to Look Well"

BUNO—Will Stop Dandruff and  
Falling Hair

## RAIN

Were you one of the wise buyers who drove right up to MILLER'S door to purchase Meats, Groceries, and Gasoline?

Why hunt for a place to park . . . plenty of free parking space at MILLER'S . . . Drive out in the rain or in the cool of the evening.

## W. J. MILLER

Independent Merchant—  
Chain Store Prices

Lyons Road Phone 2657

Just beyond City Limits

Open every day 7 A.M. to 10 P.M.

## LOANS TO



ALL THE TIME YOU NEED

TO REPAY . . . 3, 6, 9, 12, 15,

or as long as 20 months!

COME IN, WRITE, OR PHONE

# Salaried PEOPLE

... on 6 Different Plans . . . so we can accommodate practically everyone who is steadily employed. Whether you want \$300 or less, call on us! We'll advance you the amount needed to pay bills . . . make home improvements . . . or refinance the balance owed on your car, furniture or refrigerator.

## PERSONAL FINANCE CO.

OF NEW YORK

Room 304, National Bank of Auburn Bldg., Third Floor  
Phone 251 120 Genesee St. Auburn, N. Y.

## Hot Weather Needs

ELECTRIC FANS .....\$1.49 to \$6.00  
THERMAL JUGS, 1 gal. size.....\$1.19  
SCREEN DOORS, sturdy built.....\$2.75 up  
SCREEN WINDOWS,  
adjustable sizes.....25c to 75c  
FOLDING PORCH CHAIRS.....75c each  
GARDEN HOSE, 50 ft. lengths.....\$2.98

## Cooney, Watts & Cooney HARDWARE

513 Exchange Street

Phone 2170

## CHANGE IN BANKING HOURS

We Will No Longer Remain Open  
Saturday Evenings

SATURDAY BANKING HOURS  
9 A. M. to 12 NOON

## GENEVA SAVINGS BANK

24 Linden Street

## SPECIAL PRICES on SIDEWALK CONSTRUCTION

During JULY and AUGUST

Mason Work — Concrete Construction  
ESTATE CURBING

## NICHOLAS COBLIO

62 East North St.

Phone 5719

## Spray and Brush Painting

Pittsburgh Plate Glass Products

## CHAS. S. GROWER

82 S. Brook St.

Phone 2954

## MOTOR OVERHAULING

BRAKE SERVICE  
EXIDE BATTERIES

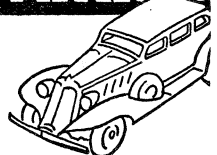
## STRATTON'S

Rear Texaco Grille

Lake St.

Phone 2028

## Expert AUTO REPAIRING



# THE GENEVA COMMUNITY NEWS

July 18, 1935

5100 Copies

## JULY SALE

of

## SUMMER MATERIALS

ALL SUBSTANTIALLY REDUCED

for

## QUICK CLEARANCE

## HOWARD DRY GOODS CO.

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

## Used Car Values

1933 CHEVROLET SP. ROADSTER

1930 FORD TUDOR

1930 FORD FORDOR

1930 CHEVROLET COACH

Not many — because we sell them  
fast. Sell them fast because we  
CONSCIENTIOUSLY RECON-  
DITION THEM and they are  
PROPERLY PRICED.

## RUSSELL-HART CHEVROLET, Inc.

South Exchange St.

Geneva, N. Y.

Phone 6621

OPEN 24 HOURS

## Hate To Tell You To Hurry On Days Like These, But . . .

this is the time that you should  
get some light togs.

SANFORIZED TROUSERS .....	\$1.95
White Collar Attached SHIRTS .....	\$1.35
POLO SHIRTS (as low as) .....	79c up
WHITE CLOCKED HOSE .....	25c up
SUMMER NECKWEAR .....	55c up
SPORT BELTS .....	50c up

Genuine PALM BEACH SUITS . . . of course

**\$15.75**

Plain or Fancy Back Models

**Baker & Stark Inc.**  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre

## GOOD-BYE GENEVA!

We shall be here but a few days more. Hurry!  
Hurry, Folks!! Take advantage of these final  
and amazing reductions in footwear.

Every pair MEN'S DOUGLAS SHOES in store  
Regular \$3.50, \$4.50, \$5.50

All one price **\$2.98**

All Our \$1.98  
and \$2.98

WOMEN'S  
SHOES

To go **\$1.39**  
for

All Our \$3.98  
and \$4.98

WOMEN'S  
SHOES

For **\$1.98**  
only

MANY MORE BARGAINS

## SAVAGE'S SHOE STORE

Regent Theatre Bldg.

Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

July 18

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box

Geneva, N. Y.

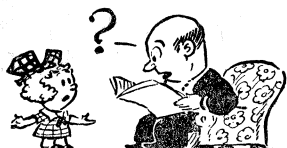
Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"The questions of a child make us  
quickly learn how little we know."

### JULY



16—Historic mission at San  
Diego, Calif., founded  
1769.



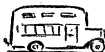
17—Isaac Watts, famous for  
his many hymns, born 1674.



18—President Lincoln calls for  
500,000 volunteers, 1864.



19—Start of France's losing  
war with Germany, 1870.



20—First "sleeping - car - bus"  
put in service, 1929.



21—Confederate troops win  
battle of Bull Run, 1861.



22—W. Post airplanes 'round  
world in seven days, 1933.

## TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St.

Phone 2026

(Member F. T. D.)

## SUMMER BREEZES

The "Gold Dust Twins", just  
back from a successful European  
tour, are the featured free attrac-  
tion at Roseland Park, Canandaigua  
Lake, this week, including  
Sunday, July 21. This act is de-  
scribed as "America's Foremost  
Laugh Riot," and includes singing,  
dancing and banjo novelties. Danc-  
ing every night at Roseland; also  
a matinee dance Sunday after-  
noons, 4:30 to 7. (See ad, page 3).

A slight error: In last week's  
Welch's Clothing ad we listed  
Shirts at \$1.65 as "white and col-  
lars". This should have been white  
and colors, but, anyway, white or  
colors they have collars, too, so  
we weren't so far out of the way.

Good time now to get a new Gas  
Range. (See page 12).

Just what a wonderful organiza-  
tion the Red Cross really is has  
been brought home forcibly to Ge-  
neva residents during the past sev-  
eral days. We read, from time to  
time, about disasters in other parts  
of the world and that the Red  
Cross has gone to the assistance of  
the afflicted, but fortunately, it isn't  
often we have a major disaster so  
near home and where many of us  
have relatives or friends. But no  
matter in what part of the world  
calamities occur the Red Cross is  
always quickly and efficiently "on  
the job."

That man Miller, out on the Ly-  
ons road, is a hustler. He's going  
right after business — and getting  
it, too."

(Continued on page 9)

Evening Gowns, Dance Frocks, Wraps

Perfectly DRY CLEANED  
Skillfully REFINISHED

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

We Give Christmas Thrifties  
Redeemable in Cash Next Christmas

After everything has been  
said, there is nothing  
**BETTER or CHEAPER**  
than ICE

Enjoy the Most Economical  
Refrigeration with a new

## DUO - DRAFT REFRIGERATOR

Use for 10 days FREE

Ask the ice man on the red  
truck for further details . . .

Use

## Diamond Crystal Ice

made with  
Refiltered City Water

Geneva Refrigerating Corp.  
Telephone 2404

## Complete SERVICE

Texaco Fire-Chief Gasoline  
Texaco Crack-proof Motor  
Oil .....25c  
Havoline Motor Oil.....30c

Battery Service

Spark Plug Service

Goodyear Tires

Mazda Lamps - Tire Repairs

Marfak Lubrication

Washing - Greasing

## RICKELS

Service Station

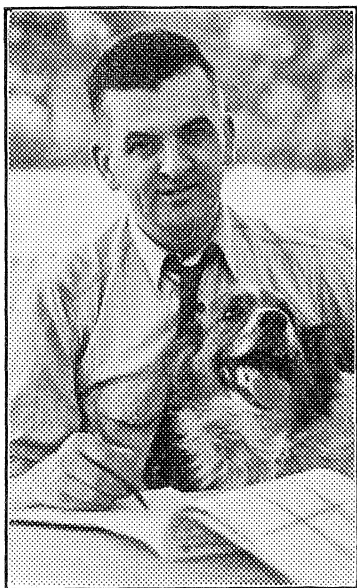
"Independently operated"

Lake Street

Phone 2920

## RADIO FLASHES

By Ralph Le Brun



Geo. Frame Brown, author and co-star of the popular Tony and Gus sketches. Well known for his "Real Folks" programs, Brown and Mario Chamlee, the former Metropolitan Opera star are now heard daily except Saturday and Sunday over NBC-WHAM at 6:15 P. M.

Actual cases from the official files of the Federal Bureau of Investigations of the United States Department of Justice, will form the background for "G MEN" a new series of dramatic broadcasts to be inaugurated over NBC-WEAF under the sponsorship of the Chevrolet Motor Co. on Saturday evening at 8 P.M. Phillips H. Lord, nationally known for his depiction of the radio character, Seth Parker, who will write the scripts, is now in Washington making a first hand study of the operations of the Federal Bureau of Investigation, records of which have been made available to him through the cooperation of Attorney General Cummings, Director of Investigations, J. Edgar Hoover and other department heads.

(Continued on page 7)

## Don't Bury a Dead Radio

WE CAN REVIVE IT!

**RALPH LE BRUN**

225 High Street

Phone 3237

# Averhill

EAST LAKE ROAD CANANDAIGUA, N.Y.

Delightful Lakeside Rooms  
for Weekly and Monthly Guests

Catering to Parties, Banquets, Bridge Luncheons,  
Wedding Breakfasts, etc. All meals by 24-hour  
reservation for minimum parties of eight.  
Telephone, Canandaigua 166-J

# RICHFIELD

The gasoline  
that boosts  
instead of  
knocks

## FINK'S

SUPER  
SERVICE  
STATION

Geneva, N. Y.

# HIOCTANE

Enjoy yourself at

## ROSELAND PARK

Canandaigua Lake

DANCING -- EVERY NIGHT

(New Large Open Air Starlight Ballroom)

FREE ATTRACTION — THIS WEEK

including Sunday, July 21

GOLD DUST TWINS — A riotous comedy act —  
Singing, Dancing, etc., climaxed by a three-round  
"Boxing Bout."

Daily Performances: 4:00, 7:30, and 10:00 P. M.

## Keep Cool -- Dress Comfortably

LINEN SUITS .....	\$12.50
TROPICAL WORSTEDS .....	\$18.50
WASH SLACKS .....	\$1.50 up
WHITE LINENS .....	\$2.25
SHIRTS and SHORTS, as low as.....	25c
NIFTY SPORT SHIRTS .....	95c

## WELCH'S

494 Exchange Street



## \* DOROTHY GOES SHOPPING \*

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the GENEVA COMMUNITY NEWS when making purchases from any of the advertisers on this page.

—D—  
"Dorothy".

Free Free

An extra pair of trousers with every suit. A saving of from \$6.00 to \$11.00 on your suit. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.** Samples on display.

—D—

Better to be safe now than sorry after! Have your **Permanent** at **The Harper Method Beauty Salon, 10 Seneca St.** They use only the finest equipment, and highest quality supplies. **Call 6783.** Skilled operators. Prices **\$5.00** and up.

—D—

Keep time with the times—right to the second. You pay no more for watch and clock repairs at **Prince's Jewelry Store, 20 Linden St.** Prompt service. Guaranteed work . . . Jewelry repairs . . . Picture framing.

Having garments dry cleaned at **McGuire's** is just another way of saving money. Individual dry cleaning of garments guarantees thorough cleaning, restores life and lustre and gives longer wearing service. **Call 4126** for prompt service. **553 Exchange St.**

—D—

There are many Summer items of interest in **Lynch's Bargain Basement**, such as: dust mops at 29c; porch pillows at 3 for \$1.00; porch shades, 6 ft. wide at \$1.90; grass rugs 6x9 at \$1.49. Really great savings on hundreds of useful articles.

—D—

Don't throw those old shoes away! **Carl** can rebuild them so skillfully they will look like new and feel as comfortable as ever. Fine materials—expert workmanship—moderate prices at **Carl's Shoe Repair Shop.**

—D—

Buds of laceflowers and seed pods of sweet peas give a swirling design when arranged with delicate flowers in glass and refined porcelains.

For tea or the midnight snack, muffins filled with jam may be muffin surprises. Anyway, they are muffin aristocrats. For tea, they cause compliments and with coffee, make the heart sing.

—D—

**Baker & Stark Inc.** are showing the largest stock of sport wear ever. If you feel the heat you should see these light cool garments. The prices are refreshing also.

—D—

**Harringtons, 106 Lafayette Ave.** are having a final clearance sale of Straw Hats at **\$1.00** and **\$2.00.** Harrington's hats are always distinctive.

—D—

During the hot weather why not go to the Geneva Free Library and get a good book to read to take your mind off the heat. There are a great many new detective stories and other new fiction to suit all tastes.

Here are some of the new fiction:

"Misty Mountain" by Barbara Webb

"The Sleeping Child" by Alice Rosman

"Legacy of Death" by R. A. J. Walling

"Grandsons" by Louis Adamic

"Time Out of Mind" by Rachel Field

And for those who wish to do some more serious reading here is a list of good non-fiction:

"Leaders, Dreamers and Rebels" by Rene Fulop-Miller

"Earth, Radio and Stars" by Hans Zinsser

"Chronicles of Barabbas" by G. H. Doran

"Tropical Fishes and Home Aquaria" by Alfred Morgan

"Puzzled America" by Sherwood Anderson

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS, or Phone 2108.**



FRI.  
SAT.



Comedy -- News

SUN.  
MON.  
TUE.



LORETTA YOUNG  
CHARLES BOYER

in  
"SHANGHAI"

Warner OLAND Alison SKIPWORTH

Wednesday, Thursday, July 24-25

Arline Judge "COLLEGE SCANDAL" Kent Taylor

**Chapel Incloses Maximilian's Pillar**

A place of interest in Quaretorá, Mexico, is the little chapel which incloses the pillar at which Emperor Maximilian was shot in June, 1867, ending an effort to set up royalty in America. A wreath of artificial flowers rests on the shaft.

**Safer Confined**

When a prisoner escapes from Devil's island, French Guiana, South America, there is no sounding of alarms, since the possibility of escape is very remote. If the sharks don't get him the jungle usually will.

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Weatherstripping and Caulking****Frank M. Mowers**

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Ovid 618-F-2  
Geneva 6712  
Geneva 4419  
Geneva 5056

(See page 11)

**Birds' Hues Vary**

A naturalist reports that rainbow colors of humming birds in the tropics tend to disappear from the plumage farther north or south in the following order: Oranges, yellows, greens, blues, purples, reds.

**Pepper Secrets**

The difference in the source of white and black pepper is that black pepper is obtained from the immature berries of piper nigrum; white pepper, by allowing the berries to ripen and become more starchy.

**Height of Lakes**

Lake Ontario is 246 feet above sea level; Lake Erie, 573 feet; Lake Huron and Lake Michigan, 580 feet, and Lake Superior, 603 feet.

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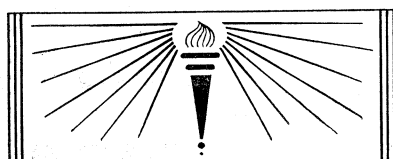
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reduced to .....

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## DO YOU KNOW?

(This column is sponsored by the Ontario County Medical Society)

**Birthrate** in England and Wales for 1933 was the lowest ever recorded.

**More babies** are born in families on relief than among the general population, recent statistics show.

**Sun stroke** causes few deaths, but much suffering. Afflicted persons should be taken immediately into the shade, put to bed in a cool room, clothing loosened. It is well to obtain medical advice as it may be necessary to administer drugs for a failing heart or lowered circulation.

**Babies** suffer from extreme heat. Light clothing is recommended. Sponge baths with cool

water, and plenty of water to drink, are preventives of the effects of heat. Fresh, cool air is important, and the baby should be kept in the open air as much as possible.

**Most people** believe that there is a "cure" for everything. They make the wish father to the thought. "Master minds" of science, toiling through midnight hours in a feverish search for "discoveries" is the romantic picture, false to reality, which leads the multitude to expect too much from research. Strangely enough, many of the most useful advances in science have come while the investigators were looking for something else. Much remains to be learned about our natural environment, and we have not begun to penetrate the mystery of life itself. Nobody knows how to put his finger on the precise point where the inanimate becomes animate, and how.

**More** red-headed people live in Scotland than anywhere else in the world.

**New York** has not always deserved the name of the "Empire State." Before the beginning of the nineteenth century New York was the fifth of the states in population. Virginia had double its number of inhabitants; Pennsylvania, North Carolina and Massachusetts surpassed it.

**Lower** death rates among wage-earners have marked the successive years of the depression. Many will argue this to be evidence that work is a curse.

**First** bathtub in the United States was installed in a Cincinnati home in 1842. It was made of mahogany and lined with sheet lead. Newspapers denounced it as an undemocratic vanity. Boston, in 1845, made bathing unlawful except when prescribed by a physician. Virginia "soaked the rich" by taxing bathtubs \$30 per year.

### Best of Good Things

One of the best of the good things in life is victory and particularly moral victory.

### When an Object Sinks

Any object which is heavier than the amount of water it displaces will sink to the bottom of the sea.

### Locations Deceiving

Reno, Nev., is farther west than Los Angeles, Calif., by about 300 miles. By the same true method of measurement, Palm Beach, Fla., is as far west as Pittsburgh, at the far end of the state of Pennsylvania.

### Large Assortment

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& Son**

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27 Castle St. 261 Exchange St.  
**COAL — COKE**

## RADIO FLASHES

(Continued from page 3)

The second in Columbia's impressive new Sunday evening series of programs called "America's Hour" presenting a panoramic picture of a great nation at work will be heard over CBS Sunday at 8 P. M. In the first program the radio audience learned of the development of American railroads, the manner of their operation—all the drama behind one of the worlds' foremost industries. In the next three Sunday evenings the stories of our nation's mining industry, of the never ending war on disease and of the government's diligent campaign against outlawry, will be brought to the radio audience.

The father of Rosario Bourdon, conductor of the Cities Service Orchestra was organist of the Notre Dame church in Montreal. His mother, Caroline Dubois Bourdon, is one of Canada's best known pianists.

Mrs. Jesse Crawford should have no difficulty in qualifying as radio's perfect wife and helpmate. Nearly ten years ago, when she agreed to love, honor and obey, the famed pipe organ virtuoso, nothing was said about substituting for him at the console either in sickness or in health. But when Jesse had to undergo an appendicitis operation recently, Mrs. Crawford stepped in and

took over his regular broadcast schedule. While he is in the hospital she will be heard daily except Saturday in the fifteen minute program of organ melodies broadcast at 10:15 P. M. over an NBC-WEAF network.

Myers is the last name of the vocalist and pianist who prefers to be known by her first name, Ramona. The daughter of Rachel M. DeCamp and Ramond P. Myers, she was born in Kansas City.

## Consumption of Sea Foods

The approximate annual per capita consumption of all fishery products, fresh, smoked, dried and canned, in the United States amounts to about 15 pounds. The annual per capita consumption of commercial production of fresh water fish is about 2½ pounds.

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During JULY and AUGUSTMason Work — Concrete Construction  
ESTATE CURBING

NICHOLAS COBLIO

62 East North St.

Phone 5719



Loretta Young and Charles Boyer in "Shanghai", at Schine's Geneva Theatre, three days, starting Sunday, July 21. Supporting cast includes Warner Oland and Alison Skipworth.

## Use for Magnetic Mop

A magnetic mop is used in an electric research laboratory to retrieve steel ball bearings and shot.

## Philadelphia Once Largest

At the time of the Revolutionary war Philadelphia was the largest city in the United States.

## Raised First War Ship Flag

John Paul Jones was the first to raise the Grand Union or American flag on a ship of war.

Make Your Summer Driving SAFE . . . with  
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Will your brakes hold?

Why does your car shimmy?

Are your tires safe?

Does your windshield wiper work?

Do you need seat covers?

Are your spark plugs wasting gas?

Is your battery weak?

Drain your oil? When?

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# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Pineapple Cake Pie

- 1 cup sugar
- 3 tablespoons flour
- ½ teaspoon salt
- 3 eggs separated
- 3 tablespoons lemon juice
- 1 teaspoon grated lemon rind
- ½ cup grated and drained pineapple
- 1 cup heated milk

Mix sugar, flour, salt. Add eggs. Beat egg yolks lightly with lemon juice. Mix well. Add rind and pineapple, stir in milk. Add stiffly beaten egg whites. Line pie tin with pastry. Bake 400° for 10 minutes. Then lower heat to 350° for 35 to 45 minutes.

A. P., Maple St.

## Dixie Muffins

- 1 cup boiled rice
- 2 eggs, a little salt
- 3 teaspoons baking powder
- 1 cup milk
- 5 tablespoons Mazola or other cooking oil or shortening
- 1½ cup flour
- 2 teaspoons sugar

Beat together rice, milk, beaten eggs and shortening. Sift flour, baking powder and salt into batter. Mix only enough to combine and bake in muffin pans in hot oven for 25 minutes.

Miss L. R., Exchange St.

## Mock Cherry Tart

- 1 quart tart pitted cherries
- 1 cup granulated sugar
- Salt
- 3 tablespoons all-purpose flour
- ⅛ teaspoon almond extract
- 2 egg whites
- ¼ cup powdered sugar
- ½ teaspoon vanilla

Arrange cherries in a deep pie plate mixing with sugar, salt, flour and flavoring which have been combined. Cover dish and bake in moderate oven (350 degrees F.) until fruit is tender. Beat egg whites until stiff but not dry, adding powdered sugar and vanilla a little at a time. Place in mounds on cooked cherries and return to the oven until browned lightly. This recipe makes 4 portions.

## Grape Zip

- 1 package lemon gelatine
- 1 cup warm water
- 1 cup grape juice

Dissolve gelatine in the warm water. Add grape juice. Chill until cold and syrupy. Place in a bowl of cracked ice, or ice water and whip with a rotary beater until fluffy and thick like whipped cream. Pile lightly into sherbert glasses. Chill until firm. Very refreshing and delightful served with wafers. Serves eight.

Mrs. W. H., Prospect Hill

## Bicycles Replace Donkeys

With the improvement of roads in the interior of Egypt the natives are using the bicycle in place of the faithful donkey, which long has been the only means of communication.

## Wells Supply Fish

Flowing wells on a farm in the Camrose district of Alberta hurl up fingerling wall-eyed pike. The only solution of this mystery is that the flow of water comes from some underground river connected with far removed inland lakes that have wall-eyed pike.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

Let us show you the "COOLERATOR"

the conditioned-air refrigerator

110 Lake St.

Phone 2740

## Animals Must Like Trainers

Just as with the dog and other animals, if the elephant takes a sincere liking for the trainer it makes the task of training twice as easy. There are instantaneous affinities there just as in any other relationship. In the big circus each elephant has a man responsible for its health and well-being.

## Why Wait. . .

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Start Paying October 1

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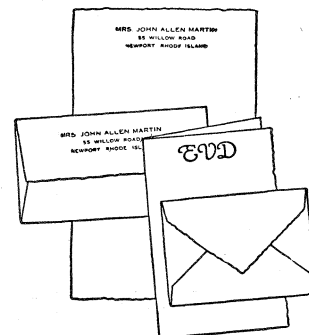
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**CLASSIFIED****For Rent**

Desirable heated upper apartment. 5 rooms and bath. Garage. 106 Lafayette Ave., or phone 5694.

**SUMMER BREEZES**

(Continued from page 2)

Kashong Inn, seven miles south of Geneva on the West Lake road, has opened a spacious new dining room and is in a position to cater to much larger parties than formerly. Dances are also being held each Wednesday and Saturday evening.

**Author of "Robinson Crusoe"**

Daniel Defoe, author of "Robinson Crusoe" died in poverty in 1731 and was buried in Bunhill Fields, London. His grave was marked only by a small headstone, but the English boys and girls who read "Robinson Crusoe" subscribed the money for a monument with a suitable inscription.

**Fine Chance for Waiters**

Jud Tunkins says if after-dinner speeches were genuinely instructive the waiters where they give the big banquets would be the wisest men on earth.

**Depth of Lake Superior**

Lake Superior is the deepest of the Great Lakes, most of it being more than 600 feet, as compared to Lake Erie's maximum depth of 180 feet. North of Copper Harbor, Mich., Lake Superior attains 954 feet, but the greatest depth is about 20 miles off Otter Head, Ontario —1,008 feet.

**GLEANINGS**

"A cynic is one who knows the cost of everything and the value of nothing."

"Ethics are something that's in the book, but like bunkers in golf with a little manipulating they can be avoided."

"Ability is a poor man's wealth, the more he spends the more he has."

"The strong character does not care for roads or loads, but only for destinations."

"Neglect a personal grievance for forty-eight hours and it will die from starvation."

"We can make up all losses except the loss of turning back."

"When I hate I take something from myself and when I love I make myself better for having loved."

"Facts are stubborn things that never apologize and they are our scarcest raw material."

"When you're up against a bruiser and things are getting the best of you just smile, smile, smile."

"Genius is 90% directness."

(To be continued)

**Earth's Gain in Population**

The earth's net gain in population averages over 30,000,000 a year.

**DIXIE INN**

Bean's Hill

CHICKEN and STEAK DINNERS 60c  
PLATE LUNCH 50c

Southern Baked Ham  
Home Baked Pies and Cakes  
Sandwiches - Excellent Coffee

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FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.



## THE FUNNYBONE



### The Egoist

She: "Did anyone ever tell you how wonderful you are?"

He: "Don't believe they ever did."

She: "Then where'd you get the idea?"

### At Cross Purposes

Family Doctor: "Your husband's not so well today, Mrs. Maloney. Is he sticking to the simple diet I prescribed?"

"He is not, sorr," came the reply. "He says he'll not be after starvin' himself to death just for the sake of livin' a few years longer."

### The Relieved Youngster

Little Edna was visiting the museum with her aunt. In the Egyptian room the child saw the desiccated remains of an ancient queen and asked what it was.

"That is someone's mummy, dear," replied auntie.

"Goodness!" said Edna. "I'm glad my mummy doesn't look like that."

### Effect and Cause

"Did you hear the awful shriek that engine gave as it flew by?" asked a motorist as he approached a railroad crossing.

"Yes. What caused it?" rejoined his companion.

"I presume the engineer had it by the throttle."

### What's More Important

Druggist: "Yes, miss, you'll find that most ladies like this lipstick."

Young Lady: "You couldn't—er—tell me the kind the men like, could you?"

### What Else?

Susie: "Papa, what makes a man always give a woman a diamond engagement ring?"

Her Father: "The woman."

### Proof

Employer: "My boy, I started out of college on the theory that the world had an opening for me."

Office Boy: "And you found it, sir?"

Employer: "I did. In fact, I'm in the hole right now."

### The Proof

John had given the information on his test paper in geography that a furlough was a donkey. The teacher was interested in knowing why John gave this information.

Teacher: "John, where did you find the information that a furlough was a donkey?"

John: "In my geography."

Teacher: "Please bring the geography to me."

John did so, and a picture was shown of a soldier sitting on a donkey. The caption under the picture read: "Off on a Furlough."

### The Tibetan Terrier

The Tibetan terrier, a dog resembling the Skye terrier, was originally smuggled from Lhasa in Tibet.

### SUMMER REDUCTIONS

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Fine Wool Worsteds, \$35 value, for \$21

Tropical Worsteds, \$16.50

Fit and Workmanship Guaranteed

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½ FRIED SPRING BROILER

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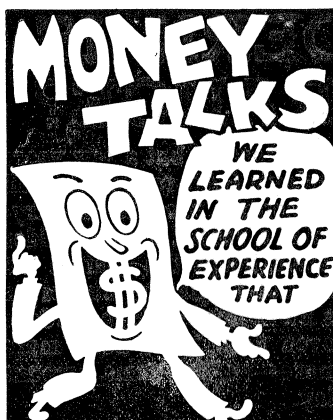
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**ALL THE TIME YOU  
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## IT PAYS TO READ "THE NEWS"

THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (July 11) to the five people whose telephone numbers appear on page 5 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires July 25.

## Ice Cream an Old Dish

The origin of ice cream is unknown, but varieties of frozen compounds are said to have been served in Italy as early as 1500 A. D. or a little before. The first factory for manufacturing commercial ice cream was established in Maryland in 1851.—*Pathfinder Magazine*.

## KASHONG INN

West Lake Road 7 Miles South of Geneva

**FULL COURSE DINNERS and LUNCHES**

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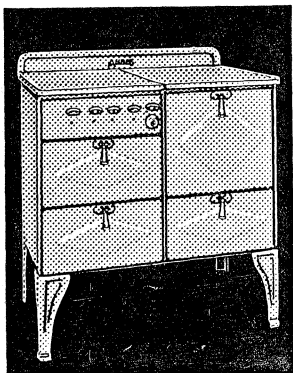
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Ranges and 2 floor model Combination  
Ranges at greatly reduced prices.  
Liberal terms and Trade-In.

**Dillingham & Son, Inc.**

VISIT YOUR LOCAL DEALER'S  
STORE AT ONCE AND SEE THESE  
BEAUTIFUL NEW MODERN GAS  
RANGES . . .

**Empire Gas & Electric Co.**

**See These MODERN GAS RANGES at Your Local Dealer Stores**

# THE GENEVA COMMUNITY NEWS

July 25, 1935

5100 Copies

These are, without doubt, the Best  
"Buys" in Shorts that we have ever  
offered. Get yourself several pairs.

## FOR A FEW DAYS ONLY

Entire Stock **35<sup>c</sup>**  
50c BROADCLOTH  
SHORTS 3 for \$1.00

Entire Stock **27<sup>c</sup>**  
35c BROADCLOTH  
SHORTS 4 for \$1.00

— 0 —  
All STRAW &  
PANAMA HATS **1/2** Price

**Baker & Stark Inc.**  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

## Used Car Values

1932 CHEVROLET COACH  
1932 CHEVROLET SP. ROADSTER  
1930 FORD FORDOR  
1930 FORD TUDOR  
1928 PONTIAC COACH

Our stock is very small, but constantly  
changing — because we sell them fast.  
Sell them fast because we CONSCIEN-  
TIOUSLY RECONDITION THEM  
and they are PROPERLY PRICED.

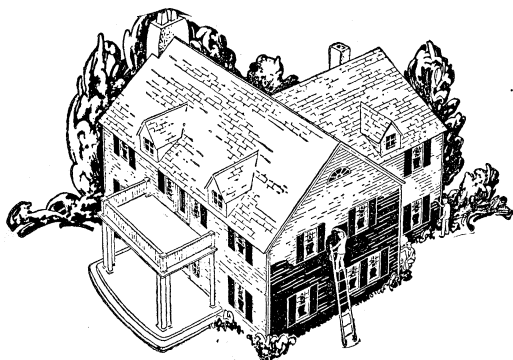
## RUSSELL-HART CHEVROLET, Inc.

South Exchange St.

Geneva, N. Y.

Phone 6621

OPEN 24 HOURS



*Smart People Buy Paint by the Job—  
Not Price Per Gallon*

## SHERWIN-WILLIAMS SWP HOUSE PAINT

Know before you buy what the paint for your  
home will cost. SWP costs less per job because  
it goes further, looks better and lasts longer.

A proven paint on millions of homes.

## FAIRFAX BROS. CO.

87 CASTLE ST.

Phone 2441

We give Christmas Thrifties Redeemable in Cash Next Christmas

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

July 25

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box Geneva, N. Y.  
Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

## ALMANAC



"He who has many irons in the fire  
will let some of them burn."

### JULY



23—Austria issues war-causing  
ultimatum to Servia, 1914.



24—Salt Lake City, Utah,  
founded by Mormons, 1847.



25—Schneider patents the mer-  
ry-go-round, 1871.



26—Franklin becomes Colonial  
Post Master General, 1753.



27—Japan imprisons the Em-  
peror of Korea, 1894.



28—First railway mail car is  
put in service, 1862.



29—Booth Tarkington, novel-  
ist, born at Indianapolis,  
1869. ©WNU

## TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

## SUMMER BREEZES

A new soda fountain has been in-  
stalled in Clarke's Pharmacy, cor-  
ner Exchange and Castle Sts. Stop  
in and have Harry Vincent mix up  
one of his famous Chocolate Sodas  
for you. The new "Geneva Club"  
Carbonated Beverages may also be  
secured at Clarke's, either by bottle  
or case.

The man who begins to say it  
can't be done is often interrupted by  
somebody else doing it.

Madeline Berlo, Queen of all  
Lady High, Trick and Fancy Div-  
ers, is the "free attraction" at Rose-  
land Park this week, including Sun-  
day, July 28. This lady is acclaimed  
as America's most perfect diver.  
Dancing at Roseland every night  
and Sunday afternoons.

Strange how typographical errors  
in the news sometimes bring out the  
real truth in an item. The following  
appeared in a Salina (Kans.) news-  
paper: "The doctor felt the patient's  
purse and announced there was no  
hope."

Metal radio tubes, much smaller  
than the familiar glass ones, tubes  
whose metal envelopes serve as their  
own shield, with a consequent elim-  
ination of the metal cans necessary  
in the shielding of glass tubes, are  
the latest radio development. One of  
the leading radio manufacturers sets  
are now being shown with these new  
tubes and other sets will undoubtedly  
soon have them.

(Continued on page 5)

PERSPIRATION is detrimental to  
garments if allowed to remain.  
Frequent cleaning will protect and pro-  
long the use of your garments and  
make YOU feel cooler.

Our CALL FOR Service gives you the  
maximum.

## FOOTE'S CLEANERS

HARRY D. TARBELL  
Phone 2910 78 Castle St.  
We give Christmas Thrifties  
Redeemable in CASH next Christmas

After everything has been  
said, there is nothing  
**BETTER or CHEAPER**  
than ICE

Enjoy the Most Economical  
Refrigeration with a new

## DUO - DRAFT REFRIGERATOR

Use for 10 days FREE

Ask the ice man on the red  
truck for further details . . .

Use

## Diamond Crystal Ice

made with  
Refiltered City Water

Geneva Refrigerating Corp.  
Telephone 2404

## Complete SERVICE

Texaco Fire-Chief Gasoline  
Texaco Crack-proof Motor  
Oil .....25c  
Havoline Motor Oil.....30c  
Battery Service  
Spark Plug Service  
Goodyear Tires  
Mazda Lamps - Tire Repairs  
Marfak Lubrication  
Washing - Greasing

## RICKELS

Service Station

"Independently operated"

Lake Street Phone 2920

## RADIO FLASHES

By Ralph Le Brun



Phillips H. Lord, nationally known for his depiction of the radio character, "Seth Parker" has recently returned to the air.

He is heard Sunday evenings over NBC-WJZ at 9 P. M. He is also author of the script of the new Chevrolet program "G Men"

heard Saturday evenings at 8 P. M. over NBC-WEAF.

King George's Silver Jubilee will be observed with a gala program from London featuring Noel Coward, Gertrude Lawrence and many others to be broadcast over the nationwide Columbia network on Saturday at 2:30 P. M.

Irene Wicker, "The Singing Lady" is going to England. Originally she planned the trip as a vacation, but already she has been booked for personal appearances in London and negotiations are under way for her to broadcast over the facilities of the British Broadcasting (Continued on page 6)

## Don't Bury a Dead Radio

WE CAN REVIVE IT!

**RALPH LE BRUN**

225 High Street

Phone 3237

## KASHONG INN

West Lake Road

7 Miles South of Geneva

FULL COURSE DINNERS and LUNCHES

BEER and ALE

DANCING SAT., SUN. and WED. EVENINGS

Music by Gibson & Dwyer's Orchestra

**RICHFIELD**

Premium  
gasoline  
performance  
at no extra  
cost.

**FINK'S**

SUPER  
SERVICE  
STATION

Geneva, N. Y.

**HIOCTANE**

Enjoy yourself at

## ROSELAND PARK

Canandaigua Lake

DANCING -- EVERY NIGHT AND SUN. P.M.  
(New Large Open Air Starlight Ballroom)

FREE ATTRACTION — THIS WEEK  
including Sunday, July 28

MADELINE BERLO—the queen of all Lady High, Trick and Fancy Divers—diving from a dizzy height into a 4-foot tank of water.

Daily Performances: 4:00, 7:30, and 10:00 P. M.

## PERSISTENCE

Persistence is the mother of miracles. It is half of achievement. In advertising persistence is the first law of success. Spasmodic advertising, no matter how good, is seldom resultful.

Persistence appeal builds good will, creates confidence, develops interest and tends to make your advertising efforts produce results.

It is the cumulative effort of your advertising that makes it pay.

-: Phone 2108 :-

GENEVA COMMUNITY NEWS

## —\* DOROTHY GOES SHOPPING \*—

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the GENEVA COMMUNITY NEWS when making purchases from any of the advertisers on this page.

"Dorothy".

—D—

**McCarthy's Pharmacy** has a complete line of Eastman Kodaks and Cameras. Stock up on your supply of films for the week-end at **McCarthy's**. Leave your films there to be developed and finished (glossy and dull). 24 hour service.

—D—

A swish of taffeta, a flash of rainbow colors, yards of skirt. In summer evening frocks you may have to make a choice between swishing and floating, but in some dresses you can actually do both. Paris is all agog about taffeta. Put it underneath for a slip, with a fluttery sheer fabric over it. Cotton marquisette, in dotted affair, is lovely in motion. Also dotted swiss, white with tiny red dots, over a taffeta slip in palest pink.

Have your watch or clock repaired at **Prince's Jewelry Store**, 20 Linden St. Expert workmanship. Prompt service. Reasonable prices. Jewelry repaired also. First class picture framing. Its convenient to stop in **Prince's**.

—D—

A new idea in awnings which goes by the name of "Lattis-Awn" consists of rows of light wooden slats staggered in construction to shut out rain.

—D—

Quality is higher than price at **Ringer's Bakery**. Add zip and zest to summer meals with blueberry muffins, English buns, home-made bread. **Ringer's** cakes are delicious. Serve Solid Chocolate or Silver Cake. Call 2011.

—D—

Smartness of coiffure is individuality made possible with the aid of a **Permanent**. Dorothy recommends **The Harper Method Beauty Salon**, 10 Seneca St. Skilled operators. Prices \$5.00 and up. Call 6783.

The most delicate shade of shell pink will give an exquisite glow to summer windows if made of horizontally-striped sheer Celanese.

—D—

**Free Free**

An extra pair of trousers with every suit. A saving of from \$6.00 to \$11.00 on your suit. **A. P. Petersen**, 476 Exchange St., Geneva, N. Y. Samples on display.

—D—

Used and sample shoes available at **Mrs. Coblio's**, 135 E. North St. These high quality shoes are in white and color, all sizes, all widths, including A to 4A. Prices to \$1.50.

—D—

Look for specials Saturday and Sunday at **Joe Rothenberg's Restaurant**. Ballentine and Blue Ribbon Ale and Beer on draught. **Joe Rothenberg's**, 59 Seneca St.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frazutz**, c/o GENEVA COMMUNITY NEWS, or Phone 2108.

### —o—

#### Geneva Library News

Among some of the new fiction at the Geneva Free Library will be found:

"Out of Dusk" by Elizabeth S. Payne

"Of Time and the River" by Thomas Wolfe

"Alleged Great-aunt" by H. K. Webster

"The Grass Grows Green" by Hortense Lion

"John o' the Green" by Jeffery Farnol

And for the more serious-minded readers:

"My Life as an Explorer" by Sven Hedin

"Catherine, Portrait of an Empress" by Gina Kaus

"Fang and Claw" by Frank Buck

"The Romance of Labrador" by Wilfred Grenfell



—: COOLED BY WASHED AIR :—  
Temperature Seneca Lake

Fri. and Sat., July 26-27

Fred MacMurray - Madge Evans

in **MEN WITHOUT NAMES**

THREE BIG DAYS — Sun., Mon., Tue.

*Shitley*  
**TEMPLE**  
**"CURLY TOP"**

Wed. & Thur.  
July 31-Aug. 1

**KAY FRANCIS in STRANDED**

**SUMMER BREEZES**

(Continued from page 2)

There's no abstract excellence in early rising; it all depends on what you do after you rise. It would be better for the world if some people never got up!

Kashong Inn has added Sunday evening dinner dancing to its previous schedule of dancing on Wednesday and Saturday evenings.

We see by a trade journal that dentists are making more money. In spite of the fact, we suppose, that

**Carpenter and Builder  
Weatherstripping and Caulking**
**Frank M. Mowers**

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given—free

New Styles, Values, for

**WEDDING PORTRAITS****THE STEWART STUDIO**

35 Seneca St. Phone 2183

they're looking more down in the mouth than ever.

The Colonial Esso Service Station at Exchange and Railroad Place is now under the management of James W. Barnes (See ad, page 5).

The first real cure for headache was invented by a Frenchman. He called it the guillotine.

Chevrolet sales and production in June are reported as the largest for that month since 1929. Sales in the United States totaled 97,862 units. Total production, including Canada and export, was 122,300. These figures with a single exception exceed the highest totals for any month in years.

**Is YOUR Phone Number Here?**

Phelps 72-W  
Ovid (Willard 612-F-2  
Geneva 2641  
Geneva 4020  
Geneva 5421

(See page 6)

**REFINISHING****BODY and FENDER  
REPAIR WORK**

We repair the damage and  
re-Duco to match any  
color body

Authorized Du Pont  
Refinishing Station

**KITCHELL  
MOTOR CO.,  
INC.**

Buick - Pontiac Agency  
386 Exchange St. Phone 2178

**White Population in New Mexico**

More than half of the white population of New Mexico and its entire Pueblo Indian population, excepting the Zuni, are within the Rio Grande watershed.

**West Point, Annapolis Students**

Students at West Point cannot change to Annapolis without first resigning from West Point and getting an appointment to the Naval academy.

**Ohio River Not in State**

No part of the Ohio river is in Ohio. The southern boundary of the state is the northern bank of this stream at low water mark.

**Climate in Egypt**

Egypt has several kinds of climate. There are only four months in the year when the weather is too hot for the average inhabitant of temperate zones. In northern Egypt there is a fairly even temperature all the year around.

**NEW MANAGEMENT  
Exchange St. Esso Station**

Prompt Courteous Service

**JAMES W. BARNES**

Exchange St. Next N.Y.C. Freight House

**Hot Weather Needs**

POLAR CUB ELECTRIC FANS	\$1.49
ENAMEL CANNERS,	\$1.50
7 qt. size	
ICE CREAM FREEZERS,	\$1.00
2 qt. size	
PIE OVENS,	98c ea.
with glass door	
FRUIT JAR RUBBERS,	5c
package	

**Cooney, Watts & Cooney  
HARDWARE**

513 Exchange Street

Phone 2170

**OFFICE  
SUPPLIES**

Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

W. F. HUMPHREY PRESS INC.  
300-312 PULTENEY ST. GENEVA, N. Y.

ESTABLISHED 1885



**GIN WEEK SPECIAL**OLD MR. BOSTON  
BOOTH'S

BURNETT'S WHITE SATIN

FLEISCHMANN'S

GORDON'S

MIL-SHIRE

HILLCREST

ROYAL BOX

ALL AMERICAN

VICKER'S

GILBEY'S

KING ARTHUR

OLD BROOK

KENT'S

OLD TAVERN HOLLAND

We have the above GINS in pints and quarts, ranging in price from.....75c up

**T. J. COMISKY**

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

**IT PAYS TO READ "THE NEWS"**

THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (July 18) to the five people whose telephone numbers appear on page 5 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires August 1.

**Jig-Saw Puzzle Is Ancient**

Puzzles of our modern day have been traced to Fontana, Italy, and some are contained in a book published in 1606. Jig-saw puzzles date back to the ancient Egyptians.

**ADVERTISE**

in

**The Geneva Community News**

"An Advertising Medium of Distinction"

PUBLISHED EVERY WEEK

5,100 COPIES

DISTRIBUTED IN GENEVA, WATERLOO,  
PHELPS, OVID AND WILLARD

PHONE 2108

Space now being reserved  
for August, September, and October

**RADIO FLASHES**

(Continued from page 3)

Corp. During Miss Wicker's absence, her stories will be told by Bob Brown, Singing Lady program announcer. This program is heard daily except Saturday and Sunday at 4:30 P. M. over NBC-WJZ.

The "March of Time", famous radio series of weekly news dramatizations will return to the Columbia network in August as a five-day a week feature. The program will continue to dramatize the news in a graphic and dramatic style. The same large cast of noted radio actors, who have won such wide favor for their ability to impersonate the leading figures of the day, will again be heard on this program.

The "death" of Mrs. Roland Weber, in the Amos 'n Andy series brought a substantial expression of grief from a San Francisco florist in the form of a large funeral bouquet. The florist sent the actual flowers by air-express. The same florist made a floral contribution when Mr. Weber went out of the script several months ago. Amos 'n Andy are now heard over NBC-WEAF-WBEN daily at 6:00 P. M. with a repeat broadcast over western stations at 10:00 P. M.

**New Engine Powerful**

In a test of a new locomotive in France it hauled three huge locomotives, with their pressure turned on as a brake, and a heavy observation car, over the 70 miles between Orleans and Tours in an hour.

**Bicycles Replace Donkeys**

With the improvement of roads in the interior of Egypt the natives are using the bicycle in place of the faithful donkey, which long has been the only means of communication. They call the bicycle the "iron donkey."

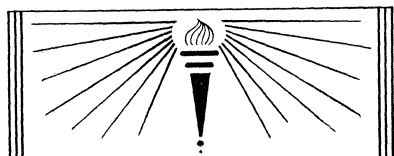
**SPECIAL PRICES on SIDEWALK CONSTRUCTION**

During JULY and AUGUST

Mason Work — Concrete Construction  
ESTATE CURBING**NICHOLAS COBLIO**

62 East North St.

Phone 5719



## DO YOU KNOW?

(This column is sponsored by the Ontario County Medical Society)

**Germ**s to the number of more than 50,000 were found by two professors of the Michigan State College on a supposedly perfectly clean drinking glass.

**Quacks** there have been in all ages. In New York state during the seventeenth and eighteenth centuries the practise of medicine was wholly unregulated. In 1760 Dr. Middletown said: "So amazingly easy of belief are some people in these miracle-mongers that, as if there were something creative in the name of Doctor, seldom any other test of their skill is required than their assuming that title; so that this appellation with a competent presence of mind and a string of ready-coined cures, carefully propagated by such

as find their account in carrying on the cheat, have seldom failed of procuring traffic in New York."

**Little girls** cry more than little boys, but they fight just as much, we are told as the result of a scientific study made at Columbia by Dr. Arthur T. Jersild. He watched two thousand engagements between children ranging in age from two to four years. The doctor emerged unscathed.

**Hot weather** is dangerous for babies; from the middle of July to the middle of September is the most serious period. Intestinal disorders increase during this period. Cholera infantum is almost exclusively confined to artificially fed babies. Physicians persist in warning parents that a child's life is in greater danger when it is fed artificially, and that it should not be weaned during the summer and early fall.

**Ancient Egyptians** planned their own funerals, conferred with undertakers, arranged for the mummy mask to be a good likeness, and decided upon the inscription for the coffin. These items were considered essential for the soul's happiness after death.

**Hay fever** comes from the pollen of various trees, grasses, and other vegetation. As with most ailments, prevention is better than cure. Hay fever may be prevented by determining the specific pollen that is affecting the individual, and injecting this into the patient. If delayed until after symptoms appear, the treatment often aggravates the disease.

### Discovery of Aniline Purple

An attempt to make some quinine by a young English chemist in 1856 caused the discovery of the first synthetic dyestuff, aniline purple.

### Once Called Sommer

Bermuda has not always had its present name. According to an old record, it was first called "Sommer Island," as well in respect to the continual temporal area as in remembrance of Sir George Sommer.

*Everything*  
**FOR YOUR**  
**AUTO**

**ON TIME**  
NO RED TAPE -- NO DELAY

SAVE \$10.00 ON A  
**CAR RADIO**  
**Firestone**  
STEWART-WARNER  
LOW WEEKLY  
PAYMENTS



5 TUBE

**BRAKE  
RELINE**  
COMPLETE  
AS LOW AS  
**74¢ PER  
WEEK**



**BATTERY**  
13 PLATE  
AS LOW AS  
**50¢ PER  
WEEK**



**DON'T WAIT Buy Today**

**Firestone**

**AUTO SUPPLY & SERVICE STORES**

cor. Lake & Exchange Sts.  
**COMPLETE CAR SERVICE**  
Phone 2323

J. H. Bindeman, Mgr.

**Call HERVIEUX...**

**GENERAL CONTRACTOR**

for that screen job

Free estimates . . . no obligations  
. . . low prices . . . quick service

194 Pulteney St. Phone 2996

**Eyeballs Move Independently**

The chameleon's eyeballs move independently. It can see in two directions at the same time.

**Two Maple Sirup Producers**

The United States and Canada are the only countries that produce maple sugar and sirup.

## MASON SUPPLIES

if you are

**Repairing or Building**  
call

**O'MALLEY'S**

We feature  
**FIRE-PROOF  
MATERIALS**

including

Portland Cement      White Cement

24-hour Cement  
(for rush jobs)

Sand - Gravel - Brick

Lime (Bag or Barrel)

Water Proofing

Cinder Block - Plaster

Sewer Pipe

Drain Tile (all sizes)

**P. O'Malley  
& Son**

**Phone 6186 or 6232**

27 Castle St. 261 Exchange St.

**COAL — COKE**

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Burnt Sugar Dessert

2½ tablespoons cornstarch  
2 tablespoons cold water  
2 cups boiling water  
1 cup granulated sugar  
½ cup chopped walnuts  
Dash of salt  
Whipping cream

Blend cornstarch and cold water. Gradually add the boiling water, then cook, stirring frequently until thickened, about 20 minutes. Place the sugar in a heavy frying pan and heat slowly, stirring constantly, until an amber colored syrup is formed. Do not allow to become brown. Pour first mixture slowly over the syrup and stir until thoroughly dissolved. Remove from heat and add the nuts and salt. Chill and serve with whipped cream. This makes 6 servings.

## Cherry Butter

8 cups seeded cherries  
½ cup orange juice.  
2 tablespoons lemon juice  
8 cups sugar

Mix ingredients. Simmer until butter is thick. This will require about 40 minutes. Pour into sterilized jars and serve with breads or for topping puddings.

A. A., Lafayette Ave.

## Yum Yum Sandwiches

1 package cream cheese or equal amount of cottage cheese  
2 cups minced ham  
20 slices white or rye bread  
1 small bunch watercress

Pick leaves from watercress and cream them together with cheese and ham, mayonnaise or French dressing may be added if desired. Spread filling on unbuttered bread. Makes 10 sandwiches.

M. P., Park Place

## Jellied Ham Loaf

2 cups finely diced cooked ham  
1½ tablespoons gelatine  
¼ cup boiling water  
¼ cup vinegar, a little salt  
½ cup diced celery  
1 green pepper, chopped  
1 pimento, chopped  
2 tablespoons finely chopped onion  
Soak gelatine in cold water, then pour over it ¼ cup boiling water. Add ¼ cup vinegar and the salt and cool. When mixture is cool, add chopped ham and remaining ingredients. When mixture begins to jell, turn into mold lined with sliced hard-boiled eggs. Place in ice box until ready to serve.

A. C., South Main St.

## Maple Sugar Once Staple

Maple sugar was a household staple, especially in New York and New England, in Colonial days. About 1875 cane sugar cut into the market because it was cheaper. Later maple became a much-sought luxury, as it still is, although maple sirup passed maple sugar in the race for public favor.

## Aim of Fine Arts

The purpose of all the fine arts is eminently social, and the truly great artist in any society derives his fame from his power to give expression to the common perception of what is noble and beautiful.

## Mongol Yurts

The Mongol princes of the Central Asian steppes live in felt houses known as "yurts," which, though often beautifully furnished, may be readily dismantled and moved on the backs of camels.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

Let us show you the "COOLERATOR"

the conditioned-air refrigerator  
110 Lake St. Phone 2740

## Townsend Meeting

There will be a special Townsend Meeting at the I. O. O. F. Hall, Castle St., on Aug. 1 at 8 P. M. Every member is requested to be present.

## STALEY FLOWER SHOPPE

84 Castle Street Phone 2105

CUT FLOWERS - DESIGNS

A new line of Summer Greeting Cards just received  
—: Bonded Member F. T. D. :—

## Why Wait. . .

Let us install your furnace NOW  
Start Paying October 1

## JOHN A. PONTIUS

90 Elm St.

Phone 4575

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

"THE PLACE TO EAT"

## Guinan's

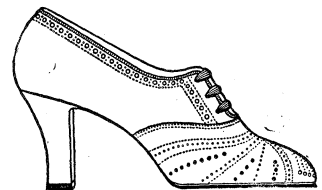
Restaurant

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
Banquets and Parties

ONE OF MANY ATTRACTIVE  
STYLES NOW ON SALE



Your Feet Will Appreciate These  
Summer Weight Shoes

**\$1.94 to \$3.94**

All Sizes and Widths  
But Not in Every Style

## LATTIMER'S

492 Exchange St.

## GLEANINGS

"Happiness depends on the quality of your thoughts, therefore guard them carefully."

"Success means making use of the brains, personality and physique that you have."

"Men are often capable of greater things than they perform. They are sent into this world with unused powers and seldom draw on them to the fullest extent."

"The world makes way for the determined man."

"Those who come early make the crowds."

"Its as easy to give a man a pat on the back as a dig in the ribs."

"A fool and his money are invited places."

"A detour is the roughest distance between two points."

"Man needs enough success to stir his pride and enough failures to keep it in check."

"No need to tell how you live every day, no need to reveal whether you work or play, for a trusty barometer is always in place, however you live it will show on your face."

"The hate and deceit you hold in your heart, it will not stay inside when once given a start, for the sinews and blood are but thin veils of lace, however you live it will show on your face."

"If you've battled and won in the great game of life, if you've struggled and conquered through sorrow and strife, if you've played the game  
(Continued on page 11)

**General Auto  
Repair Work  
RIGBY'S GARAGE**  
230-4 Genesee Street

**HARRY M. MOYER**  
PRINTER

69 Oak Street

Phone 4189

## WANT ADS -- BUSINESS CARDS CLASSIFIED, ETC.

### AUTO SERVICE

**TED TAYLOR'S AUTO INN.**  
Specializing in Washing, Polishing,  
Waxing, Greasing. 35 Tillman St.  
Phone 5174.

### STORE FIXTURES

**QUITTING BUSINESS.** Fix-  
tures for sale: Chairs, Mirrors,  
Shelving, Display Stands. Savage  
Shoe Store, 501 Exchange.

### OFFICE EQUIPMENT

**C. A. MACKEY,** Schnirel Bldg.,  
Phone 3672. Filing Cabinets, Steel  
Safes, Carbon Paper, Ribbons,  
Desks, Multigraphing.

### SHOE REPAIRS

**HUB SHOE REPAIR SHOP,**  
10 Castle St. Quick Service, Expert  
Workmanship. Only first quality  
leather used.

### BUSINESS SERVICE

**RESULTS ARE OBTAINED**  
by Advertisers who use the GENEVA  
COMMUNITY NEWS. Persistent ad-  
vertising pays. Phone 2108.

**SUNOCO EMBLEMS** — made  
while you wait. Three initials for  
ten cents. No delay—get these em-  
blems while "gassing up". Berry-  
man's Sunoco Station, 141 Lake St.

### LOST

**A BUSINESS.** Wonderful op-  
portunity, but owner didn't believe  
in advertising. Don't make the same  
mistake. Phone 2108. GENEVA COM-  
MUNITY NEWS.

### The Real Need

A newspaper recently said that  
scientists have invented an earth-  
quake detector that goes off like an  
alarm clock. What most of us need  
is an alarm clock that goes off like  
an earthquake!

## OUR NEW FOUNTAIN IS OPEN

Come in and let

**HARRY VINCENT**

Make You One of His

**FAMOUS CHOCOLATE SODAS**

FRO-JOY ICE CREAM - CONES - POPSICLES

"GENEVA CLUB" BEVERAGES

FRESH FRUIT, LEMONADE, ORANGEADE..... 10c

**CLARKE'S PHARMACY**

Exchange & Castle Streets

Phones 2242 - 2541

Geneva, New York

—:— FREE DELIVERY —:—



## THE FUNNYBONE



### In Bad Company

Johnny had used some unparliamentary language, much to his mother's distress. "Johnny," she cried, "do stop using such dreadful expressions, I can't imagine where you pick them up."

"Well, mother," replied Johnny. "Shakespeare uses them."

"Then don't play with him again," commanded his mother; "he's not a fit companion for you, I'm sure."

### Placing the Blame

"I sent my little boy for two pounds of strawberries, and you only sent a pound and a half."

"My scales are all right, madam. Have you weighed your little boy?"

### Unpoliced

A little girl was explaining to her younger brother that it was wrong to work on Sunday.

"Well, policemen work on Sundays", said the boy. "Don't they go to heaven?"

"No", she replied; "they don't need policemen up there."

### Just Reversed

Ezry: "So you've got back from the big city, have you, Eben? What difference did you find between the city an' the country?"

Eben: "They hain't much difference after all. In the country you go to bed feelin' all in and get up feelin' fine, and in the city you go to bed feelin' fine an' get up feelin' all in."

### Of Little Use

A man who stuttered badly went to a specialist, and after ten difficult lessons learned to say quite distinctly, "Peter Piper picked a peck of pickled peppers." His friends congratulated him upon this splendid achievement.

"Yes," said the man doubtfully, "but it's s-s-such a d-d-deucedly d-d-difficult remark to w-w-work into an ordin-n-ary c-c-convers-s-ation, y'-know."

### Slight Error

Mother (from staircase): "Tommy, for goodness sake, turn off that loudspeaker. That horrible woman's voice is giving me a splitting headache."

Tommy: "But, Mother, that isn't the radio—it's Mrs. Brown come to visit you."

### Next Best

Seeing her little one washing the kitten with soap and water, a mother exclaimed, "Oh, Betty darling, I don't think the mother pussy would like her kitten washed like that."

Betty replied, "Well, I really can't lick it, mother."

### Back On the Job

Captain: "Did you enjoy your leave, Paymaster?"

Paymaster: "Yes, but there's nothing like the feeling of a good desk under your feet again."

### Still Doubtful

The small delivery boy was bringing groceries to a new customer and had encountered a huge dog in the yard. "Come in," said the lady of the house. "He does not bite." The boy still hung back. "Does he swallow?" he asked.

### Charge for Delivery

"I presume—ah—every one here dresses for dinner?"

"I charge extra for meals served in bed," said the boarding-house keeper.

### Poor Service

Woman: "Can I get these shoes half-soled here?"

Druggist: "Sorry, madam, this is a drug store. We handle only shoe polish, overshoes, baby shoes, laces, and such."

### Dead But Not Buried

Mr. Binks was busily engaged with a spade in the mud beside his car when a stranger hailed him.

"Stuck in the mud?" he asked.

"Oh, no!" replied Mr. Binks cheerily. "My engine died here and I'm digging a grave for it."

That's My Barber Shop  
**HOTEL SENECA**  
JOE and TONY

"It Pays to Look Well"

BUNO—Will Stop Dandruff and  
Falling Hair

½ FRIED SPRING BROILER

or

LARGE PORTERHOUSE STEAK

50c

**TEXACO GRILLE**

A Pleasant Place to Dine

Lake Street (Just off Exchange)

24-Hour Service. Plenty Parking Space.

**More Cars Than Ever**

Now Use

**KENDALL**

The 2000 Mile Oil

REFINERY SEALED FOR YOUR PROTECTION

**FINK'S SUPER-SERVICE STATION**

114 Lake Street

Phone 2448

"The Only Independent in Geneva"

**REMEMBER** — It is not only unsafe, but unlawful to drive with faulty brakes. How are yours? Come in—be safe rather than sorry.

## GLEANINGS

(Continued from page 9)

fair and reached only first base, so need to reveal it for it shows on your face.

"If your life is unselfish and for others you live, not for what you can get but what you can give, if you live in the Lord in His Infinite Grace, no need to reveal it for it will show on your face."

## Thoroughly Converted

Malayans in different localities and at various times have been converted to Hinduism, to Mohammedanism and to Christianity; some have been conquered by the Dutch, by the English, by the Portuguese and the Spanish.

## Too Late Now

"I have always had a presentiment," she said, "that I should die young."

"Well, darling," remarked her dearest friend, "you didn't after all, did you?"

## Slow Train Through Arkansas

Railroad Agent: "Here's another farmer who is suing us on account of cows."

Official: "One of our trains has killed them, I suppose?"

Agent: "No, he claims our trains go so slow that the passengers lean out the windows and milk his cows as they go by."

## Call Off the Dogs

If you see a man sneaking in the back door, don't shoot; maybe his wife is having a bridge party.

EXPERT  
RADIO REPAIR  
SERVICE

National Batteries

GEO. F. BRUZEE  
"The Battery Man"

23 E. Castle St. Phone 6522

SOUND SYSTEMS FOR RENT



Shirley Temple in "Curly Top" at Schine's Geneva Theatre for 3 days, starting Sunday, July 28.

## Island of Yap Coins Are Stone

On the island of Yap stones of various sizes and kinds are used as coins. One weighing 170 pounds will purchase a wife, an 18-foot canoe or 10,000 coconuts.

## Destroyers Expand

A destroyer lengthens itself from 6 to 8 inches when it speeds up to 30 knots. This is due to the water pressing in on both sides.

## The Tongs

Tongs are Chinese secret societies, and feuds between them, which are frequently attended by bloodshed, are called Tong wars.

## Rent Deferred

Mrs. Smith—What rent do you pay?

Mrs. Jones—I don't pay it.

Mrs. Smith—What would it be if you did pay it?

Mrs. Jones—A miracle.

Business Phone 2801, Home Phone 4966

## HERMAN V. BURR

General Automobile Repairing

ALL WORK GUARANTEED

2 Seneca Alley

Geneva, N. Y.

## Upholstering and Repairing

CALL 6261 if your davenport or chairs need reupholstering.

All work done by life-time furniture builders and you have almost unlimited selection of new fabrics and materials. Our representative will call, show samples and give estimate without obligation.

Rebuilding box springs a specialty.

We also sell new parlor suites, box springs and mattresses at wholesale prices.

## GENEVA UPHOLSTERING WKS.

288 William St.

Geneva, N. Y.

## WHITE BIRD RESTAURANT

Exchange St., next to Firestone Station

QUALITY FOODS

FINEST ALES and LIQUORS

at Reasonable Prices

James Tocco, Prop.

## COLONEL CHEERIO

Says...

*"Cocktails are Refreshing  
this Warm Weather"*

Make Your Own

We have GIN and WHISKEY at prices  
to suit anyone's pocketbook.



148 CASTLE ST. Phone 2054

WE GIVE CHRISTMAS CLUB THRIFTIES  
Redeemable in Cash Next Christmas



It's Thrifty to Buy  
at **MILLER'S**

WHERE? Lyons Rd. Phone 2657

WHAT? Armour's and Swift's  
Branded Meats, Standard Brands  
Groceries, Fruit, Feed, Gas & Oil

WHEN? Every day, 7 A. M. to  
10 P. M.

WHY? Quality at Chain Store  
Prices due to our Low Overhead

# CASH ADVANCED TO



**YOU** can borrow up to  
\$300 from us, be-  
cause every man or woman  
who is earning a steady in-  
come has an established  
credit standing with us. You  
get the cash in 24 to 48  
hours...and have all the time  
you need to repay, a year or  
even 20 months if you wish.

Come in, write, or 'phone

*Salaried*  
**PEOPLE**

Our service offers you a choice of  
**6 LOAN PLANS—20 REPAYMENT PLANS**  
so you can be sure that everything will  
be arranged to suit your requirements.

**PERSONAL FINANCE CO.**

OF NEW YORK

Room 304, National Bank of Auburn Bldg., Third Floor

Phone 251

120 Genesee St.

Auburn, N. Y.

**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Saturday, August 3

Will Earn Dividends from August 1

Deposits Insured

**Geneva Savings Bank**

24 LINDEN STREET

We will appreciate it very much—  
and so will our advertisers—if you will kindly say—

"I saw your ad in the  
**Geneva Community News**"

when making purchases

MOTOR OVERHAULING  
BRAKE SERVICE  
EXIDE BATTERIES

**STRATTON'S**

Rear Texaco Grille

Lake St.

Phone 2028

*Expert* **AUTO  
REPAIRING**



**RIGHT HERE**

Bologna white, bologna right, bologna round and brown,  
United here is high class cheer in **MEATS**, the best in town;  
Tenderloin well worth your coin, and porterhouse the same,—  
Chickens, lamb, pork, chops, and ham, and different kinds of game  
Here is the place to feed your face, but you must cook it first.  
Everything, from fall till spring, from fish to "winny"-wurst,  
Ribs to spare,— spare ribs for fair! Liver, hearts and cheese,  
Sausage, too, and bacon true,— in here we aim to please!

**BERG'S MARKET**

227 Main Street

Phone 2864

**Spray and Brush Painting**

Pittsburgh Plate Glass Products

**CHAS. S. GROWER**

82 S. Brook St.

Phone 2954



# The GENEVA COMMUNITY NEWS

August 1, 1935

5100 Copies

## Hate To Ask You To Hurry These Warm Days

But if you are in need of

### WHITE SHIRTS

You should see the special collar  
attached shirts we are offering at

**\$1.35**

2 for \$2.50

This offer is made possible thru a  
fortunate purchase . . . A value  
that should not be overlooked . . .

**Baker & Stark Inc.**  
CASH & CRY PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

## CHATEAU DUGAS

on West Shore of Lake Keuka  
Penn Yan, Branchport, Hammondsport Road—  
Route No. 54

DINE AND DANCE EVERY EVENING  
(Except Monday)

### Delicious Sunday Dinners

SERVED FROM NOON ON

(Adirondack Spring Water)

—: Music by :-

MONTE AMES, former NBC Artist  
and HIS AMBASSADORS

POPULAR PRICED LUNCHEONS at ALL HOURS

Legal Beverages Served

## ONTARIO BUSINESS INSTITUTE

Courses:

SECRETARIAL STENOGRAPHIC  
BOOKKEEPING ACCOUNTING  
TYPEWRITING

### Fall Term Starts Sept. 3

Individual Instruction and Progress

PEARL R. STUCHELL, Principal

Seneca and Linden Sts.

Phone 2284

(Over Walgreen's)

COMPLY WITH THE LAW

## Free Brake Test

Tues. and Wed., August 6 and 7  
10 A.M. to 7 P.M.

—: on :-

Nursery Avenue

Under Auspices of  
ONTARIO COUNTY AUTO CLUB

in co-operation with  
Geneva Police Department

THIS SERVICE IS ABSOLUTELY  
FREE TO ALL MOTORISTS . . .

It is now a misdemeanor to drive with Faulty  
Brakes . . . Protect yourself and others by being  
sure your brakes are O. K.

(See page 11)

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

August 1

GENEVA, NEW YORK

1935

## The Geneva Community News

P. O. Box

Geneva, N. Y.

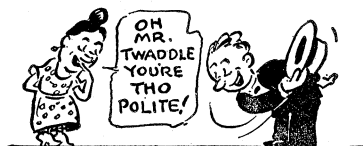
Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo and Phelps.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

## ALMANAC



"Politeness is to do and say the kindest thing in the kindest way."

### JULY



30—U. S. Army buys its first military airplane, 1909.



31—Carlisle Indian School established by Congress. 1882.

### AUGUST



1—N. R. A. Blue Eagle makes its first bow, 1933.



2—Charles X abdicates his French throne, 1830.



3—France formally declares war on Germany, 1914.



4—Russell Sage, great financier, born 1816.



5—16" rain falls in three hours at Concord, Pa., 1843. ©WNU

## TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

(Member F. T. D.)

## SUMMER BREEZES

With this week's issue the GENEVA COMMUNITY NEWS reaches its third anniversary. It is very gratifying that a number of those whose ads appear in today's issue were in our first issue in August, 1932. A number of other advertisers came with us shortly after our initial issue and have been consistent advertisers with us ever since.

In the case of bald-headed men, it's hair today and gone tomorrow.

Are you following the interesting "Do You Know?" column now being sponsored each week in "THE NEWS" by the Ontario County Medical Society?

Every man's greatest asset is his belief in himself. No big pennant success ever came easily.

With the coming of more settled weather the open air ballroom at Roseland Park, Canandaigua Lake, is coming into its own in popularity. Mighty good dinners are served in the Roseland Tap Room and at reasonable prices, too. Roseland goes a long way toward making Canandaigua Lake one of the most popular of the Finger Lakes.

An opportunist is a man who, when left holding the sack, cuts it up and makes himself a suit of clothes.

A new comer in the Geneva business field is welcomed in today's "News"—the Georgian Bay Lumber Co. (See page 12).

## APPEARANCE Counts in Business

Send his favorite SUIT

Regularly for Our Experienced

DRY CLEANING

and

PRESSING

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

We give Christmas Thrifties Redeemable in CASH next Christmas

This week's issue also marks the first anniversary of our "Dorothy Goes Shopping" page. These shopping columns—(see page 4)—are becoming more and more popular with our advertisers and readers. Our congratulations to "Dorothy."

"How many film stars can you name who never have been in a divorce court?" asked a New York clergyman during a recent sermon. Well, there was Rin-Tin-Tin.

(Continued on page 11)

## NEW 1936

GENERAL ELECTRIC

STROMBERG-CARLSON

## RADIOS

with new metal tubes

\$34.50 up

## BOLIN MUSIC HOUSE

## SPECIAL SALE on RIDING COMFORT

That's what a Marfak chassis lubrication job really is. Your car rides easier. It is less likely to need repairs. Marfak is the world's finest grease lubricant and we do a first class job.



## RICKELS

SERVICE STATION

Lake Street

Phone 2920

## RADIO FLASHES

By Ralph Le Brun



BELCHER

Jerry Belcher and Parks Johnson, the two Texas newspapermen who conduct "sidewalk" interviews for the "Voice of the People" programs heard over the NBC-WHAM network each Sunday at 6:30 P. M.

Belcher,

long, lean, and red-headed, is the humorous, laugh-getting member of the team.

Johnson,

on the other hand, is the more serious and interested in bringing out the character of the person he is interviewing.



JOHNSON

"The Desert Song" outstanding Broadway musical hit of a few seasons ago, will be the production which will introduce the Palmolive Beauty Box Theatre to Friday evening NBC-WHAM network listeners, when that popular air series is transferred to a new day and network on August 9 at 8:00 P. M. Like all the Beauty Box Theatre productions, the Romberg-Harbach operetta will be on the air for a full hour. If you did not

(Continued on page 6)

## Don't Bury a Dead Radio

WE CAN REVIVE IT!

**RALPH LE BRUN**

225 High Street

Phone 3237

## KASHONG INN

West Lake Road

7 Miles South of Geneva

FULL COURSE DINNERS and LUNCHES

BEER and ALE

DANCING SAT., SUN. and WED. EVENINGS

Music by Gibson & Dwyer's Orchestra

## LAST CALL!!!

SAVAGE'S SHOE STORE WILL CLOSE ITS DOORS FOREVER, SATURDAY NIGHT. COME IN FOR THE BIGGEST BARGAINS IN FOOTWEAR EVER OFFERED IN THIS CITY.

## Savage's Shoe Store

Regent Theatre Bldg.

For a Good Time . . . Come To

## ROSELAND PARK

Canandaigua Lake

DANCING -- EVERY NIGHT AND SUN. P.M.

(New Large Open Air Starlight Ballroom)

FREE ATTRACTION — THIS WEEK

including Sunday, August 4

JEANNE CLARK & CO. — Hazardous and death defying swinging trapeze stunts at a dizzy height.

Daily Performances: 4:00, 7:30, and 10:00 P. M.

## NOW!

## SAVE 1-3 OF YOUR COAL BILL

The United States Department of Commerce says: "A coating of a quarter of an inch of soot in a furnace reduces its efficiency by one-half and if the soot is only one-eighth of an inch the furnace is one-fourth less efficient."

Why not let us vacuum clean your Boiler or Furnace with our up-to-date equipment.

DIAL 2651 - - - BEARD'S

## \$ -- MONEY -- \$

deposited ON OR BEFORE

Saturday, August 3

Will Earn Dividends from August 1

Deposits Insured

## Geneva Savings Bank

24 LINDEN STREET



## DOROTHY GOES SHOPPING



Although **Lynch's** are undergoing alterations, they are open for business. Alterations are progressing rapidly. It's remarkable how little it interferes with regular business. All merchandise is on display. Unusual values in **The Bargain Basement** . . . merchandise for porches, etc. Don't fail to visit **Lynch's**.

Needlework that is really and truly worthwhile—English crewel and Jacobean upholstery textiles and fabrics—and a profitable hobby for the person with lots of spare time.

**Trouble** with your Vacuum Cleaner? Call 5781 for honest repairs or new parts for all makes . . . New and rebuilt cleaners from \$10.00 up. Demonstrations gladly given . . . Work called for and delivered **Z. N. David, 36 Sharon St.**

**Ringer's** have all kinds of rolls for picnics and lunches. Delicious blueberry muffins. The most complete assortment of cookies. Grand cakes and all kinds too. Call 2011 and order.

Be yourself. Gay or motherly, boyish or feminine—each one of us has a part to play. We must dress in character, buy our clothes to fit our personality, our coloring, our mannerisms, our life. Our frock must fit us.

Phone 2100 tomorrow and your garments will be called for and returned looking so new, clean, and fresh, you will wonder if they have ever been worn. **A. P. Petersen, 476 Exchange St., Geneva, N. Y.**

A photograph of the youngster is one thing that simply must not be postponed. A few moments now will preserve forever the fleeting charm of childhood. Plan now a visit to **The Stewart Studio, 35 Seneca St. Call 2183.**

I urge you to stop in **Freedman's**, "The only practical furrier in Geneva," and see their grand line of fur coats, jackets and capes. Dur-

ing the **Summer Sale**, beginning **August 1**, fur garments will be reduced at least 25%. All are guaranteed for 2 years. Most fashionable styles. A small deposit will hold any garment. During the **Sale**, special low prices on repairing and remodeling.

I found seventeen different styles of white shoes on sale at **Lattimer's** at \$2.44. Seems as if most everybody could be pleased there.

"Dorothy"

Next time you are shopping, pause for a rest at **George's Candy Kitchen, 364 Exchange St.** Your choice of refreshing sodas and sundaes served. Try a delicious chocolate soda!

What you put into rent someone else puts into real estate. Rents are steadily increasing—realty values must follow. Consult **E. E. Finzar, 20 Linden St. (Prince's).**

Good appearance is important. Be well dressed at low cost. **McGuire's** individual dry cleaning protects your garments by thorough cleaning and keeps them looking gloriously new. Call 4126. Garments called for and delivered. Prompt service.

If it is watch, clock, or jewelry repairs, I recommend **Prince's Jewelry Store, 20 Linden St.** Expert workmanship. Reasonable prices. Prompt service . . . Fine picture framing. All work is guaranteed.

**Hadlow's Haberdashery** is featuring a sale of \$2.95 Strawfel Hats at \$1.65 each. They're washable and waterproof. A rare bargain. **Hadlow's, at 35 Seneca St.**

Styles in hair dressing change. Trust the skilled operators at **The Harper Method Beauty Salon, 10 Seneca St.**, to give you the utmost in authentic coiffure designing. A Permanent is your greatest need. Prices \$5.00 and up. Call 6783.

So new—so amazingly different . . . it changes all your ideas about refrigeration. See the "**Coolerator**"

Ice Refrigerator at **C. J. Brady's, Lake Street.** No mingling of food odors . . . uniform cold temperature . . . proper humidification . . . pure washed air.

Available at **McCarthy's Pharmacy**, a complete line of **Lucretia Vanderbilt** cosmetics at new low prices:

Perfume only 39c  
Face Powder 39c  
Talcum Powder 25c

All the other items in this line are similarly low priced.

Keep your feet comfortable. Step toward good health. Worn shoes need not be discarded. Ask **Carl's** advice. His years of experience are yours. **Carl's Shoe Repair Shop, Castle St.** (next to Empire Gas).

Mothproof your upholstered furniture with **Mortemoth**. It has a very pleasant odor. **Freedman's** is the exclusive agency. Priced 85c and for the extra container 10c. Splendid for all household uses.

Look in your underwear drawer. If you are low on **SHORTS** you should take advantage of the **SPECIAL SALE** at **Baker & Stark, Inc.** 50c Broadcloth Shorts now 35c, 3 for \$1.00; 35c Broadcloth Shorts now 27c, 4 for \$1.00.

**The Seneca Furniture Mfg. Co., Middle St.**, has a fine display of Living Room and Breakfast Room sets that you can buy at factory prices. Also studio couches from \$18.50 up. Be sure and see the wonderful bargains you can get in **Furniture** and direct at the factory.

Every day **Joe Rothenberg** features special luncheons at 25c and 35c . . . All refreshing beverages including beer and ale are served . . . Sunday dinners at 50c, 60c, and 75c. **Joe Rothenberg's Restaurant, 59 Seneca St.**

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS**, or Phone 3529.

### GENERAL TIRE AGENCY MOVES

Announcement is made this week of the removal of the General Tire Agency from 280 Main Street to Fink's Super Service Station on Lake Street. Fred C. Garver, who has held the General Agency in Geneva for a number of years, will be in charge of this new department at Fink's and William Hickey who has been associated with Mr. Garver will continue in the same capacity as at present.

The entire second floor of the Fink building has been remodeled to take care of the tire department and the association of the General agency now makes Fink's a complete one-stop service station and is in line with their policy of handling only absolutely first-class merchandise in every department.

### Is YOUR Phone Number Here?

Waterloo 160  
Ovid 37-R  
Geneva 6964  
Geneva 4478  
Geneva 3350

(See page 10)

### Grew by War

Vladivostok, at the eastern end of the world's longest railroad, owes a great part of its recent growth to the World War. Normally, before the war, the city had about 50,000 inhabitants. A recent census gives its population as 128,000. Russia maintains a huge arsenal there.

### Outcome of Aniline Purple

When a young English chemist invented aniline purple he began an era of danger to experimenters only equaled by the development of gunpowder.

### Carpenter and Builder Weatherstripping and Caulking

#### Frank M. Mowers

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given — free

### CHILD PORTRAITS

Made in your home or garden  
No additional charge

### THE STEWART STUDIO

35 Seneca Street Phone 2183



Dick Powell in "Broadway Gondolier" at Schine's Geneva, Sun., Mon., Tues., Aug. 4-5-6.

### "Tin Can" Boats

Many old-time seamen of the sail boat era scornfully refer to steel-plated steamers as "tin cans."

### Have YOU Tried

those

### Good Chicken Dinners

with Southern Hot Biscuits  
Home Baked Pies and Cake  
Finest of Coffee

### DIXIE INN

— BEAN'S HILL

### West Indies Had Slaves in 1502

Negro slavery was introduced into the West Indies as early as 1502.

### REFINISHING

### BODY and FENDER REPAIR WORK

We repair the damage and re-Duco to match any color body

Authorized Du Pont  
Refinishing Station

### KITCHELL MOTOR CO., INC.

Buick - Pontiac Agency  
386 Exchange St. Phone 2178



Fri., Sat., August 2-3

Special Double Feature Program

JEAN HARLOW in  
"HELL'S ANGELS"

— Plus —

PAUL MUNI in  
"SCARFACE"

Latest World News

Sunday, Monday, Tuesday

DICK POWELL  
Joan BLONDELL

in **BROADWAY**  
**Gondolier**  
FIRST NATIONAL PICTURE

Wed.

Josephine Hutchinson — Pat O'Brien

Thur. "OIL FOR THE LAMPS OF CHINA"

## Week-end Specials

"PARK AVENUE" GIN.....	pints 77c; fifths \$1.19
"GOLDEN RIVER" RYE WHISKEY.....	pints 85c; full quarts \$1.65
"KING of BOURBONS" STRAIGHT WHISKEY.....	pints 85c
"GOLD CUP" STRAIGHT WHISKEY.....	pints \$1.00; quarts \$1.85

# T. J. COMISKY

Wine and Liquor Store

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION: The law does not allow us to be open on Sunday.

## RADIO FLASHES

(Continued from page 3)

tune in this feature when it was on the NBC-WEAF net don't fail to tune in WHAM Friday for an hour of real entertainment.

Wallace Beery, noted actor of the screen and stage, will play the title role in "Lightnin'," a classic play of the modern theatre, as the second production of the Lux Radio Theatre in its new series over the Columbia network Monday at 8:00 P. M.

Have you noticed all the fine write-ups Station WNBf in Binghamton is getting for its work during the recent flood? Normally operating on 100 watts, but realizing the gravity of the situation, Washington was called for permission to use greater power. A few hours later, permission was granted and work started in earnest. During the first night the power went out and it was necessary to find a gasoline driven motor and install it. The citizens of the vicinity highly praise the fine work done by WNBf. Mr. Dickinson of the Red Cross gives them credit for saving many lives.

On Monday at 3:00 P. M., Tony Sarg, prominent artist and caricaturist, and his daughter, Mary Eleanor Norcliffe, will be guests of Mary Madison, hostess of "America's Little House" over the Columbia network.

## 5 Million Lepers in World

According to estimates there are at least 5,000,000 lepers in the world.

## PERSISTENCE

Persistence is the mother of miracles. It is half of achievement. In advertising persistence is the first law of success. Spasmodic advertising, no matter how good, is seldom resultful.

Persistence appeal builds good will, creates confidence, develops interest and tends to make your advertising efforts produce results.

It is the cumulative effort of your advertising that makes it pay.

-: Phone 2108 :-

GENEVA COMMUNITY NEWS

## Much Coal Required

It takes 14,000,000 tons of coal every year to supply the locomotives, workshops, hotels, etc., of British railways.

## CANNING SEASON SPECIALS

COLD PACK CANNERS	\$1.50
7 qt. size .....	
ENAMEL KETTLES	\$1.25
18 qt. size .....	
SUPER SIEVES	50 <sup>c</sup>
LARGE SIZE WIRE STRAINERS	30 <sup>c</sup>
HEAVY GALVANIZED GARBAGE PAILS, 9 gal. capacity	\$1.10
CAN RUBBERS	5 <sup>c</sup>
dozen .....	

### Cooney, Watts & Cooney

HARDWARE

513 Exchange Street

Phone 2170

## Mason and Concrete Construction

Sand - Gravel - Crushed Stone - Cinders  
Special Prices on Sidewalk Construction  
during AUGUST

## NICHOLAS COBLIO

62 East North Street

Phone 5719

## OFFICE SUPPLIES

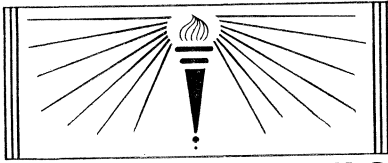
Desks, Tables, Chairs, Storage  
Cabinets, Transfer Cases, Bind-  
ers, Loose Leaf Forms, Blank  
Books, Machine Bookkeeping  
Equipment, Catalog Covers, Etc.

## W. F. HUMPHREY PRESS INC.

300-312 PULTENEY ST.

GENEVA, N. Y.

ESTABLISHED 1885

**DO YOU KNOW?**

(This column is sponsored by the Ontario County Medical Society)

"Cool as a cucumber" is a correct expression—this vegetable usually remains at a temperature one degree lower than the surrounding air.

Children's teeth are improved by certain foods. Growing teeth require calcium and phosphorus, while certain vitamins aid in the assimilation of these minerals. Among the foods recommended are: milk, eggs, dairy products, whole wheat cereals, meat and fish. Vitamin A is found in cod liver oil, butter, milk, cheese, carrots and spinach; Vitamin C in oranges, lemons, tomatoes, grapefruit; Vitamin D in egg yolk and cod liver oil.

## 'blue coal'

### SEMET-SOLVAY COKE

ORDER NOW before  
prices advance further.

For All Kinds of  
**MASON SUPPLIES**  
for  
**Repairing or Building**  
always call  
**O'MALLEY'S**

**P. O'Malley  
& Son**  
**Phone 6186 or 6232**

27 Castle St. 261 Exchange St.  
**COAL — COKE**

Value of the indestructible part of the human body—the bone ash—is less than \$1 at prevailing market prices.

Injured workmen, who formerly were required by the compensation law to accept the services of a doctor designated by the employer or the insurance company, may now choose their own physician from a roster approved for this type of practise by county medical societies. This new law went into effect July 1 in New York State, and its operation is being watched with interest throughout the country.

Babies need less food in summer, the same as grown-ups; the most vital factor is cleanliness in all the implements used in connection with its food.

Hazards of summer days include drowning. Many lives are saved by the prone pressure method of resuscitation. Get the person on his stomach with one arm extended overhead. Crook the other arm at the elbow so the head rests on the hand or forearm, with nose and mouth free for breathing.

Kneel, straddling person's thighs, place palms of the hands on the small of the back with fingers resting on the ribs, the little finger just touching the lowest rib, and the tips of the fingers just out of sight. The position of the hands is important. Swing back to remove the pressure on the lungs, after two seconds, swing forward again. Repeat, twelve to fifteen times per minute, the double movement of compression and release should take four or five seconds. While this is going on, another person should loosen clothing about the neck, chest and waist. Have anybody send for a doctor.

Prone pressure should not be stopped, even for a brief period. When the operator becomes tired, another should take his place, keeping up the rhythm. Do not give the victim up for dead until stiffening of the body has begun. If successful, and breathing commences, do not mistake this for the end of the work, as the breathing may stop again. Great pressure is not needed. A boy 12 years old is heavy enough to give this treatment to a grown man.



# TIRES ON TIME

**BUDGET  
YOUR CAR  
NEEDS**

Pay  
out of  
Income

**TIRES TUBES  
BATTERIES  
BRAKES RADIOS  
AUTO SUPPLIES**

Terms  
AS LOW AS **25**¢  
A WEEK

**Firestone**  
AUTO SUPPLY & SERVICE STORES

cor. Lake & Exchange Sts.  
**COMPLETE CAR SERVICE**

Phone 2323

J. H. Bindeman, Mgr.

### Selenium

Selenium is the queer substance, closely allied to sulphur, whose so-called metallic form is a conductor of electricity in the degree in which it is exposed to light and also heat.

### Gelatin

Gelatin is prepared from the bones, hoofs, horns, skin and muscles of animals and from the air bladders of fishes by boiling with water and purifying.



# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Cornflake Macaroons

2 egg whites  
 1/2 cup sugar  
 1/3 teaspoon salt  
 2 cups cornflakes  
 1/2 cup shredded cocoanut

Beat egg whites until stiff. Add gradually sugar and salt. Fold in cornflakes and cocoanut and drop mixture from teaspoon on well greased tin. Bake in moderate oven until a delicate brown.

A. M., Maple St.

## Liver and Rice En Casserole

1 pound liver  
 1/4 cup cooked chopped mushrooms  
 1/4 cup chopped carrots  
 1 cup rice

Wash liver in cold water, and cut in narrow strips. Brown these on bacon fat. Cover with hot water or stock, and allow to simmer about one hour. Thicken the liquid to make a thin gravy, using one tablespoon flour to each cup of liquid. Add mushrooms and carrots.

Boil rice in boiling salted water. Arrange alternate layers of rice and liver in a casserole, with rice as the top layer. Pour the gravy over all. Cover and bake in a moderate oven 20 to 30 minutes. Garnish with finely minced parsley.

L. S., Exchange St.

## Maple Parfait

3 egg whites  
 1/2 cup maple syrup  
 1 pint cream

Pour over the beaten whites of three eggs one-half cup of pure maple syrup; fold into one pint of cream beaten stiff. Mold and pack two hours. Serve in frappe glasses with whipped cream.

L. M., Lafayette Ave.

## Cafe Frappe

1 egg white  
 1/2 cup cold water  
 1/2 cup ground coffee  
 1 quart boiling water  
 1 cup sugar  
 Whipped cream

To the white of egg slightly beaten, add cold water and ground coffee. Place this in a hot coffee-pot and pour over it boiling water. Boil two minutes, then stand where it will infuse. After ten minutes, strain, add sugar and cool. Freeze with equal parts of salt and ice. Serve in tall thin glasses with whipped cream.

L. A., Lafayette Ave.

## Meaning of "Alabama"

Alabama, an Indian word, literally means "Here we rest," but it really applies to a place of beauty worth resting in.

## Nations Borrowed After War

There were 20 nations which negotiated loans from the United States between November 11, 1918, and May 29, 1922, when the final war loan was made. Totals of the largest post-war borrowers for both cash and supplies were: France, \$1,434,000,000; Italy, \$617,000,000; England, \$581,000,000; and Belgium, \$177,000,000. — *Pathfinder Magazine*.

## Roman Bridge in Wales

A relic of the days when Roman legions fought against Welshmen has been found near Cardiff, Wales. It is an old Roman footbridge consisting of a slender stone arch which rises high in the center.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

Let us show you the  
 "COOLERATOR"

the conditioned-air refrigerator

110 Lake St.

Phone 2740

## Epizootic Epidemic

The great horse epidemic known as the horse plague occurred in the year 1912. The word sometimes used to refer to this type of disease is epizootic. Thousands of horses died during this plague.

## An Anonymous Benefaction

"My wife ran away with my best friend."

"Was he good-looking?"

"I don't know. Never met the fellow!"

## Why Wait. . .

Let us install your furnace NOW  
 Start Paying October 1

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
 and Picture Framing

"THE PLACE TO EAT"

## Guinan's

RESTAURANT

Always Open

Cor. MAIN and CASTLE STS.

Private Grill Room for  
 Banquets and Parties

## 100 ENGRAVED CARDS

**\$1.75**

Including Plate

RYTEX INK

PERSONAL STATIONERY

CAMARK POTTERY

UP-TO-THE-MINUTE

LENDING LIBRARY

## The HILL BOOK SHOP

107 Seneca Street

Phone 6996

## WANT ADS ★ BUSINESS CARDS CLASSIFIED, ETC.

### AUTO SERVICE

**TED TAYLOR'S AUTO INN.** Specializing in Greasing, Washing, Simonizing, Waxing. 35 Tillman St. Phone 5174.

"THE RITE WAY Car Wash." Simonizing specialists. "We ask only a fair trial." John Buss, prop. Central Service Station.

### HOUSEHOLD FURNISHINGS

**COMPLETE HOUSEHOLD FURNISHINGS** reasonably priced, good condition. Must be sold immediately. Living room, Dining room, bed room furniture, etc. Mrs. Grace Sylcox, Clark's Cabins, Bean's Hill.

### OFFICE EQUIPMENT

**C. A. MACKEY**, Schnirel Bldg., Phone 3672. Filing Cabinets, Steel Safes, Carbon Paper, Ribbons, Desks, Multigraphing.

### SHOE REPAIRS

**HUB SHOE REPAIR SHOP**, 10 Castle St. Quick Service, Expert Workmanship. Only first quality leather used.

### BUSINESS SERVICE

**RESULTS ARE OBTAINED** by Advertisers who use the GENEVA COMMUNITY NEWS. Persistent advertising pays. Phone 2108.

#### Turkey's Holdings in Europe

Turkey owns about 2,500 square miles in Europe. The land lies east of Greece and south of Bulgaria.

#### Size of Pearls

Although most pearls do not vary greatly in size, there is a tremendous difference between the smallest and the largest in existence. They range all the way from "dust pearls", which weigh less than 1-25th of a grain, up to the giant "paragons," one of which weighs 337 grains, or 8,500 times more than the average pearl.—*Collier's Weekly*.

### BUSINESS SERVICE

**SUNOCO EMBLEMS**—made while you wait. Three initials for ten cents. No delay—get these emblems while "gassing up". Berryman's Sunoco Station, 141 Lake St.

**WHITE GASOLINE**—high quality, for stoves and lamps. Exchange Street Esso Station. J. W. Barnes.

### FLORIST

**CUT FLOWERS**—Designs—Plants. Flowers telegraphed anywhere. Howard Reeder, Hamilton St. Phone 2109. 24-hour service.

### HELP WANTED—FEMALE

**GIRL** for general housework. Must be able to cook. References required. Mrs. G. C. Howard, 90 Highland Avenue.

### LOST

**A BUSINESS.** Wonderful opportunity, but owner didn't believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

### FOUND

**AN OPPORTUNITY** for every business, large or small, to keep consistently before the buyers of Geneva and vicinity in the Classified Columns of the GENEVA COMMUNITY NEWS. Phone 2108.

#### American Junior Red Cross

The American Junior Red Cross is the outgrowth of a meeting of educators held in Washington in July, 1917, and at their instance President Wilson, as president of the American Red Cross, issued a proclamation, in September, 1917, asking the schools to enroll in the Junior Red Cross department of the American Red Cross.

#### Quelling Passions

History shows that where passions are aroused, a song and a symbol carry greater weight than logic or sense.

Good luck to the Chamber of Commerce and to the newly appointed chairmen of various activities in the work plan announced during the past week. An extensive program has been outlined and while parts of it may fall short of the goals in mind at present, or may possibly be found impractical after further study, there is no question about parts of the program being crying needs of the city at present. Car parking is a serious problem and we have mentioned the old car tracks in these columns many times before. Practically all other surrounding communities have succeeded in one way or another of eliminating the car track hazard, but Geneva lags behind.

## Car Washing . . .

### RIGBY'S GARAGE

230-4 Genesee Street

### HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

## FRO-JOY ICE CREAM!!!

Now at

### CLARKE'S DRUG STORE

Exchange & Castle  
Geneva, N. Y.

DELICIOUS SODAS

with

### OUR FAMOUS SYRUPS

Whipped Cream and

lots of that pure

"Good Housekeeping  
Accepted"

Ice Cream.

Come in and have one

## TODAY



## THE FUNNYBONE



### Captivating, Indeed

"How do they catch lunatics, father?"

"With face powder, lipstick, and clothes."—*Tit-Bits Magazine*.

### Sudden Riches

"Murphy got rich quick, didn't he?"

"He got rich so quick that he can't swing a golf club without spitting on his hands."—*The Phoenix Mutual Field*.

### Not Using It

A Scot consulted a London doctor, who told him that he must give up drinking.

Very disgusted, the patient was walking to the door, when the specialist called him back.

"The fee for my advice," he said, "is two guineas."

"That's all right," replied the Scot, "I'm no' taking your advice."—*The Life Aetna-izer*.

### Just the Thing

Lady Customer—I see this medicine is advertised as good for man and beast.

Druggist—Yes.

Customer—Gimme a bottle. I believe it's the right combination to help my husband.

### Clear Field

Traveler: "I've come out here to make an honest living."

Native: "Well, there ain't much competition."

### Some Fog

Two travelers were comparing ideas about foreign cities.

"London," said one, "is certainly the foggiest place in the world."

"Oh, no, it's not," said the other. "I've been in a place much foggier than London."

"Where was that?" asked his interested friend.

"I don't know where it was," replied the second man, "it was so foggy."

### Mistaken

Lucille—Please, Sister, what is conscience?

Sister—Conscience, dear, is that something which tells you when you do right or when you do wrong.

Lucille—Oh, no, that's not conscience. That's Mum.

A scientist just returned from Africa claims that wild creatures who depend on their horns are not noted for brains. Anyone can verify this by standing on a corner and watching automobile drivers who depend on their horns to get them through traffic.

### No Wonder

"No, I don't want to buy that horse. He looks as though he had a mean disposition."

"Your musn't mind that, boss. He jus' got dat look from runnin' in sulky races."

### A New One

The teacher had been giving a lesson on the reindeer, when she noticed that one boy was paying little or no attention. Turning to him suddenly, she asked, "What is the use of the reindeer?"

"It makes things grow," was the unexpected reply.

### Too Much

Small Boy: "Dad, the barometer has fallen."

Father: "Very much?"

Small Boy (with guilty look): "About five feet."

### IT PAYS TO READ "THE NEWS"

THE GENEVA COMMUNITY NEWS offers \$1.00 each (in merchandise) for the five copies of THE NEWS delivered last week (July 25) to the five people whose telephone numbers appear on page 5 of today's issue.

If the holders of these five copies will MAIL THEM TO US—COMPLETE—AT ONCE and tell us from which advertisers IN TODAY'S ISSUE they wish to receive \$1.00 in merchandise or service we will mail purchase orders on the advertisers selected. Address GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Sign name and address.)

This offer expires August 8.

½ FRIED SPRING BROILER  
or  
LARGE PORTERHOUSE STEAK  
**50c**

## TEXACO GRILLE

"A Pleasant Place to Dine"

Lake Street (Just off Exchange)  
24-Hour Service, Plenty Parking Space.

— ANNOUNCING —

## GENERAL TIRE AGENCY

Formerly 280 Main St.

NOW LOCATED

-: at :-

## FINK'S SUPER-SERVICE STATION

114 Lake Street

Phone 2448

"The Only Independent In Geneva"

NO CHANGE IN THE GENERAL TIRE AGENCY PERSONNEL . . . Simply a change of location. Fred C. Garver in charge of Tire Sales Department with William Hickey as associate.

## FREE BRAKE TEST

Under the sponsorship of the Ontario County Auto Club and in co-operation with the Geneva Police Department a free brake test is to be held on Nursery Avenue on Tuesday and Wednesday, August 6 and 7.

It is now unlawful to drive with faulty brakes and at the present time State Troopers are stopping cars on the highways for brake inspections. Operators of cars with faulty brakes are subject to arrest.

Every motorist is urged to take advantage of the opportunity now presented them for a free test, which is for the benefit of all motorists, whether or not they are members of the Automobile Club.

The instrument to be used in these tests is a James Decelerometer—the official testing apparatus of the State Motor Vehicle Department. Windshield stickers will be provided for all cars passing the test and these will be evidence of good faith on the part of car operators in the eyes of State and City Police or in cases of accident.

## Static Sparks Cause Fires

Small sparks due to static electricity are known to cause occasional fires.

## Human Hearing Capacity

The average human hearing capacity ranges over nearly nine octaves, varying in vibrations per second from about 30 to more than 16,000. Ordinarily the human ear is most sensitive to sound of a frequency of from 1,000 to 2,000 cycles a second. The soprano high "C" is approximately at the lower of these two frequencies.

## EXPERT RADIO REPAIR SERVICE

National Batteries

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522

SOUND SYSTEMS FOR RENT

## GLEANINGS

"Patience is doing something else meanwhile."

"Dictation is something a man gives to his stenographer and takes from his wife."

"A husband is one who stands by you through all the troubles you wouldn't have had if you hadn't married him."

"If a thing is white it can be mixed with something black and not become black."

"The sky, the moon and the stars are the same wherever you go."

"When I am in a group of three, one of them is my superior."

"No one was ever written out of a reputation except by himself."

"Every day brings some defeats which seem final but never are."

"The true sign of sportsmanship is not the thrill and flush of victory but in the smile and cheerfulness in defeat."

"Most of our troubles and disappointments come from the anticipation of evil."

(To be continued)

## SUMMER BREEZES

(Continued from page 2)

When they say "Good Chicken Dinners" at the Dixie Inn, Bean's Hill, they mean "good". As for the "Southern Biscuits", Mr. and Mrs. Davis are from the South and know how to prepare real Southern dishes.

We would all like to pay our taxes with a smile, but the Government seems to insist on cash.

A kind word, a kind thought, a kind deed will get under the skin of the crabbiest fossil on earth. The magic power of kindness should be studied and practiced by every individual in the business world, for kindness and friendship are like magnets which exert a mighty influence on all that comes within their environment.

Farmers and cottage owners along the east shore of Seneca Lake are certainly entitled to an improved road and it would seem the Seneca County Supervisors would be glad to see them have it and do everything in their power to make it possible. Such a road would greatly increase the valuation of Seneca County Lake property and increased valuations mean increased school and county taxes. If the property owners are not only agreeable but anxious, why not the county officials? Other of the Finger Lakes are getting improved roads entirely around them. Why not Seneca? The east lake road has been a disgrace for years.

Business Phone 2801, Home Phone 4966

## HERMAN V. BURR

General Automobile Repairing

ALL WORK GUARANTEED

2 Seneca Alley

Geneva, N. Y.

## WM. A. ROGERS

SILVERWARE

TO OUR CUSTOMERS

Trade here and fill your Silver Chest with this Unlimited Time Guarantee Silverware.

## BAUMGARTNER'S SERVICE STATION

Gas - Oils - Accessories  
Batteries - Tires - Tubes

We Give CHRISTMAS THRIFTIES  
Redeemable in Cash Next Christmas  
Canandaigua Road—top of Bean's Hill

## Upholstering and Repairing

CALL 6261 if your davenport or chairs need reupholstering.

All work done by life-time furniture builders and you have almost unlimited selection of new fabrics and materials. Our representative will call, show samples and give estimate without obligation.

Rebuilding box springs a specialty.

We also sell new parlor suites, box springs and mattresses at wholesale prices.

## GENEVA UPHOLSTERING WKS.

288 William St.

Geneva, N. Y.

## 6 Meals 29c

2½ lbs. PIG'S FEET  
and 5 lbs. CABBAGE

2 lbs. Short RIBS of BEEF  
2 BUNCHES CARROTS  
and 5 lbs. POTATOES

6 Mock CHICKEN LEGS  
and 5 lbs. POTATOES

2 lbs. BEEF STEW MEAT  
with  
ONIONS and CARROTS

Who Said It Costs  
A Fortune To Eat?

*It's Thrifty to Buy*  
**at MILLER'S**

Lyons Road Phone 2657  
Open Daily 7 A.M. to 10 P.M.

## AUTO LOANS UP TO \$300

If you want a loan on your car, see us. Loans made to employed, single or married people. Here you can get the cash in 24 to 48 hours or sooner in special emergencies. We "Refinance" unpaid balances on cars. Our charges on Auto Loans are surprisingly reasonable.

We also make Furniture and Co-Maker Loans.  
Come in—Write—or 'Phone.  
Loans Made in All Nearby Towns.

### PERSONAL FINANCE CO.

of New York

ROOM 304—THIRD FLOOR NATIONAL BANK BLDG.  
120 GENESEE ST. PHONE 251 AUBURN, N. Y.

## BE SURE YOUR BRAKES ARE RIGHT . . .

It's Unlawful to Drive if They Are Not

### STRATTON'S BRAKE SERVICE

Rear Texaco Grille Lake St. Phone 2028

### RIGHT HERE

Bologna white, bologna right, bologna round and brown, United here is high class cheer in MEATS, the best in town; Tenderloin well worth your coin, and porterhouse the same,—Chickens, lamb, pork, chops, and ham, and different kinds of game Here is the place to feed your face, but you must cook it first. Everything, from fall till spring, from fish to "winny"-wurst, Ribs to spare,— spare ribs for fair! Liver, hearts and cheese, Sausage, too, and bacon true,— in here we aim to please!

### BERG'S MARKET

227 Main Street Phone 2864

We will appreciate it very much —  
and so will our advertisers — if you will kindly say —  
"I saw your ad in the

## Geneva Community News"

when making purchases

## Annual Florsheim Sale

SHOES FOR MEN AND WOMEN

**\$7.45**

Values \$8.75 to \$10.00

### TOOLE BROS.

508 Exchange St.

When in need of . . .

### LUMBER, MILLWORK ROOFING or PAINTS

CALL 2822

## GEORGIAN BAY LUMBER CO.

"Everything in Lumber"

Railroad Place

Geneva, N. Y.

# The GENEVA COMMUNITY NEWS

Geneva, N. Y., October 17, 1935

*There's a Good Place to Eat in GENEVA. . .*

## *Fair Childs* COFFEE SHOP

17 Seneca Street

Opposite Hotel Seneca

*"Sunday Dinner a Specialty"*

### We Want You To Expect More For Your Money

In One of Our

MADE-TO-MEASURE

### SUITS or TOPCOATS

Why not look over our extensive line, and be measured by our tailor, who has had years of experience in this work.

SUITS — TOPCOATS — O'COATS

**\$22.50 up**

\* \*



489 Exchange St.

North Regent Theatre

### GOOD USED CARS and TRUCKS

1933 CHEVROLET COACH

1932 CHEVROLET COACH

1931 CHEVROLET COUPE

1930 CHEVROLET COACH

1½ TON CHEVROLET STAKE 1930  
PICK-UP FORD 1929

The new 1936 Chevrolet will be on display  
in our show rooms very soon.

### RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

OPEN 24 HOURS

5100 COPIES  
WEEKLY

## ADVERTISE--EVERY WEEK

5100 COPIES  
WEEKLY

in the

## GENEVA COMMUNITY NEWS

*"An Advertising Medium of Distinction"*

Distributed in GENEVA, WATERLOO, PHELPS, OVID and WILLARD

P. O. Box 146

Phone 2108

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

GENEVA, N. Y., October 17, 1935

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

5100 COPIES WEEKLY

## ALMANAC



"If you would know the value of  
money, try to borrow some."

### OCTOBER



15—The Gregorian calendar is  
introduced, 1582.



16—Napoleon is exiled to St.  
Helena Island, 1815.



17—British Burgoyne surren-  
ders to General Gates, 1777.



18—Brooklyn, New York,  
granted a village patent,  
1667.



19—Cornerstone of Washing-  
ton monument is laid, 1847.



20—Cuban hurricane brings  
death to 600, 1926.



21—Famed U. S. S. Constitu-  
tion is launched, 1797.

### FOOTBALL

Hobart: Saturday, October 19—  
Hobart vs. Trinity at Hartford,  
Conn.

Geneva High: Saturday, Octo-  
ber 19—Mynderse Academy vs.  
Geneva High at Geneva.

## FUTURE PHILHARMONIC PRODUCTIONS

Exceptionally fine performances  
of the opera "Aida" were given by  
the newly organized Finger Lakes  
Philharmonic Society at the Geneva  
High School last Thursday and Fri-  
day evenings.

The attendance, although better  
on Friday night than on Thursday,  
was, however, disappointingly small  
on both nights.

Perhaps it would have been bet-  
ter to have held the performance  
but one night; perhaps it was held  
on too short notice. In any event  
nowhere near the deserved support  
was given. The voices of the leading  
characters were outstanding and the  
chorus, orchestra and ballet were  
surprisingly well trained.

We are glad to learn that the So-  
ciety is not discouraged, but is plan-  
ning future productions. It is to be  
hoped that these may meet with the  
whole hearted support of the entire  
community.

## BIRD LECTURE

An Eaton Memorial Bird Lec-  
ture is to be given by Dr. J. B. May,  
State Ornithologist for Massachu-  
setts, in the Geneva High School

Auditorium, Friday evening, Oct.  
25th at 8 p. m. Movies and still pic-  
tures of birds and flowers of the  
Gaspé region will be shown. The  
lecture is sponsored jointly by the  
Teacher's Association, the Garden  
Club, and the Eaton Bird Club.

## "Tidal Waves"

The term "tidal wave" is applied  
erroneously to almost any large  
wave that inundates the seacoast or  
shore of a great lake. These waves  
are rarely due to tides.

## AUTO ELECTRIC SERVICE

CARL E. COLE

Phone 2814

Batteries - Carburetors - Speedometers

MOTOR TUNE UPS

30 Lake Street, opposite Texaco Grille

In addition to

EXPERT CLEANING

and PRESSING

we do altering and repairing. Our  
service is complete in every detail.

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

We give CHRISTMAS THRIFTIES  
Redeemable in Cash

## IT'S FUN TO LIVE TO BE 100

*when you get a check for \$100 every month*

Remember, when retiring on an income was only for rich people?  
It's different now. Today any man who wants a happy, "workless"  
old age with plenty of money to live on, is discovering how to get it  
by the Phoenix Mutual Retirement Plan.

Information gladly given without obligation

Just write or 'phone

## LAVERNE F. DARLING

Geneva, New York

Telephone - Geneva 2184

representing the

PHOENIX MUTUAL LIFE INSURANCE COMPANY

of Hartford, Connecticut



## LAST WEEK OF THE CONTEST

(See page 6)

Prize winning letters, correctly listing mis-spelled words in our issue of Oct. 3, were written by Laura B. Merritt, Lafayette Ave., Geneva and Betty Hoefler, Prospect Hill, Geneva.

Mis-spelled words last week — Oct. 10 — were in ads of Fairfax Bros. Co., Page Electric Co., S. A. Gilbert, Hadlow's Haberdashery and Chas. E. Cool.

Read the heading on page 6 — pick out the ads with mis-spelled words and write your letter at once.

Try for the cash prizes as well as the weekly merchandise prizes.

This is the last issue in which the contest ads will appear.

**SPECIAL** — To the writers of the first ten letters received correctly listing the mis-spelled words in ads on page 6 we will mail a ticket to Schine's Geneva Theatre. And you have a chance to win a merchandise prize, besides.

### Notice

Our instructions to our deliveryman are that papers must be put behind screen or storm door, or fasten in door knobs. If your paper is not delivered in accordance with these instructions will you kindly notify us.

—:— BUY IN GENEVA —:—

### — YES —

WE HAVE SCHOOL SUPPLIES  
**THE CORNER NEWS**  
Cor. Main & Castle Streets

## EXPERT RADIO REPAIR SERVICE

National Batteries

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522  
**SOUND SYSTEMS FOR RENT**

### "Mother of States"

The term "Mother of States" is applied to Virginia as the oldest of the 13 American Colonies and because its original territory was formed into a number of states.

### Climate Is Like Race Horse

"Weather prediction is bound to be uncertain," said Uncle Eben. "Climate is like a race horse. You can figure on what it ought to do, but not on what it's going to do."

## NEW LOCATION

## KASHOUTY'S SHOE STORE

64 Seneca St.

SHOES FOR WOMEN

**TREADEASY • MENIHAN**

SHOES FOR MEN

**SMITH'S SMART • FREEMAN  
HEALTH SPOT**

## FOHL MOTORS INC.

230-234 Genesee Street

We take pleasure in announcing to the public our change of policy.

We have taken on the **Plymouth** and **Chrysler** line and will soon have on display the **New 1936 Models.**

● *Watch this paper for further announcements*

## ★ DOROTHY GOES SHOPPING ★

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, or Phone 3529.

—D—

Every hat a mode of this season . . . at savings that go to your head . . . squared and angled brims. But that's the way with a fashion conscious millinery like **The Bon Ton**. DeLuxe Models \$1.98. Thrift Models \$1.00, \$1.25.

—D—

Flowers aren't the only "live" things which can be used to brighten a dull corner, to decorate a table or buffet. Bright fruits carefully arranged and, on occasion, combined with certain colorful vegetables, create a new and interesting decorative motif.

—D—

See the newest, finest quality Wool Auto Robes at Lynch's. A size for every type of car—in beautiful plaid colors. Get one for the next Football Game. Priced from \$2.49 to \$7.90. **Lynch Bros., 479 Exchange St.**

—D—

Some of the season's smartest handbags are large and flat, designed to look like an enormous compact, made of wood in dark brown natural finish.

—D—

No young man can afford to be imperfectly dressed. Advancement in life is based on competition. Personal appearance weighs heavily in the count. Suits, Topcoats, Overcoats. **A. P. Petersen, 476 Exchange St.**

—D—

Glamorous evening frocks of gold-powdered black taffeta, black velvet and flame and gold lames, are designed with wide skirts and fairly low cut décolletés and finish with touches that recall the Renaissance. For instance, some are worn with sleeveless "coat of mail" boleros made of metal links.

**Seneca Furniture Mfg. Co., Middle St.**, are showing the new fall fabrics for living room suites including new curled mohair called "Kinkimo". Studio Divans with chair and Ottoman to match are on display, and can be purchased at factory prices.

—D—

Many think only emery-boards should be used to file the nails. They are easier to use, less irritating to the nerves and never leave harsh, rough edges.

—D—

**The Stewart Studio, 35 Seneca St.**, has a fine, new assortment of standard frames in metal, crystal and wood. All sizes. Prices range from \$1.00 . . . You are invited to stop in the studio and look them over.

—D—

Skirts with front fullness, often carried out by pleats, and necklines with a new pertness, are this year's darlings of fashion. They are suitable for your favorite fall color in silk, rayon, or wool.

—D—

**Le Brun's Fur Shoppe, 38 Linden St.**, has a fine reputation for excellent repairing, cleaning and glazing, of fur garments. Fur coats, neckpieces and muffs are made to order.

—D—

One way to change the look of your suit is to pick out two skirts, a plain one and a contrasting check or plaid. Even newer is the idea of two jackets. A jacket blouse in velvet may match or contrast with the skirt. And a stitched brimmed sports hat to match, of course.

—D—

Hectic summer days demand fall reconditioning of your scalp and hair. Expert operators at **The Harper Method Beauty Salon, 10 Seneca St.** are the very smart ones to trust. Ask for a new fall coiffure. **Call 6783.**

**This is the only authorized Harper Method Salon in Geneva.**

Mistaken Elmer—thinks he can't, but he can have his watch cleaned and repaired at a reasonable price. **Prince's Jewelry Store, 20 Linden St.** Prompt service. All work guaranteed.

—D—

Lunch or dinner—you'll find a varied menu of delectable dishes at **Dan Hill's Restaurant, 518 Exchange St.** Priced 35c and up. All legal beverages are served. Pleasant atmosphere and fine service.

—D—

Mothers with little fellows in their home will be interested to know that **Baker & Stark, Inc.**, have a new assortment of Jersey Suits at \$1.95 and also Little Rugby Ensemble Suits at \$5.00.

—D—

"Calking"—which means forcing plastic cement in around door and window frames—seals in warmth, shuts out cold, eliminates draughts, saves fuel and protects frames from rot and rust. **Frank M. Mowers, 52 Jefferson Ave., Phone 5170**, specializes in this work.

—D—

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the GENEVA COMMUNITY NEWS when making purchases from any of the advertisers on this page.

**"Dorothy".**

—O—

### First Cracker Factory

The first cracker factory in the United States was started by Thomas Pearson at Newburg, Mass., in 1792.

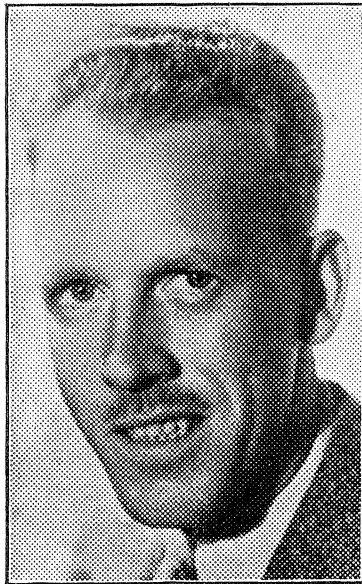
—O—

### Great Danes Improved in Germany

Great Danes were almost entirely bred in Germany, at least into their present perfection. German control of the breed in its early stages is proven by the fact that there were many Great Danes in this country owned almost entirely by Germans before the type was officially recognized.

**RADIO FLASHES**

By Ralph Le Brun



Wendell Hall, "The Red Headed Music Maker", heard over the NBC-WJZ network on Tuesdays, at 10 p. m.

Ray Noble and his orchestra, one of the world's most distinctive dance bands under the baton of the internationally-famous composer, conductor and arranger, will be presented in a new series over the Columbia network each Wednesday, at 9:30 p. m., beginning October 30. The half-hour, which promises to be one of the outstanding new shows, is sponsored by the Coca-Cola Co. The young English maestro will present many fresh features of his unusual music in the new series, including his own compositions, the latest musical novelties from both Europe and America, and Al Bowlly, one of Europe's most talented popular singers.

Rubinfoff and His Violin will be starred on the new Chevrolet series which will be inaugurated over the NBC-WEAF network on Saturday at 9 p. m. The all-star supporting cast will include Virginia Rea, soprano; Jan Peerce, tenor, and Graham McNamee, ace announcer, on the weekly broadcasts which succeeds the G-Men series. Rubinfoff, violinist extraordinary and winner of many radio polls, will conduct his own 33-piece orchestra in original arrangements.

**SAVE TIME and MONEY**

Come to

**BERG'S MARKET**

for

**Meats and Groceries**

at REASONABLE PRICES

227 Main Street

Phone 2864

Our Own FREE Delivery

Harold Bauer, internationally famous concert pianist; the Swedish Male Chorus from Stockholm, Sweden; Richard Himber and his orchestra; Frank Black and the RCA Symphony Orchestra; John B. Kennedy, commentator, and Milton Cross, announcer will be heard on the Magic Key of RCA, Sunday, at 2 p. m. over the NBC-WJZ network. The Swedish Male Choir, originally scheduled to be heard on Sunday, October 13, will sing a group of old Swedish melodies at the

(Continued on page 7)

**METAL-GLASS TUBES**

I am equipped to test the new metal, metaglass and octal base glass tubes. My set analyzer will test all sets using these tubes. Service for any make or model radio.

**RALPH LE BRUN**

225 High Street

Phone 3237

**"No Hunting" Signs**

40 CENTS, SINGLE DOZEN.

TWO DOZEN OR MORE, 30 CENTS DOZEN.

Dial 2662

**W. F. HUMPHREY PRESS INC.**

300 PULTENEY ST.

GENEVA, N. Y.

Examine them thoroughly! Try them on! Let the mirror—your eyes—your own judgment be your salesman!

**SUITS  
TOPCOATS  
OVERCOATS**

**\$15.00**

to

**\$20.00**

**BROOK'S  
CLOTHES**  
41 Seneca St., Geneva

## MIS-SPELLED WORD AND LETTER-WRITING CONTEST

Starting August 22 and continuing until October 17 some of the following ads have mis-spelled words in them each week.

To the writers of the two most interesting letters received each week stating which ads contain mis-spelled words, together with some facts of interest to us regarding the Geneva Community News, we offer \$2.00 in merchandise from the advertisers on this page. (Two \$2.00 merchandise prizes each week).

Letters need not be long and may be in answer to any of the following questions: Do you read "The News" every week? Do you buy from its advertisers? Do you like the size of it? The quality of its paper? What department do you like best? Have you any suggestions for making it more interesting to you? How long have you been reading it? What is the

oldest copy you have of it? (Or write any other information you think interesting).

ALSO—to the reader who first reports to us purchases, no matter how small, from all of the advertisers on this page—or to the one first reporting purchases from the largest number during the contest—we will give \$3.00 cash. (Start your purchases at once).

AND—to the reader reporting the largest single purchase during the contest we will pay \$3.00 in cash.

On these last two offers it is not necessary to write regarding mis-spelled words or answer any questions.

Address "Contest Editor", Geneva Community News, Box 146, Geneva, N. Y.

At the Sign of the Shirt . . .

**Men's Furnishings**

**Hadlow's Haberdashery**  
35 Seneca

**Save Money and Energy**  
Let Us Do Your Washing

**Geneva Star Laundry**  
511 Exchange St. Phone 2112

**For Coal and Coke**

PHONE 2221

**Rapalee Coke and Coal Corp.**

If it's . . .

**Plumbing or Heating**  
Call . . .

**C. F. BARTH**

Motor Stokers and Oil Burners  
425 Exchange St. Phone 2126

**TIRES - BATTERIES**  
**AUTO ELECTRIC WORK**  
**GENERAL AUTO REPAIRS**

**Chas. E. Cool**

61 Geneva St. Phone 2050

**V. E. L.**

We Have It

Stop For It . . . at

**Wilson's Esso Station**

Lake Street Phone 4082

Always Plenty of Parking Space  
at

**The Red & White Store**  
(Geo. E. Phillips)

111 Pulteney St. Phone 2572  
OPEN EVERY EVENING TILL 10

**Garments Individually Cleaned**

No Odor — No Fading — No Shrinking

**McGuire's Dry Cleaning**

553 Exchange St. Phone 4126

**GIFT SUGGESTIONS**  
for Christmas Selections

**S. A. GILBERT**

—: JEWELER :—

510 Exchange St. Phone 2241  
Diamonds — Watches — Silver, etc.

**Wm. L. Vogt & Sons**

"Everything To Build A Home"

Phone 2008

124 N. Genesee Street Geneva, N. Y.

**FOR FINE FOODS**

(and plenty of parking space)

**Texaco Grille**

Specializing in Tenderloin Steaks

Lake St. (just off Exchange)

**FLOWERS OF QUALITY**

**Trautman & Smith**

Members F.T.D.  
(Flowers Telegraphed Anywhere)

North Exchange St. Phone 2026

You'll Always Find

A GOOD BUY  
in USED CARS at

**Geneva Auto Co.**

146 Castle St. Phone 2614

**WIRING INSTALLATIONS and**  
**ELECTRICAL REPAIRS**

of all kinds

**Page Electric Co.**

Rear of Schnirel Bldg. Phone 2777

**The Best Quality in MEATS**  
at Reasonable Prices

**Wilson & Johnson**

261 William St. Phone 2127

We now have our own Free Delivery:  
(anywhere in city). Deliveries at 8, 10,  
2 and 4.

**General Electric Radios**  
with New Metal Tubes

Europe at your finger tips . . . the  
world at your command

**Maytag Sales & Service**

431 Exchange St. Phone 2005

**Sheet Metal Work - Roofing -**  
**Furnaces - and Furnace Repairs**

**Dorchester & Rose**

Hardware

543 Exchange St. Phone 2496

**SPECIAL PAINT SALE**

Month of October

The Famous SWP Paints

**Fairfax Bros. Co.**

87 Castle St. Phone 2441

Famous Old "THREE FEATHERS" Whiskey.....pts. \$1.40; qts. \$2.62  
 "GREEN RIVER" Whiskey .....pts. \$1.25; qts. \$2.40  
 "CARIOCA" Rum .....pts. \$1.25; fifths \$1.95  
 "PARK AVENUE" Gin, (a real Gin special).....pts. 77c; fifths \$1.19

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION The law does not allow us to be open on Sunday.

### RADIO FLASHES

(Continued from page 3)

University of Stockholm. John B. Kennedy will fly to the scene of the biggest news story of the week in the United States and give a first hand report of what has occurred.

A new Suite for String Orchestra by Arnold Schoenberg will be featured by Otto Klemperer when he conducts the New York Philharmonic-Symphony Society's second broadcast of the season over the Columbia network Sunday, at 3 p. m. The program will open with the prelude to Wagner's music drama, "Lohengrin". The second half of the concert will be devoted to Tschai-kovsky's Symphony in E minor, No. 5. The new Schoenberg Suite, finished in December, 1934, had its world premier under Klemperer with the Los Angeles Philharmonic last May. It is a suite in the old style, consisting of an overture, adagio, gavotte, minuet and gigue, taking about 35 minutes to play.

### PERSISTENCE

Persistence is the mother of miracles. It is half of achievement. In advertising persistence is the first law of success. Spasmodic advertising, no matter how good, is seldom resultful.

Persistence appeal builds good will, creates confidence, develops interest and tends to make your advertising efforts produce results.

It is the cumulative effort of your advertising that makes it pay.

--: Phone 2108 :-

GENEVA COMMUNITY NEWS

Cinders · Sand · Gravel · Crushed Stone

MASON AND CONCRETE WORK  
ESTATE CURBING

NICHOLAS COBLIO

62 East North Street

Phone 5719

### NOW OPEN FOR SEASON

Newly Remodeled and Re-decorated  
TAP ROOM and GRILL

### STERLING HOTEL

SHERRILL STREET opposite L. V. DEPOT

Dancing Every Night

Special—EVERY SATURDAY NIGHT

### DINING AND DANCING

with MRS. JAQUIN'S ORCHESTRA

### FLASH! ROOFING SPECIAL

For FRIDAY and SATURDAY

CRESANT ROLL ROOFING, smooth surface

Light Weight .....\$1.20 roll

Medium Weight .....\$1.49 roll

Heavy Weight .....\$1.89 roll

### BARRETT'S LIQUID FLEXIGUM

Fibrous Roof Coating.....\$2.19 5-gal. can

### COONEY, WATTS & COONEY

513 Exchange St. HARDWARE Phone 2170

### SUITS TOPCOATS

### Now on Display

Hats - - - \$2.95 up

Ties - - - .65 up

Hose - - - .35 up

### Casey & Son

71 SENECA STREET

GENEVA, N. Y.

SHIRTS

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Baked Peas

6 slices bacon  
1 pint fresh peas  
1 cup cream  
A little salt and pepper  
½ cup bread crumbs

Cut bacon into small pieces and brown. Add peas which have been cooked and well drained, the cream and seasoning. Place in casserole, cover with the bread crumbs and bake for 20 minutes at 400°. Serves 6.

Mrs. S. A., Lafayette Ave.

## Rice Spoon Bread

1 cup cooked rice  
2 eggs, separated  
1 tablespoon butter  
1 cup milk  
1 cup boiling water  
3 tablespoons white cornmeal  
1 tablespoon flour  
1 teaspoon salt  
1 tablespoon sugar

Pour water over cornmeal and mix; add flour, salt and sugar. Cook in double boiler until thick. Stir in rice and butter. Add the beaten egg yolks and milk. Last fold in stiffly beaten egg whites. Pour into a greased baking dish, place in

a pan containing an inch of hot water and bake in a moderate oven for 35 to 40 minutes.

E. C., Exchange St.

## Chutney Sauce

1 pound apples  
8 ounces tomatoes  
8 ounces sugar  
8 ounces raisins  
2 ounces ginger  
2 ounces garlic  
2 ounces onions  
3 pints vinegar  
A little salt  
½ teaspoon red pepper

Chop apples, onions, tomatoes and raisins. Add spices and vinegar, put in a warm place and stir twice a day for 2 weeks. Put in jars until ready for use.

G. M., N. Exchange St.

## Link Sausage En Casserole

1 lb. link sausage  
4 potatoes  
2 onions  
1 can corn  
1 can tomato soup  
2 tablespoons flour

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

## ICE

Let us show you the "COOLERATOR"

the conditioned-air refrigerator

110 Lake St.

Phone 2740

Boil sausage for 2 minutes, remove from water and brown in spider. Slice four potatoes into baking dish, also the two onions, add the corn and the sausage, arranging in layers. Season to taste. In the frying pan, make a sauce of the flour and tomato soup. Pour over mixture and bake slowly until potatoes are done.

Mrs. A. H., High St.

—:— BUY IN GENEVA —:—

**D & H**  
**Cone Cleaned**  
**Coal**

-- or --

**Semet-Solvay**  
**Coke**

WILL MAKE YOUR  
HOME

A BETTER PLACE  
TO LIVE

**RAPALEE'S**

Phone 2221 — 2317

## RENEW LAST SEASON'S COATS

... Our careful cleaning and expert repairing will add much more wear and pleasure to last season's coats. Get them ready now.

**GENEVA DRY CLEANING CO.**

Phone 2742

30 Linden Street

## PAINT

Owing to the fine reception given our introductory offer on MARIETTA PAINTS

We are continuing this special offer for a short time longer

Special Price **\$2.60** per gal.

Fully Guaranteed

**GEORGIAN BAY LUMBER CO.**

"Everything in Lumber"

Railroad Place

PHONE 2822

Geneva, N. Y.

## DAMASK DRAPES

Sateen Lining

Tie Backs and Hook

Pinch Pleat

**Special \$1.98 Pr.**

Six colors

## LYNCH BROS.

479 Exchange St., Geneva

## STEINWAY PIANO

**Reconditioned  
BARGAIN**

## BOLIN MUSIC HOUSE

### Y. M. C. A. CAMPAIGN

The "Y" Drive to raise a fund of \$11,070 for the 1935-36 season is under way. The total includes an item of \$1,050 for dormitory repairs and improvements and also \$250 for exterior decoration.

Lawrence W. Gracey is President of the Y. M. C. A. L. E. Springstead is General Chairman of the Campaign, with Chas. Mitchell, Vice-chairman and Chas. G. Abbey in charge of publicity. Leon Currey is chairman of the Big Gifts Committee, with the following chairmen of other divisions as listed: Mrs. H. J. Schroedel, Home Div.; Laverne Darling, Commercial Div.; John Houston, Industrial Div.; L. M. Taylor, National Stores Div.; W. Lynn Houseman, Young Peoples Div.; Dr. H. N. Hubbs, Professional Div.

### Greek and Latin Crosses

The Greek cross has all four arms of the same length, and a Latin cross has the lower arm longer than the other three.

### KASHOUTY STORE MOVES

The Kashouty Shoe Store, formerly at 372 Exchange Street, is now located at 64 Seneca Street. This store features high quality shoes at moderate prices.

### Most Rulers Liked Dogs

The breeding and keeping of dogs always have been the hobby of kings and other rulers. For example, it is known that Arabian kings more than 2,000 years ago gave to the Saluki (a racy hunting hound) the choicest tid-bits from the table and the finest linen from their beds.

### All Gypsies Must Attend Funeral

Brazilian gypsy custom requires that whenever a member of the ruling house dies every member of the tribe must attend the funeral. Sometimes burial has been delayed as long as six months to permit this.

### Paris Consumes Much Wine

Paris drinks one-tenth of all the wine of France and her African colonies. This means about 360,000 gallons a day and comes to one pint a day for every person in the city.

### Back Warmer

Old timers loved their comfort. Jacques Coeur, financial genius of Joan of Arc's day, in Bourges, built a fireplace in his private chapel to warm his back on chilly mornings, while he prayed.

**It's not hard  
to figure out  
WHY**



It's our

## Low Overhead

which enables us to sell quality meats at low prices.

**It's Thrifty to Buy  
at MILLER'S**

Lyons Road — Phone 2657  
Open Daily 7 A.M. - 10 P.M.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## Infant's Winter Wear

Arnold Knit Sleeping Bags	\$1.75
Arnold Knit Nighties	1.60
Flannellette Pajamas	.59 and .79
" Nighties	.50
" Kimonas	.59
Bunny Slippers	.98

Also "Medo" Suits and Dr. Denton's

## HOWARD DRY GOODS CO.

We give CHRISTMAS THRIFTIES Redeemable in Cash Next Christmas



## GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"Why be grumpy when everything is fresh and bright all about us."

"When tempted to complain let me loose my voice."

"Fate has something in store for all of us."

"One may lose the battle and win the engagement or loose the engagement and win the war."

"Go through with your act whatever it may be."

"Only six languages besides English have a word for home."

"One thing those with money cannot do as well as I is sleep."

"Birds fly hither and thither and God directs them; so also will He direct us."

"It has been said that old age does not understand youth, where in reality youth does not understand old age."

"The knocks we get do us more good than the boosts."

(Continued Next Week)

## Peculiarities of Cormorants

Cormorants seldom breed in captivity. Therefore the fishermen must hunt for young wild birds along the seashore. This is extremely difficult. But even after the birds are caught they must be trained, and it often takes several months to do this.

## As Ship "Cuts" Water

Contrary to the popular view that a ship "cuts" the water with her bow to permit the forward movement of the hull, seven-eighths of the total resistance is friction on the wetted surface—skin friction, so highly studied in the aeronautical field.

## Flowers on Scilly Isles

Flowers bloom throughout the year on the Scilly isles, which lie off the extreme southwest coast of England.

## Some People Believe This:

Wish on the new moon and you will get whatever you wish for.

WANT ADS ★ BUSINESS CARDS  
CLASSIFIED, ETC.

## BUSINESS SERVICE

RESULTS ARE OBTAINED by Advertisers who use the GENEVA COMMUNITY NEWS. Persistent advertising pays. Phone 2108.

PLUMBING; Steam and Hot Water Heating. Gas conversion burners. C. A. Rappleyea, 26 Cherry St., Phone 2883.

RAZORS HONED. Experienced honer. Prices according to condition of razors. Lottie Frautz, 180 East North St. Call 3424.

PAINTING AND DECORATING of every description. Reasonable prices. Estimates cheerfully given. Fred Jardine. Phone 2730.

## Burning at Stake in N. Carolina

In the early days of North Carolina, burning at the stake was an official manner of inflicting death sentences.

## The Samphire Gatherer

On the chalky cliffs of Dover, England, you will find the samphire gatherer. Samphire is an aromatic little plant, sought for making into a delicious pickle, and hides its epicurean charms in inaccessible parts of the high cliffs.

We Give CHRISTMAS THRIFTIES  
Redeemable in Cash This Christmas

BAUMGARTNER'S  
SERVICE STATION

GROCERIES MILK  
FRESH EGGS, 34c

Gas - Oils - Accessories  
Batteries - Tires - Tubes

Top of Bean's Hill Geneva, N. Y.

## FOR SALE

WHISKEY BARRELS and half barrels. Nice fresh emptied. Reasonably priced. 131 East Main, Waterloo. Phone 76-M.

## LOST

A BUSINESS. Wonderful opportunity, but owner didn't believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

## FOUND

AN OPPORTUNITY for every business, large or small, to keep consistently before the buyers of Geneva and vicinity in the Classified Columns of the GENEVA COMMUNITY NEWS. Phone 2108.

## Jud Tunkins' Sarcasm

Jud Tunkins says maybe we'd get along better if some of our smartest men could hold office instead of writing magazine articles.

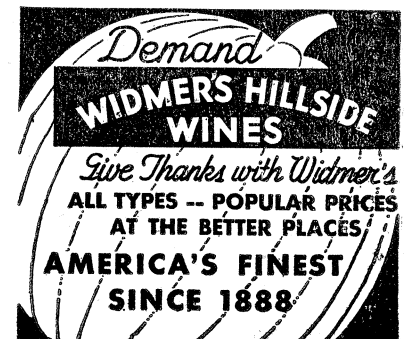
## Not Immune to Poison Ivy

The belief that negroes and Indians are immune to poison ivy has long been proved incorrect, says a chemist.

## "Lagniappe" a Gift

Lagniappe, pronounced lan-yap, is a Creole word, used in Louisiana, for a trifling present given to customers by tradesmen; a gratuity.

—:— BUY IN GENEVA —:—



Geneva, N. Y., Oct. 7, 1935

Contest Editor

GENEVA COMMUNITY NEWS:—

Rapalee Coke &amp; Coal Corporation on whom you may rely,

Spell their name with an "a" instead of an "i";

And in C. F. Barth's ad you really should know,

"Or" is not spelled with a "u", but always an "o";

Mr. Smith of Trautman &amp; Smith I am sure will agree,

That Smith is spelled with an "i" instead of an "e".

Now these mis-spelled words have been a lot of fun,

And I have studied them close ever since they begun;

Their run in the News will soon be over,

But THE COMMUNITY NEWS will still be read from cover to cover.

Everything in it gives us interest and saving

Of its splendid qualities we could keep on raving.

Take the "Community Kitchen" by Betty Brown,

Read by the housewives all over town;

There are many delightful items of news,

That in many a heart drive away the blues;

There are "Radio Flashes" to tell us the best on the air,

Try them and you will drive away care.

Advertisements that save you money and time,

Are very reliable so must be in rhyme;

Let's take M. F. Devaney's "Gleanings" so true to life,

Read them and live them to drive away strife.

If you want to laugh when all alone,

Get out your COMMUNITY NEWS and read the "Funnybone".

With Dorothy I would like to go shopping,

For she knows all the places where its worth while stopping;

Really THE COMMUNITY NEWS is so very fine,

Its a wise citizen that reads every line.

As a rhymester I admit I'm a flop,

And with apologies to you all, I hereby stop.

—BETTY HOEFLER,  
Prospect Hill, Geneva, N. Y.

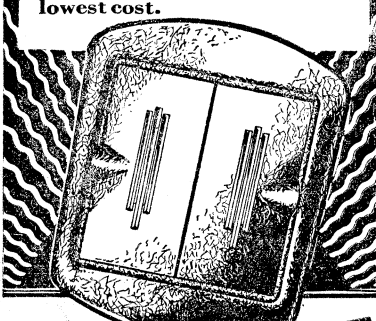
## Announcing . . .

the opening of our

**NEWLY REMODELED and  
REDECORATED GRILL**The Best in Foods and Beverages  
Quiet, Congenial Surroundings . . .**CARPENTER'S HOTEL**  
363-367 Exchange St.

*Save*  
**UP TO  
\$7.00**  
**ON A HEATER  
FOR YOUR CAR**

The greatest heater values ever offered. Made possible by Firestone savings in buying and distributing. Living room comfort for winter driving at lowest cost.



**FIRESTONE STANDARD**

**\$7.95**

A reliable heater at a low price. Heat from 3 rows of hot water tubes (29 hot water pipes). 2 1/4" all-copper core. Maroon finish with chrome decoration.

Installation Extra

*Use THE*  
**Firestone**  
**BUDGET PLAN**

**Firestone**  
AUTO SUPPLY & SERVICE STORES

cor. Lake &amp; Exchange Sts.

COMPLETE CAR SERVICE  
Phone 2323 J. H. Bindeman, Mgr.

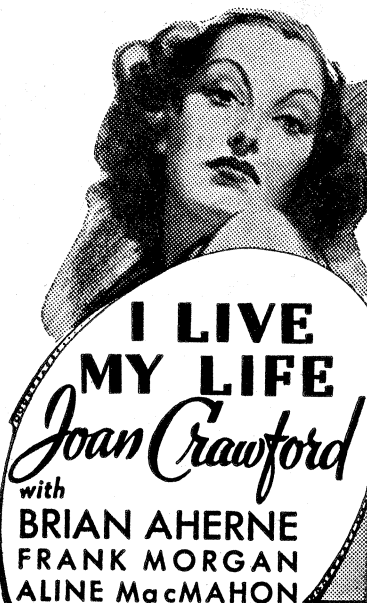
# GENEVA

Fri. and Sat., Oct. 18-19



Added Screen Vaudeville

Three Days — Starts Sunday  
**Her Most EXCITING  
Love-Drama!**



Wed. & Thur., Oct. 23-24



Ad space in THE NEWS must be reserved by Saturday noon preceding each issue and all copy must be in by Monday noon.

## OVER THE FENCE

By DAPHNE A. McVICKER

Copyright McClure Newspaper Syndicate. WNU Service.

In ten minutes her father would drive into the garage. He would have the payroll money in the loose pocket of his topcoat. This man beside her, with his hand ominously under his coat where a nasty bulge disfigured the natty lines of his checked suit would step inside the garage door.

Her father would not obey. Not her father, that snorting, fire-breathing warrior of an older day. He wouldn't realize that you couldn't argue with the modern bandit as you might have with Robin Hood. He'd fight back. And then—

Then the man would shoot. And to stop him, there remained ten minutes, a hundred and ten pound girl, and a tall pale boy in the next yard who was a peaceable soul at best and who was gaily whistling now as he watered his garden.

Rose gulped unhappily. If only she hadn't come home early to wash her hair. She'd have come riding in with her father and perhaps—perhaps she could have helped. Somehow.

But she had come home early and gone into the back yard to dry her froth of yellow curls. Bob Wood was next door, as usual, watering his lawn. He greeted her gaily and came over to the fence.

"Flowers all under control?" Rose asked him with a sniff. It had

been an old battle with them even before Bob had had the long illness which made the sunny back yard his only exercise.

"Mostly under control," he told her. "Only—there's a rose that needs transplanting. She—this rose, I mean—is not blooming the way I'd like. I could give it excellent care, the best nourishment, a suitable environment—"

"And insect powder to taste?" Rose inquired haughtily. "I'm afraid I'm not interested, Bob. Excuse me if I follow the sun to get my hair dry. I'm expecting company."

"In fact," Bob said, shading his eyes, "I think it has arrived. Out by your garage? A nice flashy job."

Rose had gone to the garage in astonishment to greet this loudly dressed stranger. He motioned her nearer and then laid a hand on her arm.

"Quiet, sister. Just stick around over here and you're going to be all right! We understand you rode home with your old man. Well, now that you're here, you just stay here, see? And not a word to your dad when he drives up if you want to see him come out of the garage the right way."

The pay roll. She understood instantly. She stood very still, her little heart-shaped face white and drained, her lips motionless.

(Continued Next Week)

## CARDS BY RYTEX

Gay, Colorful and Cheery. Some quaint, some sophisticated. Priced including your name

**50 for \$1**

See the Chase Brass and Copper Gifts — at

**\$1**

## The HILL BOOK SHOP

107 Seneca Street Phone 6996

## First Against Slavery

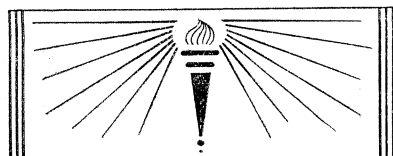
The Germantown settlers in Philadelphia in 1696 are the first recorded to have declared that it was wrong for Christian people to hold slaves.

## Accents and Emphasis

Accent is regular in music, and occurs on the first and third beat in common time and on the first beat in three-four time.

Our tube repairs are safe, dependable and guaranteed. They are the finest tube repairs that it is possible to make. They are "heat-welded on permanently . . . Not stuck-on hopefully".

**EXCHANGE ST. ESSO STATION**  
J. W. Barnes



## DO YOU KNOW?

This column is sponsored by the Ontario County Medical Society

Many colleges on the Pacific Coast have students of Chinese parentage who are studying the Chinese language.

The age of the universe is at least 10,000,000,000 years, according to Sir James Jeans, British astronomer.

Success in the treatment of pneumonia depends much upon a prompt diagnosis, and good nursing care. Immediately after it is known the patient has pneumonia, steps should be taken to determine the type of the disease. Serums are available for the most prevalent forms, but not for all. To determine the type requires a laboratory examination of a sample from the patient's throat. Modern science has developed the technique so that now the type may be determined within 15 minutes of the receipt of the sample. Experts say that in type one pneumonia, for example, the use of serum saves 40 to 50 per cent of those who otherwise would die. The Medical Society of the State of New York is initiating an organized attack on pneumonia during the coming months.

Is it bad for children to eat between meals? No; depending on the child and on the food. If it does not interfere with his appetite for the next meal, he will be benefited by light lunches of fruits, fruit juice, whole wheat bread, or prepared cereals.

Visitors at the Electrical Show at Grand Central Palace, New York City, learned they could buy a radio as cheap as \$14.95, and that they could spend as much as \$1,189.50.

In the middle of the 17th century an approved way to cure insanity was to stick the patient's

head in a furnace and burn out his illusions.

Some difficulty is being experienced in enforcing the new Workmen's Compensation Law, which permits an injured workman to have free choice of his physician. Frequently the workman does not know of the change in the law, which now permits him to have his family physician in compensation cases.

### Paid for With Sables

The sable was the cause of the opening up of Siberia and this animal has paid a large portion of the cost with its skin.

### Stone Age People

In a part of New Guinea heretofore unexplored, an expedition found a dense population living on the primitive level of the Stone age.

### Iron Colors Soil

Limonite, and other related forms of iron, constitute a part of the colloid fraction of soils, to which they impart a reddish, or brownish color.

### Largest Sun Dial

The largest sun dial in the world is in a yard in Macon county, Tennessee. It weighs over ten tons and the shadow bar is 25 feet long.

### Existence of Platinum

The existence of platinum was first made known in Europe by Antonio de Ulloa in 1736. It is usually found in granules, but sometimes is found in masses the size of a pigeon's egg. Pieces weighing ten or more pounds have been found occasionally.

## Not Too Early To Plan For Xmas . . .

GUARANTEED, Reg. \$5.00  
WRIST WATCH for

**\$1.99**

Ask us for particulars

**DAVIDSON'S**

312 Castle Street Phone 6122

Quality Ice Cream

Lending Library School Supplies

## THE 1936 PONTIAC

on display

Saturday, Oct. 19

at

**KITCHELL  
MOTOR CO.,  
INC.**

BUICK-PONTIAC AGENCY

386 Exchange St.

Geneva, N. Y.

DON'T BUY  
ANY KIND OF

## AUTOMATIC HEATING

Until You Have Read

"THE *One*  
RIGHT WAY TO  
HEAT YOUR HOME"

Five minutes reading now  
will save you many  
dollars

A FREE COPY

for you at our office

27 CASTLE STREET

**P. O'MALLEY & SON**  
Blue Coal Semet-Solvay Coke  
(all sizes)

PHONES 6186 or 6232



## THE FUNNYBONE



### Credulity

"Willie Wibbles believes thoroughly in himself."

"Yes," said Miss Cayenne. "Some men are so credulous!"

### Should Have Tied the Cat

Henry—What became of that portable garage you had?

Odolf—I tied the dog to it the other day and a cat came by.

### Noisy Youngster

"Whom is your baby really like?"

"He has my wife's eyes, my nose, but I think he got his voice from the motor horn."

### Too Much Pressure

More—What caused the coolness between you and your girl friend?

Less—A heated argument.

### On the Green

"He plays a fair golf game, doesn't he?"

"Yes, if you watch him!"

### One of the Boys

Bill—"Do you know that boy Jones?" Jim—"Oh, yes, he sleeps beside me at history class."

### Fowl Play

"But weren't you scared when you ran through that flock of geese at 70 miles an hour, dad?"

"No, but I sure was covered with goose-flesh."

### Title Omitted

"Ow's yer missis, George?"

"Oh, she be a-jawin' an' a-jawin' an' a-jawin'."

"Wot's she jawin' about?"

"Wull, she don't say."—*Punch*.

### Hotel Seneca Barber Shop

Jos. O'Byrne, prop.

Anthony Alvaro, associate

HAIRCUTS: Adults ..... 35c

Children ..... 25c

(Free Parking Rear of Hotel)

### Little Hope Left

Rexford—I suppose you think I'm a perfect idiot?

Roberta—Oh, none of us are perfect.

### One-Way Conversation

Telephone Operator—It costs 75 cents to talk to Bloomfield.

Caller—Can't you make a special rate for just listening? I want to call my wife.—*Associated Magazine*.

### They'll Bear Watching

Mrs. A.—I like to have a man about, don't you?

Mrs. B.—Provided I know what he is about.

### Good Sight

"She says her husband is a man of insight."

"Yes, and, believe me, he never gets out of hers.—*Answers Magazine*.

### Leftovers

Tourist (in museum)—What's in here?

Guide—Remains to be seen, sir.—*Answers Magazine*.

### That's Something

"Do you have much variety at your boarding house?" "Well, we have three different names for the meals."—*Tit-Bits Magazine*.

### A Combination

The Customer—Are those real goldfish?

The Clerk—Well, the fact is, there is a little alloy in them. You see, their father is a silver bass.—*Lincoln (Neb.) State Journal*.

## Radiators Cleaned

BEFORE PUTTING IN  
ANTI-FREEZE . . .

Have your

Radiator cleaned,

Pump and Cooling System  
thoroughly checked.

**FINK'S**  
**SUPER-SERVICE STATION**  
Lake St. Phone 2448  
"The Only Independent in Geneva"

## Shaw-Walker Fire Files

Obtainable from

**M. F. DEVANEY**

435 Exchange Street

## COLONEL CHEERIO

Says:

(We Deliver Free)

WHISKEYS .....at 75c pt. up      BRANDIES.....at 65c ½ pt. up  
GINS .....at 75c pt. up      APPLE JACK at 55c ½ pt. up

### READY-TO-SERVE COCKTAILS

NEW YORK STATE WINES.....55c 5th up  
CALIFORNIA WINES.....\$1.10 ½ gal.; \$1.90 gal.  
NEW "MR. BOSTON" ORANGE GIN.....\$1.25 pt.



We Give Christmas Thrifties Redeemable in Cash Next Christmas

## THEATRE NOTES



Joan Crawford

coming to Schine's Geneva Theatre in "I Live My Life" for three days, starting Sunday, Oct. 20.

In conjunction with the picture "Here Comes Cookie" at Schine's Geneva, Fri. and Sat., Oct. 18-19, the Newmiller Bakery, Castle St. have made the largest cookie ever baked in the City of Geneva. This cookie is three feet high and nearly three feet wide and is now on display in the theatre lobby and portions will be presented to the first 100 persons arriving for matinee performance Friday afternoon.

It PAYS to ADVERTISE in the GENEVA COMMUNITY NEWS—every week.

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

**Carpenter and Builder**

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given—free

**MEALS AT ALL HOURS**

Specials every day—reasonably priced

ROOMS: Single Nights.....\$ .75  
By Week..... 3.00

Wines, Liquors, Beer, Ale

**Hotel Howard**

(formerly Bertram's)

EXCHANGE STREET at N. Y. C.

Howard C. Loveland, Prop.

# WHY ANNOY FRIENDS?

When you run short of cash and call on friends for help, you put a strain on your friendship. We'll advance you \$300,

\$200, \$100 or less—promptly—privately—in a business-like manner. What's more, we don't expect you to pay it back all at once, in a lump sum. We let you pay in small monthly installments—and you can take up to 20 months to repay.

## PERSONAL FINANCE COMPANY

of New York  
ROOM 304—THIRD FLOOR NATIONAL BANK BLDG.  
120 GENESEE ST. PHONE 251 AUBURN, N. Y.

LOANS MADE IN NEARBY TOWNS

### FOHL MOTORS REORGANIZE

Fohl Motors, Inc., formerly located in the Adams Garage, Main and Seneca Streets, are now at the Rigby Garage, 230-234 Genesee St. Fohl Motors have recently reorganized and are now a strictly local organization.

Under the present set-up they have taken on the Chrysler and Plymouth lines and also have complete shop facilities with trained mechanics for servicing these cars. A complete line of parts will be carried and the servicing work will be in charge of Harold I. Rigby.

The new 1936 models of Chrysler and Plymouth will soon be on display.

### Effect of Rarefied Air

The rarefied air of high altitudes has a strange effect on the minds of mountain climbers. They not only experience difficulty in remembering what they are doing, but sometimes have hallucinations which cause them to descend the mountain while believing they are still going upward.

Is Your Car Ready for Cold Weather?  
NO!

Then Call 2801

**HERMAN V. BURR**

General Automobile Repairing  
2 Seneca Alley Geneva, N. Y.

*At a Bargain . . .*

**TWO****600 x 16****TIRES and TUBES**

— SLIGHTLY USED —

with new tire guarantee

\*

**RICKELS**

SERVICE STATION

Lake Street

Phone 2920

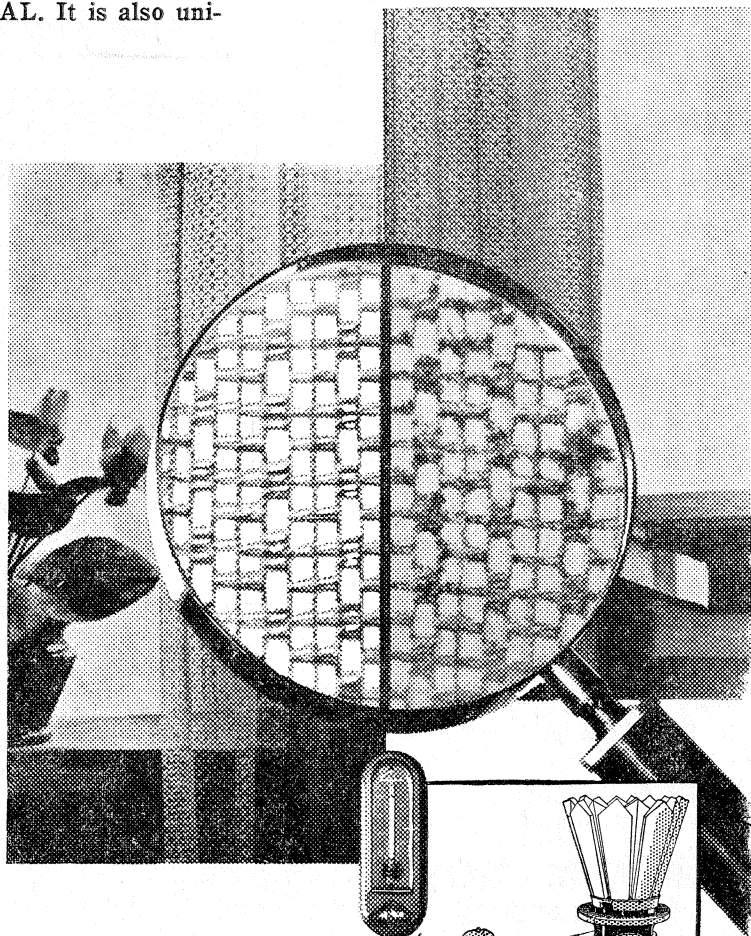


# "CLEANLINESS"

**F**LOORS, woodwork, walls, furniture, curtains, draperies, rugs, seldom require cleaning in homes heated by Automatic Gas Heat, and cleaning bills are reduced as much as 80 per cent — another reason why gas heat is **ECONOMICAL**. It is also uniform, healthful, convenient, **IDEAL**!

See your local Contractor listed below or your Gas Company for a Free Estimate for Heating Your Home with Gas

C. F. Barth  
George Coombs  
Cooney, Watts & Cooney  
John DeVries  
Albert Hennessy  
M. J. Kelleher  
Harry A. Leader  
E. E. McGuigan  
H. R. Ostrander  
John Pontius  
C. A. Rappleyea  
Riggs & Jensen  
Seneca Plumbing & Heating  
Smith & Walsh



This gas burner operates automatically. You don't even need a match to start it in the fall, and you can forget it until time to turn it off in the spring. There is a correct size and type to fit your furnace or boiler. It can be easily and quickly installed.

## GET THE FACTS ABOUT AUTOMATIC GAS HOUSE HEATING—

with older methods of heating, there are many costs besides the fuel cost. Cleaning bills, furnace repair bills, service bills, bills for ash removal, and other similar costs must be added to your fuel cost. With **AUTOMATIC GAS HEAT**, however, there is only one bill to pay.

Have a Free Estimate made of your home now before you order your winter's fuel.

# EMPIRE GAS & ELECTRIC CO.

PHONE  
6641



# The GENEVA COMMUNITY NEWS

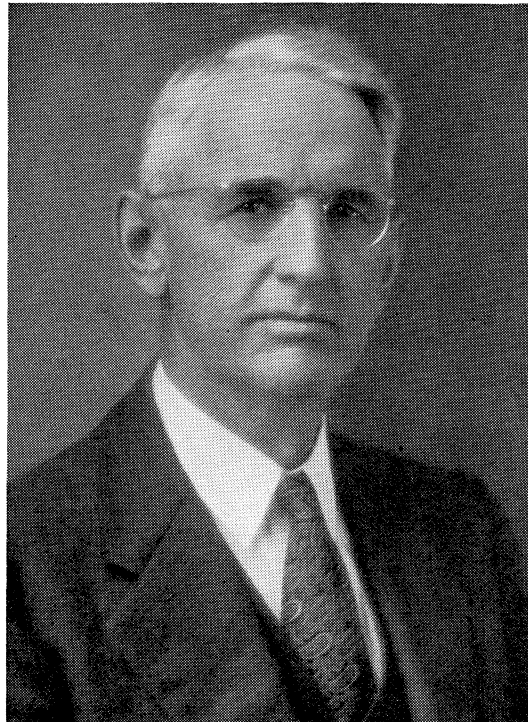
Geneva, N. Y., October 31, 1935

(Political Advertisement)

(Political Advertisement)

(Political Advertisement)

**WIN  
WITH  
WYATT**



**WIN  
WITH  
WYATT**



**FOR MAYOR**

**ROBERT J. WYATT**

★ **Vote the Entire DEMOCRATIC Ticket** ★

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

GENEVA, N. Y., October 31, 1935

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

5100 COPIES WEEKLY

## ALMANAC



"The best horse needs breaking; the  
aptest child needs teaching."

### OCTOBER



29—Washington's army num-  
bers 12,000 to-day, 1777.



30—U. S. Rainbow Division ar-  
rives in France, 1917.



31—Halloween Eve is first cel-  
ebrated as holiday, 1607

### NOVEMBER



1—Chicago's famous Palmer  
House is opened, 1873.



2—First regular radio broad-  
cast in U. S., 1920.



3—William Cullen Bryant,  
noted poet, born 1794.



4—Gatling patents his famous  
machine gun, 1862. ©WNU

## FOOTBALL

Hobart: Saturday, November 2  
—Hobart vs. University of Roch-  
ester, at Rochester.

Geneva High: Saturday Novem-  
ber 2—Auburn High vs. Geneva  
High, at Geneva.

## THIS AND THAT

Tuesday, November 5—election.  
Vote for your favorite candidates  
. . . early . . . but not too often.

Mr. D. F. Sears is the new man-  
ager of the Ice Cream Bar, Seneca  
St. Mr. Sears comes to Geneva  
from Schenectady.

Winners in our "Mis-spelled Word  
and Letter Writing Contest" for the  
last week of the contest (issue of  
Oct. 17) were: Edith M. Cass,  
White Springs Road, and Mrs. R.  
Salem, Universal Ave. The mis-  
spelled words were in ads of Phil-  
lips' Red & White Store, McGuire's  
Dry Cleaning, Wilson & Johnson,  
and Geneva Auto Co.

Read the ads in today's NEWS for  
announcements of additional 1936  
model cars to be displayed this  
week.

Buy in Geneva!

## CARD PARTY

The Altar Guild of Trinity Church  
will hold a card party in the  
Parish House on Wednesday even-  
ing, November 6. A contract bridge  
tournament will be held and Mah  
Jong will also be played. There will  
be prizes and refreshments. Admis-  
sion 50c. This is the first social  
event of the winter season at Trin-  
ity and those wishing tables re-  
served are asked to kindly notify  
Mrs. T. C. Carson or Mrs. H. J.  
Clow.

## Weight of Brains

From 11,000 brains weighed, a  
scientist finds an average weight of  
1,361 grams for man and 1,290  
grams for woman.

## No Comparison

It is farther from Savannah, Ga.,  
to Boston, Mass., than it is from  
London, England, clear across the  
continent of Europe to Rome.

## Jealous of Machinery

When factory machinery for tex-  
tiles was new, England guarded that  
industrial advance so closely that  
baggage of travelers was searched  
lest they carry plans for machinery  
abroad.

## Japan's Sacred Shrines

The shrines on the islet of Eno-  
shima, Japan, are sacred to the god-  
dess Benten.

Have your  
Carburetor Cleaned and Adjusted  
for Winter Driving

## AUTO ELECTRIC SERVICE

CARL E. COLE Phone 2814  
30 Lake Street, opposite Texaco Grille

## RENEW OVERCOATS and LADIES' COATS

Our cleaning and repairing will do  
wonders for last season's coats. . .  
Now is the time to get them ready—  
don't wait until the last minute. . .

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910 78 Castle Street

We give CHRISTMAS THRIFTIES  
Redeemable in Cash at Christmas

IF IT'S

## Real Protection

you want for your cool-  
ing system for the ap-  
proaching zero days . . .

We have various kinds  
of reliable brands of

## ANTI-FREEZE

Be Safe—Not Sorry

\*

## RICKELS

SERVICE STATION

Lake Street

Phone 2920

**K. OF C. FROLIC**

Frank Foley, general chairman of the Knights of Columbus Frolic, which is to be held at the State Armory on November 12 and 13, has appointed a committee of seventeen members to have charge of the various entertainments.

A Treasure Chest, which will be offered as a prize on Wednesday, November 13, is on display at The Loan, Seneca Street. Day by day, until the 13th, the chest will be enriched by donations of money and merchandise. It is estimated that the approximate value of the chest will be \$250. Watch the chest grow.

Many other valuable prizes are to be awarded and the Frolic is sure to be one of the big events of the season.

**Hi Ho's View of Power**

"To exercise power," said Hi Ho, the sage of Chinatown, "needs human study. It is useless to tell men what they must do before learning what they can do."

**SAVE TIME and MONEY**

Come to

**BERG'S MARKET**

for

**Meats and Groceries**

at REASONABLE PRICES

227 Main Street

Phone 2864

Our Own FREE Delivery

**HE'S HERE**

Geneva's

**BIG MYSTERY****Rewards Offered****Wherever You Find Good Dressers  
Together You'll Find Our Clothing**

For Stout Men - For Short Men - For Regular Men

SUITS \$19.50 up      OVERCOATS \$17.50 up

TOP COATS \$16.50 up

**WELCH'S**

494 Exchange St.

Geneva, N. Y.

**CHEVROLET***For***1936****On Display Nov. 2nd**

We are fortunate in having nine new cars for display and can guarantee immediate delivery.

**RUSSELL-HART CHEVROLET, INC.**

South Exchange St.

Geneva, N. Y.

Phone 6621

## ★ DOROTHY GOES SHOPPING ★

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS, or Phone 3529.**

—D—

**Le Brun's Fur Shoppe, 38 Linden St.,** has a fine reputation for excellent repairing, cleaning and glazing of fur garments. Fur coats, neckpieces and muffs are made to order.

—D—

Christmas, for all its age-old spirit, is ever new—an interlude of good will and friendship. It is not too early to start picking up smart small gifts for friends and practical gifts for every member of the family. It is well to remember that you might not find such complete assortments just before Christmas.

—D—

**All** men interested in fine clothes at popular prices are invited to pay a visit of inspection to **A. P. Petersen, 476 Exchange St.** Dry cleaning, hand pressing. **Call 2100.**

—D—

Handsome white pottery urn-shaped vases are charming on the mantel.

—D—

Professor Raimon's exclusive line of French beauty preparations, cosmetics and perfumes may be obtained at **McCarthy's Pharmacy.**

**Liquid Face Cleanser.....\$1.50**

**Skin Softener .....\$1.25**

**Satin Foundation .....\$1.50**

These preparations have been manufactured in accord with special conditions of American climate.

—D—

Clusters of leaves and flowers of all sorts are being used as ornaments on the smartest frocks. For instance, gold leather gardenias as the sole adornment on black suede crepe.

There is still time to join **The Kenwood Blanket Club** at **Lynch's** and secure one of those beautiful, fluffy, all-wool blankets in time for Christmas. A complete blanket assortment and you will like the prices. **Lynch Bros., 479 Exchange Street.**

—D—

Another new material worthy of mention is corded velvet with a tiny silver thread running through it.

—D—

Mistaken Elmer—thinks he can't, but he can have his watch cleaned and repaired at a reasonable price. **Prince's Jewelry Store, 20 Linden St.** Prompt service. All work guaranteed.

—D—

One can depend on **The Bon Ton Millinery, 498 Exchange Street,** to offer the foremost in millinery fashion. Every hat a highlight in style, material and color. De Luxe models **\$1.98**, Thrift models **\$1.00** and **\$1.25.**

—D—

This season, the hair is brushed back from the forehead and temples in big waves, without a parting, the ends are curled at the back and cover half the head. Curls may be worn at the nape of the neck. The brushed-back look is important.

—D—

**The Stewart Studio, 35 Seneca St.,** has a fine, new assortment of standard frames in metal, crystal and wood. All sizes. Prices range from **\$1.00** . . . You are invited to stop in the studio and look them over.

—D—

A lovely selection of Studio Divans are being shown at the factory salesroom of **The Seneca Furniture Mfg. Co., Middle St.** Also the newest in Living Room Suites. You can purchase these pieces from the factory at factory prices.

A pleasant place to eat, is **Dan Hill's Restaurant, 518 Exchange St.** Luncheons and dinners at **35c** and up. Fine food and fine service. Wholesome surroundings . . . all legal beverages are served.

—D—

**Baker & Stark Inc.** will have a very important announcement to make to the ladies of Geneva and vicinity in next week's issue of **THE GENEVA COMMUNITY NEWS.** Don't fail to read this message!

—D—

Visitor: Where can I buy sheer, clear stockings with extra strong feet?

Local Girl: Why, **Lattimer's,** of course, at **492 Exchange St.,** and they're only **69c.**

—D—

Clean, pleasant, responsive faces have the most universal appeal. Consult an experienced beauty operator at **The Harper Method Beauty Salon, 10 Seneca St.,** for advice concerning your skin condition. Facials **\$1.50** and up. **Call 6783.**

—D—

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the **GENEVA COMMUNITY NEWS** when making purchases from any of the advertisers on this page.

"Dorothy".

**WATCH  
The Back  
Of Every  
Man's Head**

## RADIO FLASHES

by Ralph Le Brun



A casual glimpse of Tom Waring, brother of Fred, and leading vocalist with the Pennsylvanians, heard with Colonel Lemuel Q. Stoopnagle and Budd over the Columbia network each Tuesday. Except for a brief period, Tom has been with Fred's organization since its humble beginning several years ago in their home town of Tyrone, Pa. (Picture through courtesy of WFBL)

A play-by-play description of the Princeton-Navy football game in the Palmer stadium at Princeton, N. J. will be broadcast over the Columbia network by Ted Husing on Saturday. Preceding the game, at 1:30 p. m., the usual CBS Football Souvenir program will present the songs of the competing college and academy. At 6:35 p. m., Paul Douglas will give the results of football contests all over the country.

Richard Crooks, famous Metropolitan Opera tenor will rejoin Margaret Speaks, young soprano star, as featured soloists on the Voice of Firestone's new winter series beginning Monday at 8:30 P. M., over the NBC-WEAF network.

(Continued on page 6)

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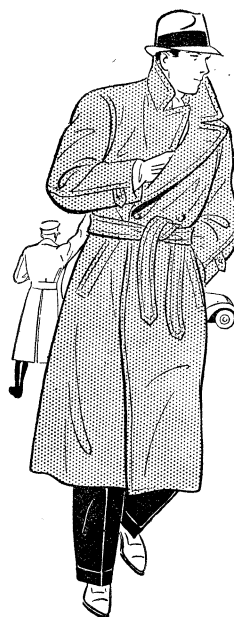


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FOR YOUR INFORMATION The law does not allow us to be open on Sunday.

### RADIO FLASHES

(Continued from page 5)

Celebrated friends and admirers of Will Rogers will be heard in a broadcast over the combined NBC and CBS networks on Saturday, at 10:30 p. m. The program will open from New York with Gene Buck, Geo. M. Cohan, Fred Waring and His Pennsylvanians, Arthur Brisbane and Ray Noble's orchestra; switch to Chicago for Amos 'n Andy; back to New York for an unannounced feature; out to the West Coast for Fred Stone, Herbert Hoover, Charles Chaplin, Billie Burke, Captain Frank Hawks and Irvin S. Cobb; and return to New York for Kirsten Flagstad, Eddie Rickenbacker and Rudy Vallee and his Orchestra.

They haven't built a statue for Major Bowes yet, but the director of NBC's amateur hour seems destined for posterity. A street was named for him in Trenton, N. J., and a wing of Kernan's Hospital in Baltimore, Md. has just been dedicated to him. The Major already is centennial captain of the Texas Rangers, honorary member of the Dallas Chamber of Commerce and honorary lieutenant colonel of the governor's staff of the state of Georgia.

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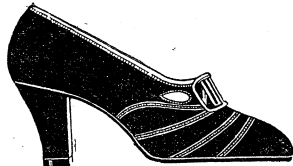
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492 EXCHANGE

## Y. M. C. A. ACTIVITIES

The Junior Red Cross First Aid Class will hold its first session Tuesday, November 5, at 4 p. m. This class is open to all boys in the sixth and higher grades. A Y. M. C. A. membership is not required. Registration should be made at once.

The Senior Hi-Y boys are to have a paper and magazine campaign this week Saturday and will appreciate any contributions, especially old magazines. Phone the "Y" and the boys will call.

The Junior Hi-Y boys will hold a bake sale at the former Downy-flake Shoppe on Linden Street on Saturday, Nov. 2. The money is to go toward the paying of the boys' pledges for the "Y". The support of the public will be appreciated.

Pledges on the recent 1935-36 drive are still coming in, but if any were missed in the recent campaign if they will phone the "Y" it will be appreciated and someone will call.

The Junior Comrade Club has changed its schedule and will meet on Thursdays at 4 instead of Fridays. This week Saturday the club will have its first dinner of the season and moving pictures will be shown.

## Taffeta Taken From Persian

The name taffeta comes from the Persian word, taftan, which means to spin.

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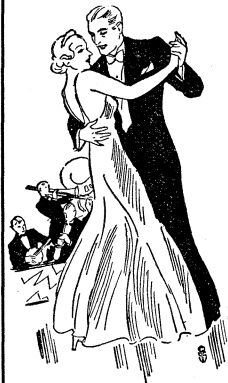
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# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Jellied Chicken and Egg Salad

- 1½ cups chicken broth or water
- 1 onion, chopped
- 1 red pepper, chopped
- 1 teaspoon salt
- 1 tbs. Worcestershire sauce
- 2 lbs. gelatin
- 2 cups diced chicken
- Eggs (3 or 4)

Cook eggs until hard. Cool. Cook onion, pepper, salt and sauce in stock and add this hot to gelatin which has been soaked in enough cold water to cover. When thoroughly dissolved, pour into oblong mould to ½" depth. Set on ice to stiffen. Arrange slices of egg on jelly. Add remainder of egg and diced chicken to gelatin and pour all into mold. Chill and serve on lettuce in slices with dressing.

Mrs. J. M. T., Hamilton St.

## Creamed Oysters for Twelve

- 3 cups milk
- 6 level tablespoons flour
- ½ cup butter
- 1 quart oysters drained
- 6 small stalks celery minced
- ½ to 1 teaspoons salt

- 2 teaspoons Worcestershire sauce
- ½ teaspoon paprika

Heat milk in a double boiler, add butter and flour stirred to a paste with 4 tablespoons water. Bring to a boil, stir and add the minced celery. Heat the oysters in their liquid until plump and their edges slightly curled. Season the sauce as directed add the drained oysters, allow to stand over hot water a few minutes. Serve in patty shells or deep dishes with crisp toast triangles.

Mrs. W. H., Prospect Hill

## Peach Pecan Roll

- 2 cups flour
- 2 teaspoons baking powder
- ½ teaspoon salt
- 2 tablespoons butter
- ¾ cup milk
- 5 peaches
- ½ cup pecans
- 1 tablespoon butter
- ½ cup brown sugar
- 1 teaspoon cinnamon

Sift together flour, baking powder and salt, mix two tablespoons

butter with fork, add to first mixture; add milk, roll dough one-half inch thick. Pare and slice peaches, spread over dough; sprinkle with chopped pecans, cinnamon and brown sugar; dot with butter; roll up like jelly roll, slice about 1-inch thick, place in well buttered baking dish, mix one-fourth cup brown sugar with two cups water, pour over slices and bake 30 minutes.

L. S., Exchange St.

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DAMP WASH  
10 lbs - - - 39c

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## Geneva Free Library

In preparation for Children's Book Week, November 17-23, the library is acquiring a great many new books both for adults and children, some of which are now available. A few of those which may be obtained now are:

### Fiction

"Deathblow Hill", Phoebe A. Taylor  
"These Elder Rebels", Helen A. Beals  
"Selina", Sheila Kaye-Smith  
"Puritan Strain", Faith Baldwin  
"Four Winds", Roland Pertwee  
"White Ladies", Francis Brett Young

### Non-Fiction

"In Soap Sculpture", Lester Goba  
"Gone Rambling", Cecil Roberts  
"New Pathways in Science", Sir Arthur Eddington  
"How I Watch Football", Lou Little  
"My Life in the Moslem East", Emma C. Panafidine  
"Will Rogers", by P. J. O'Brien

### Seeing in the Dark

No animal can see in absolute darkness, but the eyes of many of them are so adapted that they can see very well in a minimum of light. The average night is not very dark to an owl or cat.

## SPECIAL

UNCLE HIRAM "BRIGHTEN-ALL" FURNITURE POLISH AND CLEANER

1 pt. size ..... 60c  
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Remove hot dish stains from Dining Room Table, use "VARNA-SMOOTH" ..... 75c can

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A Fascinating Group of  
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Hair Bandeaux, Rings .....

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at .....

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We Give CHRISTMAS THRIFTIES  
Redeemable in Cash at Christmas



**Rochelle Hudson**

in "Way Down East" at Schine's Geneva Theatre, this week  
Thurs., Fri. and Sat.

#### First Head on U. S. Coins

The profile of George Washington was the first head used on American coins.

#### Birds Know Their Own Eggs

Some birds recognize eggs that are not their own placed in their nests or laid there by other birds and they will push them out or destroy them rather than sit on them.

#### "Galop," Spirited Dance

The "galop" is a spirited dance of German origin in 2-4 time. It was introduced into Paris in 1892 and subsequently became a favorite dance of the Victorian era.

#### Important South American Harbors

Bahia and Rio de Janeiro, Brazil, and Bahia, Argentina, are probably the largest commercially important harbors of South America.

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Essex Sedan-29	8.54
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Studebaker Sedan-28	8.54
Ford Tudor Sedan-29	12.56
Chevrolet Sedan-29	13.56
Chrysler Coupe-29	13.56
Buick Sedan-29	17.60
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DeSoto Sedan-31	19.60
Studebaker Sedan-29	19.60
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Chevrolet Stake-27	7.53
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Ford Panel-31	19.60
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## EASY MONEY

Find

Who is Who

### GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"Think right, eat right, breathe right."

"Preseverance is to take hold, hang on and never let go."

"Time changes — principles endure."

"Today's fears are but horrible imaginings."—*Shakespeare*.

"One generation of correct breathers would so rejuvenate the race that disease would become so rare as to become a novelty."

"Self discipline is the hardest task, yet the noblest goal."

"A job begun is half done."

"Failure never comes to the man who keeps too busy to think about it."

"Nerve is that quality which permits a physical lightweight to bawl out a cop and get away with it."

"The most dangerous man to meet is the one who smiles when he is hit."

(To be continued)

#### Name of Muse of Music

Cal-li-o-pe was the name of the muse of music, and the shrieking demon in the circus parade inherited it.

### The Cool Humboldt Current

Lima is ten degrees closer to the Equator than Rio de Janerio, but many degrees cooler, although both cities are at sea level. The difference is due to the cooling influence of the Humboldt current.

### Foreign Americans

Over 100,000 Americans live in the various countries of Europe the year round.

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America's mightiest drama  
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"WAY  
DOWN  
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Rochelle Hudson  
Henry Fonda



Plus  
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## DANGER IN THOSE KISSES!

Don't miss this Rendezvous  
with 'Thin Man' Powell in his  
gayest thrill-entertainment!



with  
**ROSALIND RUSSELL**  
**BINNIE BARNES**  
LIONEL ATWILL • CESAR ROMERO  
SAMUEL S. HINDS

READ THE  
CLASSIFIED AND WANT ADS  
ON PAGE 10

## A DASH OF LOCAL COLOR

By NELSON S. BOND

Copyright McClure Newspaper Syndicate. WNU Service.

Chet Anderson, grinning broadly, slid into a seat beside mine at Tony's.

"I've got time for one drink," he decided. "Then I've got to scoot over to the office. Just about make the deadline."

"Since when did you start writing deadline stuff?" I scoffed. "I thought the obit column was your specialty."

"One of Brown's brainstorms," explained Chet. "He's turned me into a sort of male sob-sister. I take a ride into the sticks every afternoon and come back with a local color jag on. I've got the biggest howl here in my pocket . . ." He tapped a couple of sheets of folded copy paper. "This story will knock 'em right off their pins. It's a natural. Let me tell you about it."

"I was driving along a road down East Orange way when I saw this old hick leaning on a rail fence, chewing a blade of grass and looking at the sky to see if it would rain tomorrow. He was the typical stage 'Rube' if ever I saw one. One slant

at him and I knew I had my story for the day. I pulled up the car.

"'Hyah, Pop!' I said, 'How's tricks?'"

"'Wal,' he opined, 'things could be better; they could be wuss.'"

"'Guess it's pretty noisy around here sometimes,' I said, taking a squint at the vacant fields and the lonely road, 'when all the folks come down to market.'"

"'Well, you'd have died laughing. I don't think the old boy quite knew whether I was kidding or serious. He just stood there looking at me.'"

"'Never very busy around these parts, Son,' he says, 'but there sure is lots of time for thinkin'.'"

"I laughed. 'That might be all right for you, old timer,' I told him, 'but give me the Broadway glims every time. I'd get the jitters out here.'"

"'Does a man good to do some thinkin' once in a while,' drawls the old fellow."

"'Maybe so,' I said, 'but in my business you have to act first and do your thinking afterward. I'm a newspaper reporter.'"

"He nodded; sort of impressed. 'I've done a mite of writin' myself,' he says, finally, 'long time sense.'"

"'Well,' I said, 'why didn't you stick to it?'"

"'I gave it up,' said the old geezer seriously. 'I found that I couldn't worry and fret about handsome writin' and still live happy.'"

(Continued next week)

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NO!

Then Call 2801

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50 XMAS CARDS FOR \$1.00  
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**Cape Cod Bridges Large**

Cape Cod highway bridges are marvels of engineering genius, by far the largest of their type in the world. Although they appear to be great steel arches, they are, in fact, truss bridges without any arch support.

**Claims Credit for the "Rocker"**

New England claims the credit for the invention of the "rocker." The design was suggested by that of one of the cradles which arrived at Plymouth Rock on the Mayflower.



## DO YOU KNOW?

This column is sponsored by the Ontario County Medical Society

All the land area in the world does not equal in extent the area occupied by the Pacific Ocean, which, as any traveller will agree, is not especially peaceful, despite its name.

There are 50 million "untouchables" in India; they provide the greatest single obstruction to modern public health measures.

Statistics show that it is four times as dangerous to drive an automobile at night as during the day.

There are records in the possession of the National Tuberculosis Association which show that more than 600 fake "cures" for tuberculosis have been foisted on the public. Every few months there is a new one. There is no cure for tuberculosis but the slow, proved regime of rest, fresh air, nourishing food and sunshine. Leading physicians say that this cure may be taken in sanatoriums near home, and there is no need for a patient to seek a better climate far away from friends.

Rest, said Shakespere, "knits up the ravelled sleeve of care" and is "Nature's sweet restorer." But it took modern medical science to prove it to be the principal weapon of mankind in his fight against tuberculosis and also heart disease. Today both these diseases are controllable, if the early signs are acted upon, and stress and strain leading to undue fatigue are avoided. The degree of activity allowable will be indicated by the physician.

Cancer experts recently issued warnings to the public about a new lead cure for the disease, advanced at a meeting of chemists in San

Francisco. The danger from claims for cures is that patients desert the recognized method of treatment, lured by hopes of quick relief. It is not too much to say that every false cure which is proclaimed kills many people just as surely as if they had been shot down with a bullet.

Beneath part of the city of Paris are catacombs the walls of which are constructed of the bones of human beings.

### Existence

If ever the time arrives that existence becomes so easy that effort and courage are not required, the decline and fall of civilization will be at hand. The glory of our history has been in the display of these qualities.—Calvin Coolidge.

### How a Punkah Is Made

A punkah is a gigantic fan used to keep the air stirring in rooms in India and other tropical countries. It consists of a light frame of wood, covered with calico and suspended from the ceiling. It is usually operated by a native servant.

The car to  
**SEE!**  
**DRIVE!**  
**BUY!**  
the **SILVER STREAK**  
**PONTIAC**  
For 1936  
**SIXES — EIGHTS**  
Now on display at  
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**INC.**  
**BUICK-PONTIAC AGENCY**  
386 Exchange St.  
Geneva, N. Y.

## REAL AUTOMATIC HEAT WITH COAL AT LOW COST

If you are using Oil or Gas and you want . . .

**BETTER - SAFER - CLEANER AND CHEAPER HEAT**

. . . let us show you how

Oil at \$.07 per gallon = \$16.00 per ton Coal

Natural Gas at \$.70 per M (Geneva Price) = \$18.00 per ton Coal

**A Full Automatic MOTOR STOKER using RICE COAL,**

Direct from Bin, with Ash Removal

**\$6.65 per ton**

Therefore:

10 Tons Rice Coal, costs	\$ 66.50	You Save
Equivalent in Oil	160.00	\$ 93.50
Equivalent in Gas	180.00	113.50

You get **BETTER, STEADIER HEAT** because your heating plant is designed for Coal

Stop in our office 27 CASTLE STREET and see a Full Automatic Stoker in operation.

**P. O'MALLEY & SON - - Coal & Supply Co.**

'BLUE COAL'

Phone 6186 or 6232

SEMET-SOLVAY COKE



## THE FUNNYBONE



### Annoying Memory

"My wife has the worst memory I ever heard of."

"Forgets everything, eh?"

"No, remembers everything."

### Swooning By Stages

He: "This dance hall is surely crowded."

She: "I'll say so. Half an hour ago I fainted and had to dance around four times before I could fall."

### The Wrong Move

Steeplejack—Say, Tom, where's that new assistant of yours—the fellow who had been an artist?

Second Ditto—Didn't you hear about him! As soon as he had laid a few lines of bricks, he stepped back to admire his work!

### Beneficial

"Has your son's college education been of any value?"

"Oh, yes; it cured his mother of bragging about him."—*Boston Evening Transcript.*

### Dangerous

A young woman was calling on her neighbor.

"Come, Bobby," the mother reproved her small son. "Don't be a little savage. Kiss the lady."

"No, said Bobby stubbornly, "she might slap me, like she did Daddy."

### Time Will Tell

"Doctor," said the sick man, "The other doctors seem to differ from you in their diagnosis of my case."

"I know," replied the medical man cheerfully, "but the post-mortem will show which of us is right."

### Hotel Seneca Barber Shop

Jos. O'Byrne, prop.

Anthony Alvaro, associate

HAIRCUTS: Adults ..... 35c

Children ..... 25c

(Free Parking Rear of Hotel)

### Too Dumb

"Did your watch stop when it dropped on the floor?" asked a man of his friend.

"Sure," was the answer. "Did you think it went through?"

### Well Taken

"Listen to this, Maria," said Mr. Stubb as he unfolded his scientific paper. "This article states that in some of the old Roman prisons that have been unearthed they found the petrified remains of the prisoner."

"Gracious, John!" replied Mrs. Stubb, with a smile, "I suppose you would call them hardened criminals."

### Not Guilty

"Are you the barber that cut my hair the last time?"

"No, I have worked here only a year!"

### Followed Instructions

Head Cook: "Didn't I tell you to notice when the soup boiled over?"

Assistant: "I did, It was half-past ten."

### Easily Explained

"I wonder why it is that fat men are always good-natured?"

"Probably because it takes them so long to get mad clear through."



as low as  
**50c**  
a week

insure quick  
starts... cut  
recharging expense



Defroster Hose  
Attachment keeps  
windshield clear

as low as  
**50c**  
a week

**FINK'S**  
**SUPER-SERVICE STATION**  
Lake St. Phone 2448  
"The Only Independent in Geneva"

### Shaw-Walker Fire Files

Obtainable from

**M. F. DEVANEY**

435 Exchange Street

## COLONEL CHEERIO

Says:

(We Deliver Free)

"OLD OVERHOLT" Bonded Whiskey.....\$2.25 pt.; \$4.40 qt.  
"OLD METHUSALEM" Fine Blend Whiskey, \$1.75 pt.; \$3.40 qt.  
OTHER WHISKEYS.....75c pt. up  
GIN .....75c pt. up  
NEW YORK STATE and CALIFORNIA WINE.....55c 5th up



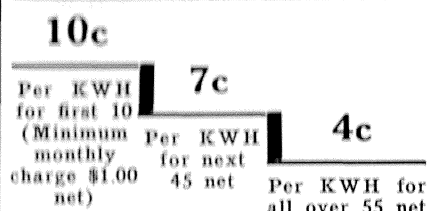
We Give CHRISTMAS THRIFTIES

Redeemable in Cash at Christmas

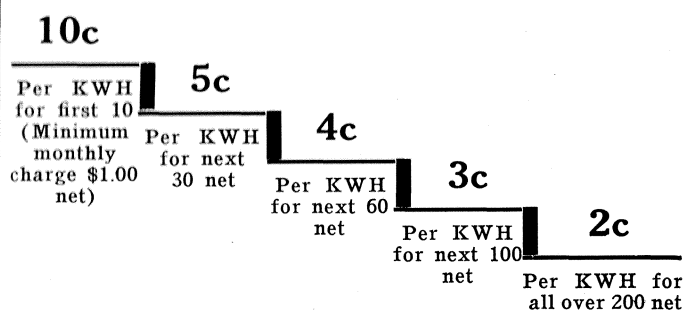


# DOMESTIC ELECTRIC RATES CAME DOWN MARCH 1<sup>ST</sup> THEY WILL COME DOWN AGAIN JANUARY 1<sup>ST</sup>

## PRESENT RATE



## JANUARY 1<sup>ST</sup> RATE



## Customers Will Save \$198,000 Annually

On March 1st, 1935, the Company put into effect a new lower electric rate which saved the customers \$116,000 annually. Another domestic rate reduction to become effective on January 1st, 1936, was promised—HERE IT IS!

This new electric rate will effect a substantial saving to all domestic customers over the present rate now in effect.

Inasmuch as the more electricity you use the

less it costs per kilowatt hour, you can readily appreciate why it is to your advantage to make a wide use of your electric service, thus adding to the comfort and convenience of your home. Find out today how little it costs to use any of the appliances you may have in mind. Remember, the more electricity you use the less it costs per kilowatt hour. Most appliances may be bought on easy monthly terms.

ABOVE RATES APPLY TO CITIES ONLY

# EMPIRE GAS AND ELECTRIC COMPANY

GENEVA, NEW YORK



### GENEVA'S MYSTERY MAN

Well, he's here. "WHO IS WHO", the big mystery. What does it mean? Cash Awards. Gee, everybody all over the territory in which THE GENEVA COMMUNITY NEWS circulates is talking about WHO IS WHO and asking questions. Have YOU seen WHO IS WHO?

Nobody seems to be able to answer the question, "Who Is Who?" Thousands of people have seen and read the ads in last week's issue of THE NEWS—have seen the picture of the back of a man's head—also noticed that cash rewards are offered for finding WHO IS WHO.

Men have been stopped on the streets and asked to kindly remove their hats that a better view could be had of the back of their heads.

Others have written to the publishers requesting more information. We are anxious to help you all we can and will furnish from time to time such information as we get that we feel will assist you in finding WHO IS WHO, as we are naturally desirous to see some one of our many readers capture a nice bunch of easy money. And readers of THE NEWS know from past experience that there is no catch, trick, or strings tied to any offer made by this paper.

So we say now, don't give up, find WHO IS WHO. Ask everybody, get all the information you can and we'll help you and, above all, DON'T MISS NEXT WEEK'S ISSUE of THE GENEVA COMMUNITY NEWS and each of the succeeding issues.

## LOANS TO



ALL THE TIME YOU NEED

TO REPAY . . . 3, 6, 9, 12, 15,

or as long as 20 months!

COME IN. WRITE. OR PHONE

# Salaried PEOPLE

... on 6 Different Plans ... so we can accommodate practically everyone who is steadily employed. Whether you want \$300 or less, call on us! We'll advance you the amount needed to pay bills ... make home improvements ... or refinance the balance owed on your car, furniture or refrigerator.

## PERSONAL FINANCE CO.

of New York  
ROOM 304—THIRD FLOOR NATIONAL BANK BLDG.  
120 GENESEE ST. PHONE 251 AUBURN, N. Y.

LOANS MADE IN NEARBY TOWNS

H. I. RIGBY

H. A. FOHL

## ANNOUNCING . . .

THE 1936  
**PACKARD**  
ON DISPLAY  
NOV. 1

1936 PLYMOUTH NOW ON DISPLAY  
1936 CHRYSLER TO BE HERE SOON

\* \* \*

## FOHL MOTORS, INC.

230-234 GENESEE ST.

# The GENEVA COMMUNITY NEWS

Geneva, N. Y., November 14, 1935

**INTERESTING!!!**

**SECOND ANNUAL**

**EDUCATIONAL!!!**

## **LIVE MINK & FOX SHOW**

of the New York State Fur Breeder's Association

GENEVA CONVENTION HALL (formerly Danc' Inn)

AFTERNOON AND EVENING **FRIDAY AND SATURDAY, NOV. 15 and 16**

PLENTY OF PARKING SPACE

ADMISSION 25c

### **Pre-Holiday Clearance**

(making room for Xmas merchandise)

ANOTHER ONE OF THOSE JUSTLY  
POPULAR PER CENT SALES

**10 per cent discount**

will be given on

**Thursday • Friday • Saturday**

NOV. 14-15-16

FIGURE YOUR SAVINGS YOURSELF

**Howard Dry Goods Co.**

### **Look . . .**

regardless of whether you  
wish to buy,—

get acquainted with  
our values.

**SUITS \$15.00**  
**TOPCOATS to**  
**OVERCOATS \$20.00**

\* \*

**"BROOK'S"**

41 SENECA ST.  
Geneva



5100 COPIES  
WEEKLY

**ADVERTISE--EVERY WEEK**

5100 COPIES  
WEEKLY

in the

**GENEVA COMMUNITY NEWS**

"An Advertising Medium of Distinction"

Distributed in GENEVA, WATERLOO, PHELPS, OVID and WILLARD

P. O. Box 146

Phone 2108

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

GENEVA, N. Y., November 14, 1935

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva, Also Ovid, Willard, Waterloo and Phelps.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

## ALMANAC



"He who is too quick at borrowing is always too slow at paying."

### NOVEMBER



12—Montreal surrenders to U. S. General Montgomery, 1775.



13—Robert Louis Stevenson, author, born 1850.



14—World's first horse cars appear in New York, 1832.



15—First Indian Church opens, Natick, Mass., 1660.



16—U. S. resumes relations with Soviet Russia, 1933.



17—First crop suey is concocted in United States, 1894.



18—Beachy does first loop the loop in airplane, 1913.

©WNU

## Marionettes at High School

Sponsored by the Geneva Teachers Association the Olvera Street Marionettes of Los Angeles will present Mark Twain's "Huck Finn and Tom Sawyer" at the High School Auditorium tonight (Thursday, Nov. 14) at 8:15.

## ANNUAL FUR SHOW

"Bigger and better than last year" stated Harold R. Vrooman, Secretary, when interviewed regarding the second annual Mink and Fur Show of the New York State Fur Breeder's Association scheduled for the afternoon and evening of Friday and Saturday, November 15 and 16, at the Geneva Convention Hall (formerly Dance Inn), Lake Street.

The show this year is open to entrants from all States, East of the Mississippi River.

Mr. Vrooman further advised that it was through the efforts of Lee Taylor, Secretary, and Wm. G. Warr, chairman of the convention committee, of the Geneva Chamber of Commerce, that the show is being held in Geneva again this year. (See ad, page 1.)

In connection with the show, educational meetings are to be held at the Masonic Temple at 1 p. m. and 7 p. m. on the afternoon and evening of Thursday, November 14. These meetings, which will be of special benefit to anyone interested in the breeding of fur bearing animals, are open to the public. There will be no admission charge and a number of speakers from different parts of the United States are expected.

It's Smart to be Thrifty  
Restore his TIES by careful  
DRY CLEANING

for about one-tenth the cost of new ones  
Let's give him a pleasant surprise  
Phone us to-day

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910 78 Castle Street

We give CHRISTMAS THRIFTIES  
Redeemable in Cash at Christmas

## Has Wings, No Feathers

Although the bat, a mammal, possesses wings, birds are the only members of the animal kingdom that can boast feathers.

Do your Xmas Shopping Early  
and Buy in Geneva.

The Presbyterian Church of Seneca Castle is to have a Chicken Supper and Fair at Grange Hall, Seneca Castle, Thursday, Nov. 21. Tickets 50c.

## TEXACO GRILLE FINE FOODS

(and plenty of parking space)  
Tender, Juicy, Reasonably Priced  
Steaks  
LAKE ST. (just off Exchange)

## BE COMFORTABLE . . .

in your car this winter

Quality Heaters from \$7.95 up

## AUTO ELECTRIC SERVICE

CARL E. COLE

Phone 2814

30 Lake Street, opposite Texaco Grille

## Don't Delay!

Drive in . . . Now . . . and  
have your car conditioned  
for winter driving.

Let us put in the proper  
grade of Winter Oil . . .

Also proper transmission  
and differential lubricants.

Don't let Old Man Winter  
bother you . . . get ready  
for him.

\*

## RICKELS

SERVICE STATION

Lake Street

Phone 2920

## SOME ONE

Will Find

"Who is Who"

IT MAY BE YOU

## RADIO FLASHES

by Ralph Le Brun



**Jacques Renard**, conductor of the orchestra heard on the weekly programs featuring George Burns and Gracie Allen over the Columbia network Wednesdays at 8:30 P. M. Renard, who hails from Boston, is one of radio's pioneer and best liked conductors.

"A Discussion of the New Deal" will be the subject of an address which Herbert Hoover will deliver at the dinner of the Ohio Society in the grand ballroom of the Hotel Pennsylvania in New York and which will be broadcast over the Columbia network on Saturday at 10 P. M.

The first transatlantic broadcast from Bucharest, Roumania, will be heard over CBS on Sunday, at 12:45 P. M. It will consist of folk songs by the Carmen Choir, and the Dinicu Gypsy Orchestra.

Ted Husing will describe the Army-Notre Dame game for CBS listeners, Saturday, at 1:15 P. M. At 1 P. M. the Notre Dame Glee Club will broadcast from South Bend, Ind., with a program of football songs. Also over CBS on Saturday the University of Pennsylvania Glee Club will be heard at 12 noon.

Wendell Hall is always prepared for emergencies. He appears for his broadcasts armed to the teeth with musical paraphernalia. His ukeleles—he has two exactly alike—are especially built from his own designs. Each

(Continued on page 8)

In the evening hours

If your radio won't click

Telephone me

For SERVICE that's quick

**RALPH LE BRUN**

225 High Street

Phone 3237

## WILL ROGERS MEMORIAL

Starting Tuesday, Nov. 12, and continuing until Wednesday, Nov. 27, Geneva is co-operating in a national Will Rogers Memorial campaign. John Eden Farwell of "The Loan" is chairman of the Geneva drive.

No definite type of memorial has been decided upon, nor any financial goal set, the plan being to have a group of nationally known personages select a fitting memorial upon completion of the campaign.

Newspapers, banks and civic organizations throughout the nation are co-operating.

In Geneva contribution boxes have been placed in the lobbies of the banks and also in Schine's Geneva Theater. All are invited to contribute whatever amount they may care to and sign a pad provided for that purpose.

Join the Red Cross . . . this week

## EXCLUSIVE TEA ROOM

(No Liquor Served)

NOW OPEN! AT 67 HAMILTON ST.

Offering a Distinctive Service to Particular People

BUSINESS MEN'S LUNCHEONS . . . 12 to 2

DINNERS . . . 6 to 8

Phone 6362

MRS. E. M. LUTZ

## FINE VALUES in USED CARS and TRUCKS

CHEVROLET:—

1934 COACH

1934 TOWN SEDAN (trunk)

1933 SEDAN

1933 COACH

1932 TOWN SEDAN (trunk)

PLYMOUTH:—

1933 SEDAN

FORD:—

1931 SPORT COUPE

Also a few Good Used Cars, with down payments as low as \$25.00

For information concerning Chevrolet word-contest, see item elsewhere in this issue.

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

## \* DOROTHY GOES SHOPPING \*

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS, or Phone 3529.**

—D—

**Mrs. Coblio** announces her new location—**160 E. North St.** . . Several pairs of used shoes (narrow widths) in good condition are selling at **\$1.50**. Also, samples, damaged shoes and regular stock.

—D—

The shopping page is meant to be a source of information and news to thrifty shoppers. Any suggestions which will make it more interesting to you will be deeply appreciated.

—D—

Thank you Ladies, for mentioning what caused you to investigate those charming Gifts and Bridge Prizes at **The Firoozi, 32 Linden St.** I wish to remind you that prices are as low at **50c**. You are invited to step in and browse around.

—D—

A swagger note to your coat is the thing, and the newest swagger has two big box pleats at back.

—D—

**The Corner News**, located at **Main & Castle St.**, is on the bus line. You'll find it a convenient place to purchase your favorite newspaper and magazine. The store opens at **6:15 A. M.** and closes at **11:00 P. M.**

—D—

Hair has so many possibilities for glamour. There ought to be one hair rule engraved in every woman's mind: "Keep the ends tidy." Short locks or long, there is something too distressing about straggly ends. And if you want your hair to be really lovely, brush it until it shines.

—D—

The attractive **Wee Blue Inn** at **Bean's Hill** is to remain open all winter. They are catering to Bridge and other Special Parties and the rates are reasonable. For reservations Phone 2530. Special dinners are also served every day.

Several new shades have just been added to our already extensive stock of hosiery colors. Exquisitely beautiful . . . yet made to lead a long and vigorous life. 59c, 69c, 89c. **Lattimer's Shoe Store, 492 Exchange.**

—D—

Again **McCarthy's Pharmacy, 162 Castle St.** scores with the largest and finest assortment of Christmas Greeting Cards available in Geneva. All new stock. Select yours while the assortment is complete.

—D—

It's hard to sell a man who doesn't want to buy. We don't even try. If you need a new suit, all we ask, is that you inspect **International Custom Clothes.**

**A. P. Petersen,  
476 Exchange St.**

—D—

Did you know that **Demming's** have a fine assortment of pictures? Beautiful frames, too. There are all sizes and prices are as low as 25c. Pleasing Christmas Gifts. **Demming's Wall Paper and Paint Store, 505 Exchange St. Call 2998.**

—D—

Mrs. Smith had long wanted to have that living room of hers "done over". Still, she never seemed to have the cash. One day she read about The Federal Housing Act. She said to herself, "There—I'll bet that will solve my problem for me!" So she went down to **The Loan on Seneca St., West** (the Building with the Green Window Bars) and found out about this "F.H.A." as it is called. The next day she had the money to pay cash for her new room and a little book on which she is going to make very small monthly payments at The Loan for only twelve months. Mrs. Smith has her room. Three people were given work. It was good not only for Mrs. Smith and the decorators, but for everybody in Geneva. Almost any kind of improvements to your home can be financed in this simple way.

Thrifty shoppers who will give invaluable Christmas gifts are taking advantage of the **Special** which **The Stewart Studio, 35 Seneca St.**, is now offering. See the new and more attractive portrait styles.

—D—

A reliable Laundry? "**The Geneva Star Laundry, 511 Exchange St.**" Dorothy replies, is a local concern which operates in conjunction with your interest in dependable and efficient laundry service." Four different services at a price within the reach of all. **Phone 2112.**

—D—

Cramming for good looks is never successful. Facials under the skilled hands of a beauty expert should be part of your regular routine. **The Harper Method Beauty Salon, 10 Seneca St. Call 6783.** Prices \$1.50 and up.

—D—

You'll really enjoy the delicious luncheon and dinner menus served at **Dan Hill's Restaurant, 518 Exchange St.**, at 35c and up. All legal beverages are served. Prompt service. Pleasant surroundings.

—D—

Don't be late for appointments! Have your watch or clock checked at **Prince's Jewelry Store, 20 Linden St.** Expert work at very reasonable rates. . . A fine variety of picture frames on display.

—D—

Ladies!! A Distinctive Treat to Your Complexion at **The Hewit Cut Rate Drug, 433 Exchange St.** Beautex **Cold Cream Soap** in four different odors—Rose, Palm, Orchid and Bouquet. Box of 30, 99c or if you prefer, 6 cakes 19c. Delivery service. **Call 2547.**

—D—

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the **GENEVA COMMUNITY NEWS** when making purchases from any of the advertisers on this page.

**"Dorothy".**

**RIGHT NOW . . .**

These two points on your car  
need attention

- × transmission
- × differential

We have the proper Winter grades  
of gear oil for each unit

**WILSON'S ESSO STATION**

Lake Street

Phone 4082

## EXPERT RADIO REPAIR SERVICE

—o—  
National Batteries  
—o—

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St.

Phone 6522

SOUND SYSTEMS FOR RENT

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

**Carpenter and Builder**  
Weatherstripping and Caulking

**Frank M. Mowers**

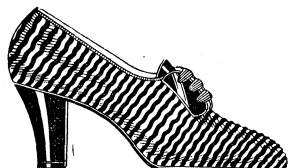
52 Jefferson Avenue

Phone 5170

Estimates cheerfully given — free

**"THE SMART STEP"**

Buy Your Next Pair at Lattimer's



A NEW PIN-TUCK TIE WITH  
BOULEVARD HEEL  
AAA to C

**\$4.95**

Many Other Styles \$2.98 to \$4.95

**LATTIMER'S**

SHOE STORE

492 Exchange St.

Geneva

**GLEANINGS**

(From collection of quotations  
compiled by M. F. Devaney)

"Americanitis is being always on  
the go or always stepping on the gas  
instead of occasionally putting one-  
self into neutral and coasting."

"The friendly loan is delusion. The  
man who respects himself or his  
friends will fight it out on his own  
capital or go to strangers."

"The one who has his hand out  
and palm open to give is in a posi-  
tion to receive, while he who has his  
palm closed is not in a position to  
receive."

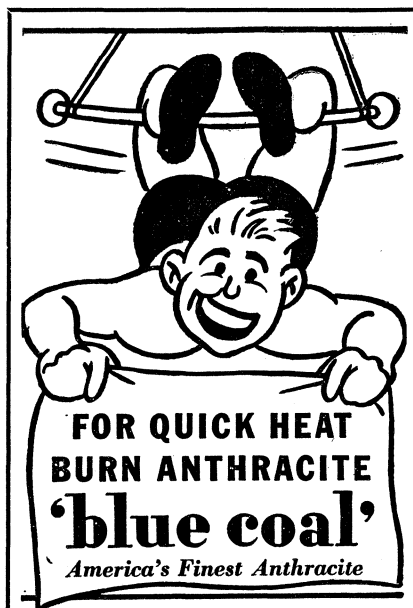
"Noise gets us nowhere. The  
rooster does the crowing, but it is  
the hen that lays the egg."

"Hope, till hope creates from its  
own wreck the thing it contem-  
plates."

"Research is an organized method  
of trying to find out what you are  
going to do after you cannot do  
what you are doing now."

(To be continued)

Join the Red Cross . . . this week



Phone 6186 or 6232

**P. O'MALLEY & SON**

27 Castle

261 Exchange

Also Semet-Solvay Coke

**Early Doctor's Fees**

Doctors in Babylonia in Hammu-  
rabi's time were required to regulate  
their fees according to the patient's  
ability to pay.

## Should Evergreens Be Sprayed Now?

**YES . . .**

If you are not sure whether  
your Evergreens are diseased  
we shall be glad to examine  
them without charge.

**WAYNE W. THOMAS**

Phone 4727

We use modern high-powered  
spraying equipment.

**RYTEX SKETCH BOX**

50 SHEETS

50 ENVELOPES

Regularly \$1.50

NOVEMBER ONLY

**\$1**

Including Printing

50 PERSONAL XMAS CARDS  
Printed with your name

**\$1**

**HILL BOOK SHOP**

107 Seneca St.

Phone 6996

**STROMBERG-CARLSON**

-- and --

**ATWATER-KENT**

Radios - \$27.50 up

Used Radios - \$9.95 up

**BOLIN MUSIC HOUSE**



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Banana Pudding

- 1 cup sugar
- 1 cup milk
- 2 egg yolks
- 1 tablespoon butter

Combine these ingredients and cook until thick.

Line pudding pan with vanilla wafers. Slice two or more bananas, then alternate a layer of wafers, one of bananas and custard until all ingredients have been used. Beat the 2 egg whites for a meringue, place on pudding and brown in oven.

Mrs. J. E. S., S. Main St.

## Apple Corn Bread

- 1 cup whole wheat flour
- 1 cup corn meal
- 3 tablespoons sugar
- 4 tablespoons baking powder
- 1 teaspoon salt
- 1½ cups milk



THE ABOVE LABEL assures you of Quality Service and Sanitary Conditions and is only issued to plants passing a rigid inspection as to same.

**GENEVA DRY CLEANING CO.**

Phone 2742

30 Linden St.

- 1 egg
- 3 tablespoons melted lard
- 2 cups chopped raw apples

Mix and sift dry ingredients, add egg and milk which have been beaten together; add melted lard and apple, bake in shallow tin 40 minutes in hot oven, serve hot with butter.

L. S., Exchange St.

## Scalloped Apples and Sweet Potatoes

- 6 small sweet potatoes
- 3 tart apples
- 1/3 cup molasses
- ¼ cup hot water
- ½ teaspoon salt
- 2 tablespoons butter
- 6 tablespoons fine bread crumbs
- 2 tablespoons brown sugar

Boil potatoes for ten minutes, peel and cut in thin slices. Pare, core and thinly slice apples. Arrange potatoes and apples in alternate layers in buttered baking dish. Mix together molasses, water and salt and pour over potatoes and apples, then sprinkle with the brown sugar and crumbs and dot with butter. Bake until apples are tender.

Mrs. C. S. L., Geneva St.

## Christmas Fruit Cake

- 1 heaping cup butter
- 4 cups sugar
- 9 eggs
- 1 cup flour or more if needed
- Nutmeg, cinnamon and cloves to taste
- 4 lbs. raisins
- 2 lbs. currents
- 1 lb. citron
- ½ teaspoon soda dissolved in a little sweet milk

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

**ICE**

Let us show you the "COOLERATOR"

the conditioned-air refrigerator

110 Lake St.

Phone 2740

Cream butter and sugar, add well beaten eggs, then milk and soda. Stir well, then add spices mixed with the flour and lastly the fruit. Nut meats may be added if desired. Bake slowly for 3 hours. Cake will keep indefinitely.

Miss C. W., N. Main St.

## "Fro," Splitting Tool

A "fro" was an instrument used by early pioneers to split out oak clapboards in an operation called "riving."

## Eden Shampoo

RINSES OUT INSTANTLY  
AND COMPLETELY

## Applewood for Fireplace

Well seasoned—any length desired up to 24 inches.....\$3.50 per cord

Also

Seasoned Hard Wood Chunks and Kitchen Range sizes, \$3.25 per cord

**L. E. HILTON**

14 Clover St.

Phone 6102

## WINTER APPROACHING

Put your mind at ease and be ready for quick weather changes.

Which do you choose?

D. & H.  
ANTHRACITE

or

SEMET-SOLVAY  
COKE

**RAPALEE'S**

Phone 2221-2317

Let . . .  
**COPPER BOUND ROOFS**  
 Protect Your Home  
 ESTIMATES CHEERFULLY GIVEN

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
 and Picture Framing

## Electric . . .

Toasters .....\$1.00 up  
 Waffle Irons .....\$2.90 up  
 Flat Irons .....\$1.00 up  
 Sandwich Toasters \$2.00 up

### SPECIALS IN LISK ENAMEL WARE (Ivory Finish)

Tea Kettles, 6 qt. ....\$1.05  
 Dish Pans ..... .90  
 Foot Tubs ..... .90  
 Percolators ..... 1.00  
 Rice Boilers ..... .90

DELTA TOOLS

**DORCHESTER & ROSE**  
 HARDWARE

*Don't Give Up*  
**"WHO IS WHO"**  
*Will Soon be Found*

### Fox Channel in Canada

Fox channel lies between Southampton island and Baffin Land in the Hudson Bay, Canada. It was named after Luke Fox, who explored the region in 1631.

### Mohammed's Horse

The horse, according to Arab tradition, which conveyed Mohammed to the seventh Heaven was named Al Borak, an Arab word meaning the lightning.

### "BOOK WEEK" AT THE LIBRARY

Each November one week is set aside to be devoted to the furthering of interest in good books for children. This year November 19 to 23 will be known as "Book Week" and all over the country schools and libraries will be having exhibits of books for children—new books by new authors, as well as new editions of the old much loved authors.

For the past few weeks the staff of the Geneva Free Library have been preparing for Book Week. Many new books have been bought and will be on display at that time. While, of course, the exhibit will be devoted mainly to children's books, the adults have not been forgotten and there will be on display many new books for adults, as well as for children, covering a wide range of interests.

It is hoped that all Genevans will visit the library during Book Week—new borrowers, as well as old ones—to look at and browse among the books.

### Cubic Miles of Ocean Water

It has been estimated there are 327,000,000 cubic miles of water in the oceans of the world.

### Islands Named for Dogs

The Canary islands were named in honor of a breed of ferocious dogs.

*Auto Heaters*



AS LOW  
AS  
**45¢**  
PER WEEK

● Get ready for winter now by letting us install a hot water Heater in your car. Take advantage of Firestone savings in buying and distributing. Get extra values at lower prices. Come in today.

**Firestone**  
 AUTO SUPPLY & SERVICE STORES

Listen to the Voice of Firestone every Monday evening—N.B.C.—WEAF Network

COMPLETE CAR SERVICE

cor. Lake & Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

## Announcing GREAT FALL SALE

-- at --

**J. W. Smith Dry Goods Co.**

GENEVA, N. Y.

**Week of November 11-16**

A store wide sale of unusual bargain interest—  
 special sale items in every department. Shop  
 Smith's and save!

## RADIO FLASHES

(Continued from page 3)

has double the number of strings found on an ordinary uke, and he tunes the strings in pairs. So, if one string breaks while he is on the air he has one string still in tune. He is heard each Tuesday at 10 P. M. over NBC-WJZ.



Thornton Fisher

With action all along the nation's football front picking up speed each week, possible All-America selections are beginning to stand out in bolder relief, so that Thornton Fisher's selections and predictions in the "Sports Page of the Air" are getting more and more attention from the listeners. On Saturday, at 7 P. M., over NBC-WEAF, Andy Kerr, football coach of Colgate, will be guest of Fisher. Andy will go on the air from Syracuse directly after the game there between his "Red Raiders" and the Syracuse Univ. eleven.

The fact that sales of radio sets this year may surpass the all-time peak established in 1929, is attributed by Dunn & Bradstreet, Inc., in their survey to the popularity of the all-wave set. Sales for the first nine months of 1935 have averaged 40 to 80 per cent in excess of the comparative 1934 totals.

The long promised International bridge game between the outstanding experts of North and South America, to be played by short wave radio, has been definitely set for Monday, Nov. 25, at 9 P. M., E.S.T. The stations that will carry the broadcast will be W2XAF, Schenectady, on 31.5 meters and LSX, Buenos Aires, on 28.9 meters. Mr. and Mrs. Ely Culbertson and Sidney S. Lenz will represent the United States.

## SPECIALS

SATURDAY—2 Doz. Doughnuts.....25c

SUNDAY—Turkey Dinner .....50c

## ICE CREAM BAR

74 SENECA ST.

FRO-JOY ICE CREAM — EXCLUSIVELY

**... Save TIME and MONEY**  
**Come to BERG'S (Fairlawn) MARKET**

**for MEATS and GROCERIES**  
**at REASONABLE PRICES**

227 Main Street

Phone 2864

Our Own FREE Delivery

The comedy skit "Professor Kaltenmeyer's Kindergarten" is now heard over NBC-WEAF on Saturday, at 5:30 P. M.

## CHEVROLET WORD CONTEST

Councilmen John J. O'Malley and Gordon Yells, together with LeRoy Taylor, Chamber of Commerce Secretary, the contest committee deciding the Chevrolet word contest, have certified to Russell-Hart Chevrolet, Inc., the following winners: Mrs. Esther McGraw, 37 Dorchester Ave., Geneva; Mrs. Audrey Stevenson, R. D. 1, Geneva; Miss Florence Callon, 72 Monroe St., Geneva; Mrs. Arthur L. Harrison, 620 Castle St., Geneva; Mrs. Leland Dilts, 303 Castle St., Geneva, and Elias T. Thorp, R. D. 2, Geneva.

**WANTED!**  
250 New  
Customers

**Special  
Sale**

## SUITS — OVERCOATS

Our Holiday Stock is crowding us for space — we must have room so here goes — your gain . . .

**\$24.50      \$29.50**

**Casey & Son**

71 Seneca Street

**Have You Seen  
"WHO IS WHO"**

■ ■

**Rewards Are Offered**

## Saglimbeni's Liquor Store

28 E. North Street

Phone 2059

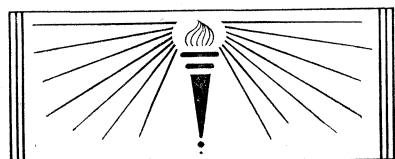
Plenty of Parking Space

GIN, pts. ....69c

"Crown and Anchor" GIN, fifths.....99c  
(regularly \$1.25)

WHISKEY, pt. ....69c up

WIDMER'S HILLSIDE WINES,  
from.....25c up



## DO YOU KNOW?

This column is sponsored by the Ontario County Medical Society

**Money** spent for milk gives a greater return in nutritive value than money spent for any other food.

**Surveys** are to be made by A. A. to determine whether milk is a public utility and ought to be handled through the Federal Trade Commission, according to the "Financial World."

**Mothers** who stuff babies to see them gain weight may also see them get eczema.

**Lazy** colons do not cause so much constipation as lazy people. Nature has a cure for these conditions which is the best one: Plenty of vegetables in the diet, plenty of exercise in the open air; regular habits.

**Chimpanzees** are found to have among their numbers both chronic beggars and liberal givers, according to studies made by Dr. M. P. Crawford of the Yale University Psychological Laboratories. A few will never beg food of another, whether hungry or not; others are permanently on relief and ask for food even when they have plenty. Some are generous and give voluntarily to others though they are very strong and could hold their possessions; others never respond to pleas for food, no matter how well their own wants are supplied.

**Rarely** is the human body given an opportunity to wear out; few people die a natural death. When man is not at war with other men, he is at war with himself, and his environment.

**Constant** scientific experiment and the accumulation of all facts about a problem, whether they seem of value or not, is the price paid for progress in medical research. Insulin is one of the few great discoveries which was directly sought.

## WANT ADS \* BUSINESS CARDS CLASSIFIED, ETC.

### BUSINESS SERVICE

**RESULTS ARE OBTAINED** by Advertisers who use the GENEVA COMMUNITY NEWS. Persistent advertising pays. Phone 2108.

**RAZORS HONED.** Experienced honer. Prices according to condition of razors. Lottie Frautz, 180 East North St. Call 3424.

### WANTED

**TO RENT**—for month. Adding machine, with listing recorder. Address AD-1, Box 146, Geneva, N. Y.

### HELP WANTED

**GIRL** for general housework. Apply by letter. Address, X-44, Box 146, Geneva, N. Y.

### LOST

**A BUSINESS.** Wonderful opportunity, but owner didn't believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

**Reputable** physiologists have said that so far as the durability of the tissues is concerned, man might live to be a hundred years more often than he does. Generally in the animal world, to estimate longevity of a species, we may safely multiply the period taken to reach maturity by five. It must be said that man, the most intelligent, lags behind other animals in average length of life.

### The Largest Organ

The Etude says that the organ in St. Matthew's Lutheran church, Hanover, Pa., is the largest. It has 237 speaking stops and 12,773 pipes.

—:— BUY IN GENEVA —:—

### FOR SALE

**PEAT MOSS,** bone meal, pulverized sheep manure for lawn covering, in any quantities. Apply now to prevent winter injury and insure thick velvety grass next summer. Cook's Feed Store, 40 Castle St. Phone 2722. We deliver.

**"EVERGLOW"** OIL BURNERS, installed in stove, \$21.00 complete. S. Coblio, 62 E. North St. Phone 5719.

**LEADING BRANDS** animal and pet foods. Also poultry feeds and remedies. None but the best at lowest possible prices. Cook's Feed Store, 40 Castle St. Phone 2722. We deliver.

### FOUND

**AN OPPORTUNITY** for every business, large or small, to keep consistently before the buyers of Geneva and vicinity in the Classified Columns of the GENEVA COMMUNITY NEWS. Phone 2108.

### White Indians of Panama

The so-called white Indians of Panama are really albinos, says M. W. Stirling, chief of the bureau of American ethnology.

*Insist on*  
**WIDMER'S HILLSIDE WINES**

**ALL TYPES -- POPULAR PRICES  
AT THE BETTER PLACES**

**AMERICA'S FINEST SINCE 1888**

**MONEY FOR CHRISTMAS**  
**Find "Who is Who"**



## THE FUNNYBONE



### Government Job

Keezer: "What's that man on the corner doing with that camera? He's been standing there all day."

Geezer: "He's an inspector from Washington watching a chance to take a moving picture of those relief workers at work.—*Chaser*."

### Finished

Novice (with great determination after numerous attempts): "I'll stay here till I hit this ball."

Caddie: "Weel, ye can get some ither laddie to haud yer sticks, for this is ma bath nicht."—*Toronto Globe*.

### His Worry

"Do you believe in evolution?"

"No, sir. Where I came from doesn't bother me. It's where I'm goin'."

### Maybe Hash

A man took an elderly relative to see a football match. "Why is that man walking away?" asked the woman.

"He's been sent off the field for a foul."

"My goodness, one fowl won't go far between twenty-two men!"—*Tit-Bits*.

### Is Your Car Ready for Winter?

If not let us

- Change your oil
- Check transmission and differential
- Fill radiator with anti-freeze
- Connect your heater
- Check your tires for non-skid service

**FINK'S**  
**SUPER-SERVICE STATION**  
Lake St. Phone 2448

Pat—Say, what caused the explosion at the plant the other day?

Mike—Oh, Casey was carrying a load of dynamite and the noon whistle blew.

### Winter's Tale

Hardboiled Landlord—I tell you I must have at least part of the rent! I've got some bills to pay!

Shivering Tenant—Then t-t-take this quarter and pay your c-c-coal bill!

### At Last

Little Girl: "Mother, you know that old vase you said has been handed down from generation to generation?"

Mother: "Yes, dear."

Little Girl: "Well, this generation has dropped it."—*Houston Rotary Bulletin*.

### Shaw-Walker Fire Files

Obtainable from

**M. F. DEVANEY**  
435 Exchange Street

BRING YOUR FUR TROUBLES  
To . . .

### SABATINI'S

Whether remodeling, repairing or relining, SABATINI'S do it reasonably and do it right.

195 EXCHANGE STREET

### Hotel Seneca Barber Shop

Jos. O'Byrne, prop.

Anthony Alvaro, associate

HAIRCUTS: Adults ..... 35c  
Children ..... 25c

(Free Parking Rear of Hotel)

**1936  
BUICKS**

**1936  
PONTIACS**

On display at

**KITCHELL  
MOTOR CO.,  
INC.**

BUICK-PONTIAC AGENCY

386 Exchange St.  
Geneva, N. Y.

### COLONEL CHEERIO

Says:

(We Deliver Free)

"GREEN RIVER" Bonded Whiskey, 7 yrs. old.....\$2.35 pt.  
"OLD OVERHOLT" Bonded Whiskey, 4½ yrs. old \$2.25 pt.  
"OLD METHUSALEM" a fine Blended Whiskey.....\$1.75 pt.  
"EATON CLUB" Straight Rye Blend Whiskey.....\$1.10 pt.  
"CASTLE" Brand N. Y. State Wine......79c qt.  
California "ZINFANDEL" Wine.....\$1.30 gal.

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

We Give CHRISTMAS THRIFTIES  
Redeemable in Cash at Christmas

### Variety of White House Trees

On the White House grounds there are 350 trees of more than 90 species.

## LARGER ASSORTMENT and LOWER PRICES

is the REASON WHY you should come to LYNCH'S for RUGS, CARPETS, LINOLEUM.

SPECIAL  
AXMINSTER RUGS \$1.98  
27 x 52 .....

## LYNCH BROS.

489 Exchange St. Geneva, N.Y.

### The Ideal Xmas Gift



## Hamilton Beach Food Mixer

57% More Power Than Former Models.

Equipped with Radio Interference Eliminator.

One-hand operation—lifts off—starts and stops with one hand.

We feature this Mixer because it is easy to use and built to last.

**Cooney, Watts & Cooney**

-: Hardware -:

513 Exchange St. Phone 2170

### DON'T GIVE UP— "WHO IS WHO" WILL SOON BE FOUND

Don't get discouraged, "Who Is Who" will be found before many days, that is if the people of Geneva and the surrounding territory continue to search in the same careful and thorough manner that has been shown during the past few days and



their efforts are going to be rewarded in a very substantial way. "Real Money" will be paid, so don't give up.

Watch THE GENEVA COMMUNITY NEWS each week for further information.

### Y. M. C. A. ACTIVITIES

Willie Ryan, America's greatest professional checker player, will give an exhibition at the "Y" tonight (Thursday) at 7:30. Ryan plays ten or more at one time while blindfolded; any number simultaneously. Tickets are 35c and may be obtained from Mr. Gasper or at the Seneca Barber Shop. A ticket gives the purchaser the right to play with Mr. Ryan.

## ADVERTISING SPACE

in next week's issue must be reserved by Saturday noon. All copy must be in by Monday noon . . .

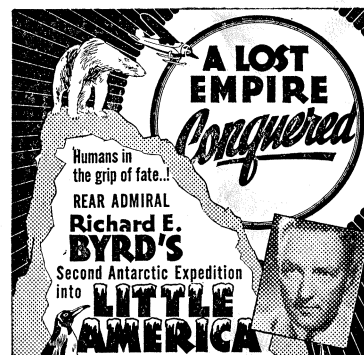
A regular program of Girl's Work will not be organized at the "Y" until after the first of the year, due to the activities scheduled through Thanksgiving and Christmas.

Sir Wililam Osler said:

Great courage sometimes is required merely to do nothing.



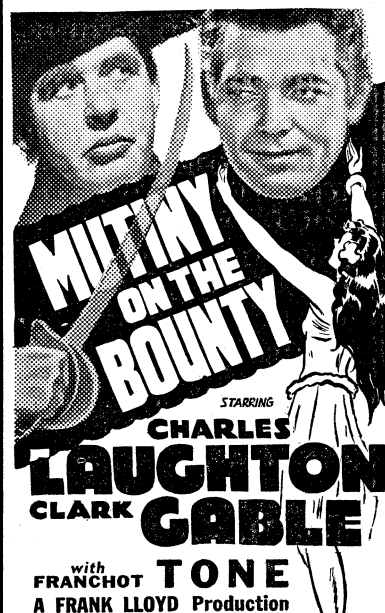
FRI. AND SAT.



Added—"HARMONY LANE"

STARTS SUNDAY

\$2,000,000 SENSATION  
is **TRUE!**



Is Your Car Ready for Cold Weather?  
NO!

Then Call 2801

**HERMAN V. BURR**

General Automobile Repairing

2 Seneca Alley

Geneva, N. Y.

Phone  
5566

Work Called for and  
Delivered

**GEORGE E. DURKEE**

EXPERT WATCH, CLOCK AND  
JEWELRY REPAIRING

22 Madison St.

Geneva, N. Y.

Make your Christmas a Thrifty One —  
Save here with Xmas Club Thrifties

## BAUMGARTNER'S SERVICE STATION

Gas - Oils - Accessories

Complete line of Fresh Groceries

Guaranteed Fresh Eggs, 35c doz.

You will profit by trading at

BAUMGARTNER'S

Top of Bean's Hill

Geneva, N. Y.

*When* you borrow money  
from a friend, he  
expects it back as he gave it to you—in a lump  
sum—and soon, too.

# STAND ON YOUR OWN FEET

Use your credit. Borrow the cash you need from  
us, in a private businesslike manner. We give  
you the cash quickly, and allow you plenty of  
time to repay—up to 20 months.

*Get a Personal Loan from*  
**PERSONAL FINANCE**  
COMPANY  
OF NEW YORK

Room 304—Third Floor National Bank Bldg.  
120 Genesee Street Phone 251 Auburn, N. Y.

LOANS MADE IN NEARBY TOWNS

See the **NEW FORD V-8** For 1936

*"The Car That Out-Sold Them All For 1935"*

Your Car In Trade . . .  
"Small Down Payment"

"We Give the Lowest Financing Charges"

**Why Buy a Car in November or  
December?**

There are many reasons why, if you give it  
proper thought. First, your car is worth more  
in trade now than later.

**NEW TIRES GIVE WINTER  
DRIVING SAFETY**

The pleasure of owning and driving a new car,  
as every one knows, is to have a new car when it  
is really new. There's a thrill in being among the  
first to step out in a smart, brand

**NEW FORD V-8**

Come in and see them today or just phone for  
a demonstration

**Phillips Motor Company**

351 Exchange Street

Phone 2255

GENEVA, N. Y.

**Engraving** **GENUINE  
DIE STAMPED**

CALLING CARDS • PERSONAL STATIONERY

**Most Reasonably Priced**

• STEP IN AND SEE OUR SAMPLE BOOK

**W. F. HUMPHREY PRESS INC.**

300 PULTENEY ST.

GENEVA, N. Y.

**That Montana Wave May Be Slow, But  
Heed Our Warning! "BE YE READY"**

**OVERCOATS**

Guaranteed to Give You the Utmost  
in Looks and in Protection

**\$22.50**

\$15.00 to \$35.00

**WELCH'S**

494 Exchange St.

Geneva, N. Y.



# The GENEVA COMMUNITY NEWS

Geneva, N. Y., November 28, 1935

## Thanksgiving Dinner

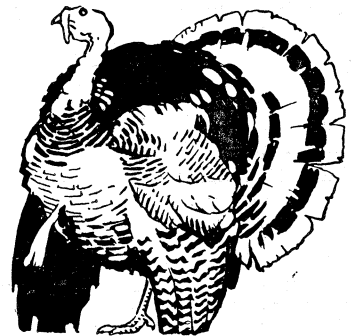
75 cents to one dollar

ROAST TURKEY . . . *With All the Trimmings*

*Fair Childs*

RESTAURANT

Seneca Street at Exchange



### Quality and Style

are not always  
expensive

SUITS \$15.00

TOPCOATS to  
OVERCOATS \$20.00

So much more for a  
lot less

\* \*

“BROOK’S”

41 SENECA ST.  
Geneva, N. Y.

## Down Payments . . .

AS LOW AS \$25.00

you’d be surprised how serviceable a  
car we can sell you for little money.

CARS RANGE FROM \$495 DOWN

Come in — look them over. We want to  
sell you if we can please you —  
not unless.

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St.

Geneva, N. Y.

PHONE 6621

## Buy Now For Christmas . . .

WESTINGHOUSE ELECTRICAL APPLIANCES

Washers \* Ironers \* Refrigerators \* Ranges

**NO PAYMENT FOR 60 DAYS**

LOW MONTHLY PAYMENTS—THREE YEARS TO PAY

22 Castle Street

**Dillingham & Son, Inc.**

Phone 2278

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTERESTS

GENEVA, N. Y., November 28, 1935

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo and Phelps.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

5100 COPIES WEEKLY

## ALMANAC



"More goes to the making of a fine  
gentleman than fine clothes."

### NOVEMBER

26—First airplane wedding,  
Bayville, N. Y., 1929.

PACIFIC AIRWAY 27—Magellan finds Atlantic-  
Pacific passage, 1520.

28—First automobile race,  
speed  $7\frac{1}{2}$  miles per hour,  
1895.

LITTLE WOMEN 29—Louisa May Alcott, favor-  
ite novelist, born 1832.

30—First U. S. "steam" laun-  
dry opens Pittsburgh, 1863.

### DECEMBER

1—Helium gas first used in  
Dirigibles, 1921.

Monroe Doctrine 2—Pres. Monroe promulgates  
his famous doctrine, 1823

Phone  
5566

Work Called for and  
Delivered

**GEORGE E. DURKEE**

EXPERT WATCH, CLOCK AND  
JEWELRY REPAIRING

22 Madison St.

Geneva, N. Y.

## NEXT THURSDAY

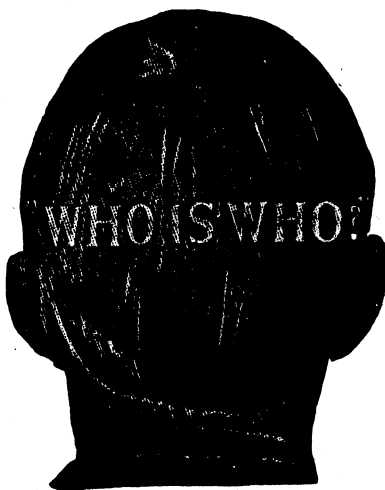
A full description of "Who Is  
Who" will appear in The Ge-  
neva Community News

The mysterious "Who Is Who,"  
one of the most interesting and most  
talked-about affairs that has ever  
aroused the curiosity of the people  
of Geneva and the entire vicinity,  
will soon be solved.

Next Thursday's issue of THE  
GENEVA COMMUNITY NEWS will  
contain a full description of "Who  
Is Who."

It will pay everyone to watch for  
this description, read it and study  
it carefully and then get busy.

There are cash awards offered  
for finding "Who Is Who" and no  
strings are tied to them; no coupons  
are necessary either. Simply follow



directions that will be given Thurs-  
day. Only associates of the News  
are barred.

"Who Is Who" is something en-  
tirely new and far more interesting  
than you can imagine, therefore it  
will pay you to keep watching for  
this mystery. It will pay you in dif-  
ferent ways.

The more you ask your friends  
about "Who Is Who" the more you  
will learn about it. Don't give up.  
Nothing succeeds like success. Ask  
everyone about it.

There will be a number of people  
living here who will have the in-  
formation for finding "Who Is

Who." These people will gladly give  
you all the information you need.

When the News conducts an af-  
fair you know it is right, so make  
up your mind to keep your eyes  
open for "Who Is Who."

Again we say, watch for next  
Thursday's issue of the NEWS.

## Something Wrong

"'Tain't right," said Uncle Eben,  
"foh a bandit dat holds up a grocery  
store to be able to claim even more  
politeness dan a regular customer."

## FOR WINTER DRIVING

HEATERS - DEFROSTERS  
ANTI-FREEZE

Let us prepare your car

**FOHL MOTORS INC.**

Chrysler :—: Plymouth

230-234 Genesee St.

## TEXACO GRILLE

FINE FOODS

(and plenty of parking space)

Tender, Juicy, Reasonably Priced  
Steaks

LAKE STREET (just off Exchange)

## Delays are Costly . . .

AT THIS TIME OF YEAR

Don't let a hard freeze  
catch you with your car  
unprepared.

Drive in today for Win-  
ter Oil and Lubrication.

\*

## RICKELS

SERVICE STATION

Lake Street

Phone 2920

## WINTER IS JUST AROUND THE CORNER

Let us clean and repair your heavy  
apparel NOW.

If you like our work tell your  
friends, if anything is wrong tell us.

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910 78 Castle Street  
We Give CHRISTMAS THRIFTIES  
Redeemable in Cash

## Now is the Time to Order . . .

Informals

Visiting Cards

Personal Stationery  
and

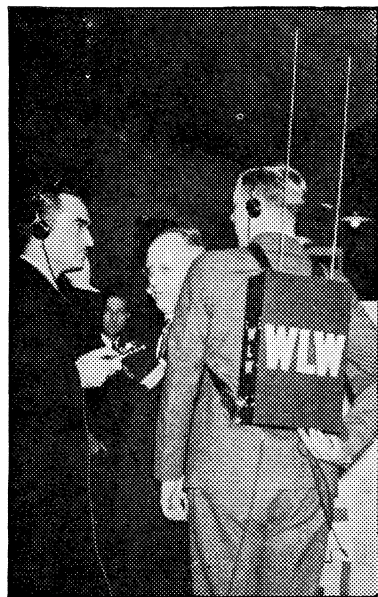
Personal Xmas Cards

## The HILL BOOK SHOP

107 Seneca St. Phone 6996

## RADIO FLASHES

by Ralph Le Brun



receiving set and thence by wire to the transmitting station.

"The Mystery Chef," one of radio's best known culinary experts, will return to the air waves after a year's absence to conduct a twice a week series of talks

In response  
to  
numerous inquiries  
about broadcasts  
from  
remote points  
this picture gives  
an  
excellent view  
of WLW's  
portable  
short wave  
"Pack"  
transmitter.  
By means  
of this equipment  
broadcasts  
can be  
picked up  
anywhere—  
flashed  
to a nearby

## QUIT WORK AT 60

### What a \$50 a month retirement income plan can do for you

It guarantees to you when you are 60 —

A Retirement Income for yourself of \$50.00 a month for life.  
Or if you prefer, you may have \$7,150 in cash, or a joint life  
income for both yourself and your wife.

This important benefit is available alone. But if you are in-  
surable, additions can be made to your plan by which —

It guarantees, upon your death from any natural cause before  
age 60 —

A Cash Payment to your wife of \$5,000.00 or a monthly income  
for life.

It guarantees, upon death from accidental means before age 60 —

A Cash Payment to your wife of \$10,000.00, or monthly income  
for life.

FURTHER INFORMATION WITHOUT OBLIGATION.

Just write or phone

## LAVERNE F. DARLING

GENEVA, N. Y.

Telephone — Geneva 2184

representing the

PHOENIX MUTUAL LIFE INSURANCE COMPANY  
of Hartford, Connecticut

on the art of home cooking. This new series will be  
sponsored by the local Empire Gas & Electric Co. in  
cooperation with other gas companies in the Eastern  
States. Broadcasting over WHAM from 9:45 to 10  
a. m. on Tuesday and Thursday, the Mystery Chef will  
share with the listeners a wealth of information about  
the art of cooking which he learned through many years  
of study and practice.

President Franklin D. Roosevelt will address the  
American radio audience three times within ten days  
over the Columbia Broadcasting System. On Friday  
he will speak from Grant Field in Atlanta, Ga., during  
Georgia Tech's home-coming day celebration and is  
tentatively scheduled to go on the network at 2 p. m.  
On Monday, December 9, at 11 a. m., Mr. Roosevelt  
is expected to make one of the most important addresses  
of his administration when he discusses the Democratic  
farm policy at the Livestock Pavilion of the Chicago

(Continued on page 9)

In the evening hours

If your radio won't click

Telephone me

For SERVICE that's quick

## RALPH LE BRUN

225 High Street

Phone 3237

# ★ DOROTHY GOES SHOPPING ★

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of the GENEVA COMMUNITY NEWS when making purchases from any of the advertisers on this page.

"Dorothy".

—D—

It's none too early to think about Christmas . . . **Baker & Stark, Inc.**, have been doing so for weeks and are now ready to show you a splendid assortment of Gifts that men really appreciate.

—D—

With confidence, I suggest **Prince's Jewelry Store, 20 Linden St.**, for watch, clock and jewelry repairs. Experienced workmanship. Reasonable prices. All work is guaranteed . . . **Prince's** carry a fine line of picture frames.

—D—

Special for Thanksgiving at **George's Candy Kitchen, 364 Exchange St.**

Chocolate covered figs and dates, **39c per lb.**

Assorted one pound boxes, **29c.**

George's special assorted chocolates, **29c per lb.**

—D—

By all means, a gift for your holiday hostess. So, select yours now at **The Firoozi, 32 Linden St.**

—D—

Have your permanent now for the Holiday parties and make your appointment at **The Harper Method Beauty Salon, 10 Seneca St.** Keep your hair soft and lustrous, waved and curled. Prices, **\$5.00 and \$7.50.** Call 6783.

—D—

Thrifty shoppers who will give invaluable Christmas Gifts are taking advantage of the **Special** which **The Stewart Studio, 35 Seneca St.**, is now offering. See the new and more attractive portrait styles.

That Thanksgiving turkey will look better and even taste better if the table is set with one of **Lynch's Quaker Lace Dinner Cloths.** There are beautiful patterns and a fine variety of sizes and prices. **Lynch's, 479 Exchange St.**

—D—

A pleasing Gift . . . A picture from **Demming's Wall Paper and Paint Store, 505 Exchange St.** There is a fine assortment of beautiful pictures in all sizes. The frames are very nice. Prices run as low as **25c.**

—D—

Would you not wish to receive a small oriental rug for your Christmas Gift? Yes, you would be charmed!

So would be your friends. Send them one from **The Firoozi, 32 Linden St.**

—D—

You are invited to **The Julia Elizabeth Shoppe, 18 Linden St.**, to see lovely monogrammed pillow cases at **\$1.00 a pair . . . Bruner** knitting bags, **\$1.00 to \$1.95 . . .** boudoir pillows . . . silhouettes, pictures and mottos. A deposit will hold any article until Christmas.

—D—

Early shoppers fare the finest selection of Christmas Greeting Cards at **McCarthy's Pharmacy, 162 Castle St.** Cards for every personality. Cards for the family, relatives and friends. A complete assortment of all new stock.

—D—

**The Geneva Star Laundry, 511 Exchange St.**, gives the housewife a service which you cannot afford to overlook. The price of the damp wash service is **10 lbs. at 39c.** Your laundry is returned to you, ready for ironing. Call 2112.

For your personal need, for Christmas Gifts, **The Bon Ton Millinery, Exchange St.**, has silk hosiery. Service weight and chiffon hosiery at **55c a pair—2 pair \$1.00.** Also, very fine chiffon hosiery for **69c.**

—D—

Announcing the opening of **The Golden Rule Shop, 33 Seneca St.** There you will find dresses for all occasions in sizes from 12 to 60 at prices from **\$3.98 to \$10.75 . . .** also, coats . . . and a complete line of millinery.

—D—

International all wool made-to-measure clothes in rich weaves, at popular prices, are now on display at **A. P. Petersen, 476 Exchange St.** . . . Altering, repairing, relining, cleaning and pressing. Call 2100.

—D—

**The Corner News, cor. Castle and Main St.**, has a complete magazine service. They will save your favorite magazine for you . . . Also, take subscriptions on any magazine.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS,** or Phone 3529.

—D—



**ONLY 22 MORE  
SHOPPING DAYS  
TILL CHRISTMAS**

Is Your Car Ready for Cold Weather?  
NO!

Then Call 2801

**HERMAN V. BURR**  
General Automobile Repairing  
2 Seneca Alley Geneva, N. Y.

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street Phone 4189

**Carpenter and Builder**  
Weatherstripping and Caulking

**Frank M. Mowers**  
52 Jefferson Avenue Phone 5170  
Estimates cheerfully given—free

## EXPERT RADIO REPAIR SERVICE

—o—  
National Batteries  
—o—

**GEO. F. BRUZEE**  
"The Battery Man"

23 E. Castle St. Phone 6522  
SOUND SYSTEMS FOR RENT



give  
YOUR  
CHILD  
this  
chance  
with a

BALDWIN, HAMILTON  
OR HOWARD PIANO

**BOLIN MUSIC HOUSE**

DESCRIPTION

**"Who is Who"**

APPEARS  
NEXT THURSDAY

## LOCAL BUSINESS CONCERN REPORTS INCREASED OUTPUT

Growing Customer Demand  
Exceeds National Average

Production of electricity in the United States has recently reached an all-time high. A year ago, electric output both for the local utility company and for the country as a whole was not quite back to the 1929 level. But, at present, it is running ahead of 1929 and indications are that it will continue to increase.

During the week ended Nov. 16, 1935, according to Mr. H. O. Palmer, President of the Empire Gas & Electric Co., this company supplied to its customers 20% more electricity than during the corresponding week of 1934 and 14% more than in the same week of 1929. It is hoped that this growing demand for the company's services, if continued, will increase net earnings sufficiently to offset, in part, recent losses of revenue resulting from lower rates, higher operating expenses, and larger tax bills.

The use of electricity in the area served by the Empire Gas & Electric Company is now increasing  
(Continued on page 8)

—:— BUY IN GENEVA —:—

## UNIFLO . . .

"The Ideal Winter Motor Oil"  
Instant lubrication at lowest temperatures. Low consumption, high performance. Give this oil a thousand-mile test and prove these statements by your own experience.

**WILSON'S ESSO STATION**  
Lake Street Phone 4082

## NOT TOO EARLY to be thinking of CHRISTMAS GIFTS

A fine selection is awaiting you  
at

**LYNCH'S**  
(HOLIDAY SUGGESTIONS)

Bridge Sets, Guest Towels, Bath Towels and Face Cloths; Linen Hand Towels, Bath Ensemble Sets, Embroidered Pillow Cases; Lace Dinner Cloths; Scarfs and Napkins to match. Bed Spreads, Blankets, Comforters, Davenport Pillows.

**LYNCH BROS.**  
479 Exchange St. Geneva, N.Y.

**AUTO HEATERS**

*Don't Wait Until Pay Day*

**BUY NOW • BUDGET PAYMENT**

AS LOW AS  
**45¢**  
PER WEEK

Ride in comfort this winter. Firestone savings in buying and distributing give extra values at lower prices. Come in and inspect our complete line of heaters.

**Firestone** AUTO SUPPLY & SERVICE STORES

Listen to the Voice of Firestone every Monday evening—N.B.C.—WEAF Network

COMPLETE CAR SERVICE  
cor. Lake & Exchange Sts.

Phone 2323

J. H. Bindeman, Mgr.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Idaho Prune Bread

- 2 tablespoons shortening
- 1 cup sugar
- 1 egg
- ½ cup prune juice
- 1 cup graham flour and 1½ cups white flour
- 1 cup cooked prunes, cut not too fine
- 1½ teaspoons baking powder
- ½ teaspoon salt
- 1 cup sour milk

## CHEAP CLEANING

... is on the way out.  
The very fact that our business is showing a healthy increase over the past year proves that.

QUALITY  
COMES  
FIRST

regardless of price  
concessions.

**GENEVA DRY CLEANING CO.**

Phone 2742

30 Linden St.

- 1 teaspoon soda
- 1 cup chopped nut meats

Cream shortening and add sugar. Beat egg until light and blend the prune juice and graham flour alternately with first mixture. Sift dry ingredients and add with sour milk in which soda has been dissolved. Add prunes and nuts. Pour into well buttered loaf pan and bake in a 325 degree oven for about an hour. Cool in pan for about two minutes, then turn to cake cooler and cool thoroughly before icing.

L. S., Exchange St.

## Frozen Cranberry Pudding

- 2 cups sugar
- 1 cup water
- 2 egg yolks
- 2 cups cranberry pulp
- ¼ cup lemon juice or 1 teaspoon lemon extract
- 1 cup heavy sour cream

Boil sugar and water until in threads, 230° F. Beat the egg yolks until light, pour the sirup slowly over them, beating constantly. Cook until the mixture coats the spoon. Chill. Add the cranberry pulp and lemon juice and fold in the cream whipped until firm. Freeze.

L. A., Lafayette Ave.

## C. J. BRADY

We Give Christmas Thrifties on cash purchases of retail ice books.

Re-Filtered City Water

**ICE**

Let us show you the  
"COOLERATOR"

the conditioned-air refrigerator  
110 Lake St. Phone 2740

## Fruit Punch

- 1 can pineapple juice
- Juice of 2 lemons
- 1 bottle maraschino cherries (small size)
- Juice of 4 oranges
- 1 small bottle grape juice

Mix all together and just before serving add 1 bottle of ginger ale. Be sure to have it well iced.

B. H., Prospect Hill

## Nordica Peaches

Toast rounds of plain or sponge cake and cool. On each round place 1 tablespoon of frozen custard or ice cream. Top each with half of a peach, canned or fresh in season, and pour syrup from peaches over all.

**D & H**  
HARD COAL

"Makes Warm Friends"

**SEMET-SOLVAY**  
**COKE**

"The Economical Fuel"

**RAPALEE'S**

Guarantee Satisfaction  
With These Fuels

**Phone 2221 or 2317**

... **Save** TIME and MONEY  
Come to **BERG'S (Fairlawn) MARKET**

for **MEATS and GROCERIES**  
at **REASONABLE PRICES**

227 Main Street

Phone 2864

Our Own **FREE** Delivery

## SPECIAL ... THANKSGIVING DAY

TURKEY DINNER — 50c

SATURDAYS — 2 doz. Doughnuts.....25c

SUNDAYS—Turkey Dinner .....50c

**ICE CREAM BAR**

74 SENECA ST.

FRO-JOY ICE CREAM — EXCLUSIVELY

## WISE HOSIERY

### Buyers



• Munsingwear hosiery is best for your legs and ankles, best for your purse. Ringless, flawless, just the shades and weights you crave. Made with true Munsingwear care of the purest silk. They're exquisite!

**89c** Per Pair

**Baker & Stark**

489 Exchange Street  
North Regent Theatre

## PRESTONE

Is the best insurance against a broken Radiator.

Don't wait for colder weather—drive in today and be safe.

**Chas. E. Cool**

61 Geneva St.

Do your Xmas Shopping Early

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"The man who can help you the most is the one inside the clothes you have on."

"The thing is to be ready for the breaks when they come and know how to handle them."

"Misunderstandings between friends are like Hallowe'en spooks—nothing to them when you look into them."

"Thanksgiving is the time we feed our relatives and thank the Lord for our friends."

"A man's best epitaph is written in the hearts of those with whom he has lived."

"Everyone has troubles. Good nature and cheerfulness is only a person's willingness to put his own troubles aside."

"The one thing we have the most of is future."

"The more we use our brains the more brains we'll have to use."

## EASY MONEY

FOR CHRISTMAS

## WHO IS WHO

APPEARS DEC. 5

"It is the things we do ourselves without outside help that give us the greatest satisfaction."

"Patience is the essence of hope and with hope we can do anything."

(To be continued)

## There is Only One Right Way To Heat Your Home

... combining

Safety - Economy

Convenience

Cleanliness - Comfort

Benefit by the experience of thousands ... heat your home the ONE right way.

**MOTOR  
STOKOR**

... Automatic Coal Heat

## P. O'MALLEY & SON

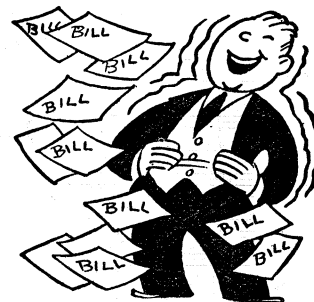
27 Castle 261 Exchange

'blue coal' Semet-Solvay Coke

Phone 6186 or 6232

## Laugh at Christmas Bills

**H**UNDREDS of men and women attest to the success of our Savings Club. It assures freedom from financial cares at Christmas. You, too, can be in that happy condition next Christmas.



**25c deposited each  
week for 50 weeks  
totals \$12.50**

## GENEVA SAVINGS BANK

24 LINDEN STREET

**CHRISTMAS SAVINGS CLUB**



—:— BUY IN GENEVA —:—

**GENEVA**

**SPECIAL SHOW**  
For Thanksgiving Day  
Thur. - Fri. - Sat.

**What a Show!**  
What A Story...!  
What Names...!  
What Music...!  
What Romance...!  
In the 20th Century  
Fox Picture

**THANKS A MILLION**

**DICK POWELL**  
ANN DVORAK  
PAUL WHITEMAN  
RUBINOFF  
OTHERS

Cartoon Gold Diggers of '49  
Scenic Yanks Are Coming  
News

Sun., Mon., Tue., Dec. 1-2-3

**THE LAUGH HIT OF THE CENTURY!**

**M-G-M's \$1,000,000**  
**Comedy Sensation!**

**GROUCHO • CHICO • HARPO**  
**MARX BROTHERS**  
IN **A Night at the Opera**  
with **KITTY CARLISLE**

A Metro-Goldwyn-Mayer PICTURE

**DO YOU KNOW?**

This column is sponsored by the  
Ontario County Medical Society

**Diamonds** are not so rare as is commonly believed. Great mounds of them are on hand in the mining district of Kimberley. Their price is kept high because their flow into the market is regulated by the mine owners.

The original copy of the Declaration of Independence is guarded by an ex-officer of the British Army.

**Finger rings** that would prevent cramps were popular in England from the 15th to the 20th century. At first they had to be blessed by the King to be of value, but later they became so popular the King's blessing was omitted. Finally millions of them were sold for every imaginable ill.

Got a cold? Go to bed.

**Lightning** struck the editor of the "Do You Know?" column the other day when a constant reader and admirer in Trumansburg, New York, wrote in to ask what kind of an "ignoramus" was writing the column. He said we were crazy when we stated that lightning rods have been found not to be protection from lightning. He is right. The Underwriters Laboratory states that "lightning rods are considered a very effectual protection." Funny, isn't it, that this would happen after we have been preaching so hard that one should not assume to know that which he does not know? **DO WE KNOW?—NOT ALWAYS.**

There is no truly "acid" condition of the body. It is always alkaline. "Acidosis" is merely reduced alkalinity.

Cicero said: Guard your health.

**HOLIDAY AND WINTER CRUISES** to Bermuda and West Indies from \$50.00 up. For details phone 2716. Genevieve McCarthy, **GENEVA TRAVEL BUREAU.**

**LOCAL BUSINESS CONCERN REPORTS INCREASED OUTPUT**

(Continued from page 5)

even more rapidly than for the country as a whole. In October, the amount of electricity supplied to customers was greater than for any previous month in the history of the company. Lower electric rates resulting from the reduction last March and from the new reduction in domestic rates to take effect January 1st continue to increase the value and usefulness of electric service.

Sir Josiah Stamp said:

Everything is black or white to many people; there are no grays.

**DON'T MISS**

NEXT WEEK'S ISSUE

**Community News**

READ DESCRIPTION

**WHO IS WHO**

Let

**COPPER BOUND ROOFS**

Protect Your Home

ESTIMATES CHEERFULLY GIVEN

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

*Demand*  
**WIDMER'S HILLSIDE WINES**  
*Give Thanks with Widmer's*  
**ALL TYPES -- POPULAR PRICES**  
**AT THE BETTER PLACES**  
**AMERICA'S FINEST**  
**SINCE 1888**

**START YOUR THANKSGIVING FEAST WITH AN APPETIZING COCKTAIL**

We have them all prepared, from.....		\$1.35 pt. up
BURGUNDY .....		Large Bot. 85c
DRY WHITE WINE .....		Large Bot. \$1.15
"CROWN & ANCHOR" GIN.....	5th 99c (just a few cases left)	
ITALIAN AND FRENCH VERMOUTH.....		\$1.25 Large Bot.
WHISKIES, from .....		75c pt. up

OPEN AS USUAL THANKSGIVING DAY

**T. J. COMISKY**

WINE AND LIQUOR STORE

97 Seneca St. (opp. Schine's Geneva Theatre)

Phone 2635

FOR YOUR INFORMATION The law does not allow us to be open on Sunday.

**RADIO FLASHES**

(Continued from page 3)

stockyards. At 4 p. m. the same day the executive will travel to South Bend to receive from Notre Dame University the degree of Doctor of Laws and Letters, Honoris Causa.



Nelson Eddy, motion picture sensation of the year, has returned to the "Voice of Firestone" program for an extended concert series. He will be heard throughout the winter on the broadcast at 8:30 p. m. over the NBC-WEAF network, alternating with Richard Crooks, Metropolitan Opera tenor, on alternate weekly programs. In returning to the Monday night concert, Eddy rejoins Margaret Speaks, soprano soloist, and William Daly, orchestra conductor, with whom he has been teamed frequently on the air since 1930.

Columbia will wind up the football season by putting two games on the air Saturday. The Army-Navy classic at Franklin Field, Philadelphia, will be described by Ted Husing from 1:15 p. m. until the end of the game. When the final gun sounds the Texas Christian-Southern Methodist game at Fort Worth, Texas, will be broadcast. This contest, one of the most important in the South, is to begin at 3 p. m. and it is expected the last hour and a half of it will be heard.

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Do your Xmas Shopping Early and Buy in Geneva.

**ON THANKSGIVING**

You can be thankful that there is one place you can still get

**REAL QUALITY HOMEMADE ICE CREAM****OWEN'S**

cor. North and Genesee Sts.

Telephone 2641

Quarts 50c

We Deliver

ALL THE POPULAR FLAVORS

**Engraving****GENUINE  
DIE STAMPED**

CALLING CARDS • PERSONAL STATIONERY

Most Reasonably Priced

• STEP IN AND SEE OUR SAMPLE BOOK

**W. F. HUMPHREY PRESS INC.**

300 PULTENEY ST.

GENEVA, N. Y.

**FOR HIS CHRISTMAS GIFT  
... an OVERCOAT ... a SUIT**Interwoven Hose.....35c (3 pr., \$1.00)  
50c - 75c - \$1.00

Beautiful Neckwear.....50c - \$1.00

Shirts.....\$1.00 to \$4.00

Mackinaws and Blouses for Men and Boys

From a Man's Store

**WELCH'S**

494 Exchange St.

Geneva, N. Y.

**FAMILIES WITH CHILDREN**

NEED "Better Light — Better Sight" Lamps

Don't risk the health of young eyes with improper lighting. Have a lamp which they can read by that gives out scientific, controlled lighting—that eliminates glare—leaves no shadow.

See the various table models of the I. E. S.

Better Light—Better Sight Lamp in our store,

Price as low as \$4.95

Give one of these useful and beautiful lamps for Christmas. Select one now!

**COONEY, WATTS & COONEY**

--: HARDWARE --:

513 Exchange St.

Phone 2170



## THE FUNNYBONE



### A Nocturnal Job

Teacher: "When was Rome built?"

Stude: "At night."

Teacher: "Who told you that?"

Stude: "You did; you said Rome wasn't built in a day."

### Most Inexpensive

Housewife: "You said I would find that coal an economical kind to buy. Why, it won't burn at all."

Coalman: "Well, ma'am, what could be more economical than that?"

### Same Old Excuse

Judge: "You admit you drove over this man with a loaded truck?"

Driver: "Yes, your honor."

Judge: "And what have you to say in your defense?"

Driver: "I didn't know it was loaded."

### Not Specific Enough

"Boy, I'm scared! I just got a letter from a man telling me he'd shoot me if I didn't stay away from his wife."

"Well, all you have to do is stay away."

"Yeah, but he didn't sign his name."

### Reward

Minister: "And what does your mother do for you when you've been a good girl?"

Little Girl: "She lets me stay home from church."

### Gave It Every Chance

"What's the trouble, kid? Why are you crying?"

"Aw! Me kite won't fly, and me old man made it out of fly paper, too."

### Complimentary

"So that dumb sugar daddy of yours has given you a beautiful country home?"

"That's right; I'm living on the fathead of the land."

### The Finishing Touches

"Mother," said a little boy after coming from a walk, "I've seen a man who makes horses."

"Are you sure?" asked the mother.

"Yes," he replied, "he had a horse nearly finished when I saw him; he was just nailing on his back feet."

**Let us show you . . .**

THE NEW  
**GENERAL**  
"DUAL-10" TIRE

The only  
Absolutely Skid-proof  
Tire

Let us demonstrate —  
you'll be amazed

**FINK'S**  
**SUPER-SERVICE STATION**  
Lake St. Phone 2448

**1936  
BUICKS**

**1936  
PONTIACS**

On display at

**KITCHELL  
MOTOR CO.,  
INC.**

BUICK-PONTIAC AGENCY  
386 Exchange St.  
Geneva, N. Y.

### Hotel Seneca Barber Shop

Jos. O'Byrne, prop.  
Anthony Alvaro, associate

HAIRCUTS: Adults ..... 35c  
Children ..... 25c

(Free Parking Rear of Hotel)

### Shaw-Walker Fire Files

Obtainable from

**M. F. DEVANEY**  
435 EXCHANGE ST.

**COLONEL CHEERIO**

Says:

(We Deliver Free)

For Your Thanksgiving Dinner . . .

CHAMPAGNE ..... \$2.25 5th  
WINES ..... 55c 5th up

A Select Assortment of . . .

WHISKEY, BRANDY, GIN, RUM, CORDIALS and  
Ready-made COCKTAILS

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

We Give CHRISTMAS THRIFTIES  
Redeemable in Cash at Christmas

**AIDING HEALTH CAMP**

The American Legion Auxiliary is again this year helping the Legion to finance a part of the Child Health Program thru the collection of coupons.

Last season's receipts from the listed coupons amounted to \$1,225 and was the means of providing a week each for more than 200 children at the Children's Health Camp. The Auxiliary goal this year is 400,000 coupons saved from Octagon Soap products, Borden Premium Brand Milks, Kirkman Soap Products, Knox Sparkling Gelatine, Knox Jell, Luzianne Tea and Coffee, Rumford Baking Powder, and Creamettes.

This is an easy way to support a worthy charity and costs nothing. A phone call to 6790 will bring someone to call for your coupons. Irene Frautz is coupon chairman of the local Auxiliary.

—o—

Wife—"Let's put a pergola out in the garden."

Husband—"Tain't no use,—it wouldn't grow in that sandy soil."

**Y. M. C. A. WEEKLY SCHEDULE**

Monday:—Calumet Club, 6:30 p. m.

Tuesday:—Junior Hi-Y Club, 7:30 p. m.; American Can Boy Scout Troop, 7 to 9 p. m.; Red Cross First Aid, 4 to 6 p. m.; Senior Stamp Club, 8 to 10 p. m. (every other week)

Wednesday:—Senior Hi-Y Club, 7:30 p. m. (Dinner once each month at 6:30 p. m.)

Thursday:—Junior Comrades, 4 to 6 p. m.; Red Cross First Aid, 7 to 9 p. m.; O-Q Girls Club, 6:30 to 8:30 p. m.

Saturday:—Friendly Indians, 9:30 a. m.; Saturday Night Club, 7:30 p. m.

—o—

**Camel Is Mainstay**

The Bedouin is indeed a poor man without his camel, which provides both meat and drink. Its back is his moving van for wife or house, and a fleet charger is he in time of war. His flesh is roasted at feasts and he sometimes is offered as a sacrifice to Allah.

—o—

Do your Xmas Shopping Early and Buy in Geneva.

**SAVE MONEY . . . Down below the track**  
**FRESH FRUITS AND VEGETABLES DAILY**

For Holidays—full line of Mixed Nuts, 1935 crop  
 Free Delivery — Just Phone 2532

**GENEVA FRUIT & VEGETABLE MARKET**

VRONY KITE, Prop.

298 Exchange St.

# YOUR SIGNATURE IS ENOUGH FOR A LOAN



If you need \$100-\$200-\$300 or less, you can get it right here so long as you have a steady job. We can advance you cash to pay bills, to make home improvements, to repair your car, to meet unexpected expenses, or for any other good purpose. We have 6 other loan plans, too, for single and married people, so we can fill your requirements.



Come in - write - or 'phone

**ALL THE TIME YOU  
NEED TO REPAY**

**PERSONAL  
FINANCE COMPANY  
OF NEW YORK**

Room 304, Third Floor National Bank Bldg.

Phone 251

120 Genesee Street

Auburn, N. Y.

LOANS MADE IN NEARBY TOWNS

A small amount monthly will take care of everything . . . and you can extend your repayments over as long a period as 20 months, if you wish.



## \$ -- MONEY -- \$

deposited ON OR BEFORE

Wednesday, Dec. 4

Will Earn Dividends from Dec. 1

—o—

### Geneva Savings Bank

24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —

### FOR THANKSGIVING . . .

"OLD AMERICAN" Straight Rye  
 .....pts. 98c; qts. \$1.89

"CROWN & ANCHOR" Gin  
 .....99c fifth (regular \$1.25)

"PLANTATION" Straight Whiskey  
 .....pts. 75c; qts. \$1.45

Complete Line of Wines

### Saglimbeni's Liquor Store

28 E. North Street

Phone 2059

Plenty of Parking Space

**THIS NEW ELECTRIC RATE IS WONDERFUL, JANE. IT WILL COST US LESS THAN 6 CENTS A DAY TO OPERATE OUR NEW REFRIGERATOR—YOU'D BETTER GET ONE, TOO.**

**I CERTAINLY WILL—WHY, IT WILL SAVE ME MORE THAN THAT. I'M GLAD YOU TOLD ME, I'LL SPEAK TO JIM.**

**JUST** as it costs little to operate an electric refrigerator under the new low rate, so does it cost little to operate all other appliances. And the best of it is, the more electricity you use the less each kilowatt hour costs. This new Electric Rate drops to as little as 2 cents a kilowatt hour. (At this cost, an electric refrigerator could be operated for about 3 cents a day.) Think of that for a bargain!

*Let us explain this new rate to you.*

**This New Domestic Rate Applies to Cities Only**

**EMPIRE GAS & ELECTRIC CO.**

**Geneva, New York**

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., APRIL 23, 1936

THE LYNCH FURNITURE COMPANY

*Announcing . . .*

## SPRING OPENING

You Are  
Invited  
to Attend

COMMENCING  
**S A T U R D A Y**  
And Continuing All Week

## HOME FURNISHING HEADQUARTERS

Many  
Outstanding  
**SAVINGS**  
Especially  
Planned

A Completely Redecorated and Re-  
modeled Store (Four Big Floors and  
Basement). An Impressive Display  
of Home - Furnishings, Rugs,  
Draperies, etc.

STORE OPEN SATURDAY EVENING  
And Every Evening Next Week

THE LYNCH FURNITURE CO.

485 Exchange Street

Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., April 23, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

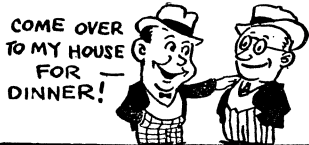
W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

## ALMANAC



"Those who ask the fewest favors are received as favored guests"

### APRIL



23—S.S. Great Western crosses Atlantic in record of 15 days, 1838



24—Start of losing five-day Irish Rebellion, 1916.



25—Guglielmo Marconi, inventor of radio, born, 1874.



26—Federal law abolishes imprisonment for debt, 1831



27—City of Tripoli surrenders to the United States navy, 1805.



28—Napoleon starts for Elba and exile, 1814.



29—Sundbach patents the hookless fastener, 1913.

## FLOWERS . . .

for every occasion

HAMILTON GARDENS  
Cor. Hamilton and Copeland

Phone 6368

T. J. REYNOLDS

WE DELIVER

## GARDENING BOOKS IN LIBRARY

Now that Spring is here, or "just around the corner", it is time to start planting a garden. Why not let your library help you plan your garden? At the Geneva Free Library may be found quite an extensive collection of books on all phases of gardening. Here is a partial list of books that all gardeners might find helpful:

"Gardens for Town and Suburb", by V. N. Lally

"Putnam's Garden Handbook", by M. S. Cray

"Garden Guide", by A. T. De la Mare

"American Alpines in the Garden", by A. McCully

"Book of Garden Flowers", by R. M. McCurdy

"1001 Garden Questions Answered" by A. C. Hottes

"Bulbs for the American Garden", by J. C. Wister

"Landscaping the Home Grounds", by L. W. Ramsey

"How to Grow Roses", by Robert Pyle

"Home Floriculture", by E. E. Rexford

"Complete Gardens", by A. D. Taylor and G. D. Cooper

"Pleasures and Problems of a Rock Garden", by L. B. Wilder

"Garden Leaves", by V. H. Davis

"How to Grow Vegetables and Garden Herbs", by Allen French

## Origin of Name "Petrel"

The origin of the name "petrel" as applied to the group of birds is derived from their apparent habit of walking on the water as St. Peter is recorded to have done.

Let us do your

## SPRING HOUSE CLEANING

Rugs, Drapes, Blankets, Garments to be stored away.

Protection against moths and ready to wear when needed.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

## PLAY SAFE!



WINTER LUBRICANTS  
ARE NO LONGER SAFE

Change Today!

## RICKELS

SERVICE STATION

Lake Street

Phone 2920

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

## PLYMOUTH CHRYSLER

Sales - Service

## GOOD RECONDITIONED USED CARS . . .

1935 Chevrolet Coach

1934 Plymouth Coupe

1934 Ford Coupe

1933 Plymouth Coupe

and several other good buys.

Buicks, Chryslers, Olds,  
Hupmobile, Hudson, etc.

Complete car service. Have your car "tuned-up" now for Spring driving.

## Fohl Motors, Inc.

230-234 GENESEE ST.

Phone 2811

Open Evenings



## SPRING OPENING LYNCH FURNITURE CO.

On the front page of our today's issue announcement is made of the "Spring Opening", starting Saturday, April 25, at the Lynch Furniture Co., 485 Exchange Street.

The public will now find at Lynch's a completely remodeled and redecorated store, stocked with a complete line of the very latest in home furnishings, rugs, draperies, etc., all attractively displayed.

The store will be open every evening during the coming week.

## "COUNTING THE STARS"

Theatre tickets have been awarded to the following for lists sent in the past week in connection with our feature "Counting the Stars": (See page 6.)

Mrs. W. B. Wheadon, 160 Nursery Ave.

Mrs. W. J. Meredith, 469 So. Main St.

Elizabeth Lydon, 160 Lewis St.

Mrs. P. Stivers, 229 High St.

Mrs. Geo. T. O'Connor, 17 Gene-see Park.

Mrs. C. J. Gilbert, 62 Cortland St.

Mrs. L. S. Harshberger, 72 Grove St.

Mrs. H. L. Osborne, 52 Wadsworth St.

Dora E. Bennett, Ovid, N. Y.

Mrs. Edward Pollott, Seneca Castle, N. Y.

FREE DEMONSTRATION  
of

# BPS

## PAINT • VARNISH ENAMEL • STAIN

TRY GLOFAST  
The New Decorative Enamel . . .  
that dries hard in 4 hours

FREE SAMPLES — Be sure and bring coupon you received in mail, which entitles you to a Free Can of BPS — your choice of color.

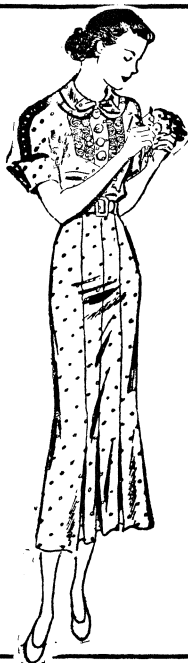
Remember the days . . .

Thursday - Friday - Saturday  
April 23-24-25

## DORCHESTER & ROSE

-: HARDWARE -:

543 Exchange St. Phone 2496



## Sparkling Prints . . .

. . . THAT DEFY GRAY DAYS AND LOW SPIRITS . . .

Spring is officially here — and with it comes a dazzling array of luscious prints in the higher colors.

Sizes 12-52

# \$3.95 and \$6.95

## GIVEN'S

66 Seneca Street

Geneva, N. Y.

— NATURAL GAS . . . The Ideal Fuel for House Heating —

Over 400 Gas Heating  
Customers is . . .

## "POSITIVE PROOF"

of satisfaction . . .

ASK YOUR NEIGHBOR  
WHO HEATS WITH GAS

Call Our House Heating Department  
for Special Spring Offer

See Local  
Dealers listed  
on other pages  
who will install  
automatic gas  
heat in your  
home on this  
Special Spring  
House Heating  
offer.

## Empire Gas & Electric Company

PHONE  
6 6 4 1

## SOCIAL JUSTICE CARD PARTY

Under the auspices of the local unit of the National Union for Social Justice a card party is to be held at Victor Emmanuel Hall on Saturday evening, May 2, from 7:30 to 12. There will be entertainment and refreshments. Tickets are 50c.

FOR RENT—Heated apartment, 5 rooms and bath, with garage. 106 Lafayette Ave. Phone 5694.

## ADVERTISING SPACE

in next week's issue must  
be reserved by Saturday  
noon. All copy must be  
in by Monday noon . . .

# ★ DOROTHY GOES SHOPPING ★

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns.

**"Dorothy".**

GENEVA

Friday and Saturday

HE RODE FOR LOVE...!

WARNER  
**BAXTER**  
"ROBIN-HOOD"  
OF  
**EL DORADO**

with  
**ANN LORING**  
**BRUCE CABOT**  
Margo - J. Carol Naish

Plus: SCREEN VODVIL

---

Starting Sunday, April 26



*happy!  
human!  
hilarious!*

HIS GREATEST...  
in STORY, MUSIC  
and LAVISHNESS

Romance with  
a heart-beat  
and pathos  
that tugs at  
your soul!

Warner Bros.  
First National presents

al  
**JOLSON**

in "The  
**SINGING KID**"

with  
Beverly ROBERTS - Sybil JASON  
Edw. Everett Horton - Lyle Talbot  
4 Yacht Club Boys - Cab Calloway  
and his Band

WARNER FIRST  
NAT'L PICTURE

ADDED  
SHORTS

—: BUY IN GENEVA :—

Do your complexion and your costume compliment each other in a friendly fashion?

—D—

Tired feet find comfort in shoes that are broken in. If you think your shoes look old and worn, let Carl rebuild them and repair them. They'll look like new. **Carl's Shoe Repair Shop, Castle Street.**

—D—

A charming black dress is of thin black wool. Sun pleating — an important spring note — in a jacket with cape sleeves. A crushed girdle and lowered waistline. The girdle is green and the bag matches.

—D—

Ladies' and gentlemen's tailor. Coats and suits made to order. **A. P. Petersen, 476 Exchange St.** . . . Match your old coat and vest with new trousers . . . Coats and suits altered.

—D—

**Mother's Day is May 10.** Make her day a happy one — give her the one thing she will appreciate most — your photograph. Call 2183. **The Stewart Studio, 35 Seneca Street.**

—D—

All makes of **Vacuum Cleaners** sold, exchanged and rebuilt. Personal inspection and free estimates for repairs or trade-ins. Drop a card to **Z. N. David, 36 Sharon St.** (formerly at 23 Castle St.).

—D—

At **McCarthy's Pharmacy, 162 Castle St.**, a Special Sale on all McKesson items. Special prices this week: Aspirin Tablets (100), 39c; Shaving Cream (with 4 Probak Blades), 23c.

—D—

Living Room Suites, Easy Chairs, re-covered by factory trained upholsterers. Your work is carefully tailored to look its best. Price for recovering is very

reasonable. Ask to see the new samples. No obligation. **Seneca Furniture Mfg. Co., Middle Street.** . . . Phone 4990.

—D—

Rich but not gaudy is the make-up motto. Vivacious face-powder shades which give a dull velvety finish. Subtly toned eye shadows. Rouge so delicately applied that it is hard to tell whether the pink is due to art or nature.

—D—

You are cordially invited to visit the formal opening of **Lynch Furniture Co., 485 Exchange St., Saturday, April 25.** The entire store has been remodeled and redecorated. Now you will see a fine display of the new merchandise in new and different settings.

—D—

**Expert on Diamonds.** Have your diamonds inspected free of charge. **Prince's Jewelry Store, 20 Linden Street . . .** Expert workmanship on watches and clocks. Prompt service . . . Excellent picture framing.

—D—

Most of the fashion changes are found in important details, in colors and in fabrics. One of the most important details is the waistline. Belts wide and draped, look like crushed girdles. The bolero jacket emphasizes, in some cases, these draped girdles.

—D—

Pleated raglan sleeves may be short or long.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS,** or Phone 3529.

—O—

## Nuptial Nobody

Teacher: "What is a bridegroom?"

"Please, teacher," was the reply, "It's a thing they have at weddings."



## RADIO FLASHES

by Ralph Le Brun



**Richard Himber** and his Studebaker Champions will begin a new series of weekly programs over the NBC-WEAF network on Friday, at 9 P. M., featuring each week a new celebrity as guest artist, and the singing of Stuart Allen, Himber's protege and baritone soloist.

Daylight Saving Time returns Sunday. Tune in your favorite programs one hour earlier. We will use only Eastern Standard ("Geneva") Time in this column.

Starting Monday, at 3:45 P. M.—"Derby Week at Churchill Downs". Bryan Field, CBS race announcer, will conduct a series of five 15-minute interviews, one-a-day, at the same time.

Amos 'n' Andy have no more devoted fans than Freeman Gosden, Jr., aged seven, and his sister, Virginia Marie, aged five, children of the Amos member of the team. But Mrs. Gosden has a problem on her hands trying to break them of using "undisrecouraged" for disgusted, "unlax" for relax and similar expressions they hear on the A. and A. broadcast. Words favored by daddy and his partner are plenty good enough for them and they can't understand why anybody thinks differently.

In a letter made public recently, K. B. Warner, secretary of the American Radio Relay League, national amateur organization, called upon Mayor Daniel J. Shields

## "MAJESTIC"

I have complete FACTORY service data on these Radios. Tubes, parts and service for any make radio.

**RALPH LE BRUN**

225 High Street

Phone 3237

of Johnstown, Pa., to retract charges made against Gerald Coleman, Johnstown radio amateur, in connection with emergency communications work performed during the March flood disaster. According to Warner, the charges were unfounded and untrue, and acted to damage amateurs as a group, as well as Coleman, as an individual.

There has appeared in the public press statements asserting that Coleman had not only deliberately trans-  
(Continued on page 11)

### TYPEWRITERS . . .

All makes, new portables . . . Also a complete line of rebuilt Standard machines.



**Victor Adding Machines**

A model to suit your business.

### GENEVA TYPEWRITER EXCHANGE

17 E. CASTLE STREET

PHONE 6500

### Saturday Special . . .

2 DOZEN DELICIOUS DOUGHNUTS, 25c

LOFT'S PURE QUALITY CANDIES  
Sizzling Barbecued Nuts from all over the world

=== ICE CREAM BAR ===  
74 SENECA ST.



**BRYANT CONVERSION BURNERS**

"Let the Pup be Your Furnace Man."

**RIGGS AND JENSEN**

475 Exchange St. Phone 2739

### Have Your Rugs Shampooed . . .

The "Von Schrader" Way . . . right on the floor . . . in your home.

Restores the exquisite colorings in Rugs and Carpets.

Absolutely non-injurious to the sizing.

--All Work Guaranteed--

**Modern Method Rug Shampooing**

Phone 5721

197 Castle Street



# BUSINESS DIRECTORY SECTION

<p>WHAT YOU WANT AND WHERE TO GET IT</p>	<p align="center"><b>-- FREE TICKETS --</b></p> <p align="center"><b>TO SCHINE'S THEATRES -- EACH WEEK</b></p> <p>Read each advertisement in this section. Look for the (*) Stars. A number of stars are scattered among different advertisements. Make up a list of the firms in whose ads the stars appear.</p> <p>Mail your list to "Business Directory Editor", Geneva Community News, Geneva, N. Y., as early as possible — but not later than 5 p. m. Saturday — each week.</p> <p><b>FREE THEATRE TICKETS</b> will be mailed to persons sending nearest correct lists, as follows:</p> <p>First two nearest correct—Two tickets each to Geneva Theatre. Next two nearest correct—Two tickets each to Regent Theatre. Next two nearest correct—One ticket each to Geneva Theatre. Next four nearest correct—One ticket each to Regent Theatre.</p> <p>Contest is open to entire public except associates of the Geneva Community News. Make up your list and mail at once.</p>	<p>REMEMBER  THESE  FIRMS —  THEY  WILL  SERVE  YOU  WELL</p>
--	--	---

## ADVERTISING

If you would like a space in this

**DIRECTORY SECTION**  
**DIAL 2108**

Our **MR. FRED I. COOK** Will Call

## AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service  
**J. H. BINDEMAN, Mgr.**

Lake & Exchange Streets

## AUTO LAUNDRY

A Good AUTO WASH Followed with  
**COMPLETE LUBRICATION**  
Done by Our Trained Experts  
Improved Equipment Chart System  
Prolongs the Life of Any Car

**TED'S AUTO INN**  
Phone 5174 35 Tillman St.

## AUTO SALES & SERVICE

**SENECA MOTORS**  
**M. W. STANTON, Prop.**

30 Lake St. Phone 2613

De Soto & Plymouth - Sales & Service

Phone for a Free Demonstration  
You'll Be Surprised and Well Pleased

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

Our free demonstration proves it.

**OLDSMOBILE SALES & SERVICE**

Main & Seneca Sts. Phone 6556

## AUTO IGNITION SERVICE

A Periodical Tune\*up  
Saves a lot of worry, time and expense later on. We have the equipment and know how. Drive in, you'll be well pleased.

**AUTO ELECTRIC SERVICE**  
**CARL E. COLE**

30 Lake Street Phone 2814

## AUTO REPAIR WORK

**WE'VE JUST INSTALLED . . .**

Our new improved "Sioux" Valve Grinding Machines, new improved Radiator Cleaning and Flushing Machines. Guaranteed to give your car a general tune-up and spring overhaul that'll make the old car run like a deer.

**STRATTON'S BRAKE SERVICE**  
**GENERAL REPAIRING**

Lake Street Phone 2028

## AUTO SUPPLIES

**THOMAS D. GUINAN**

Gas - Oils - Accessories - Tires

**TIRES: Goodrich\*Silvertown**

North & Exchange Streets

## 24-MONTH GUARANTEE

with every  
"All-State" Tire

at

**SEARS ROEBUCK CO.**

## LOST

A BUSINESS. Wonderful opportunity, but owner didn't believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

Persistent advertising pays.

## BAKED GOODS

**"BUTTERFLY" QUALITY BREAD**

The Favorite for Over 25 Years

Always Fresh

**GENEVA BAKING CO.**

## BARBER SHOPS

**HOTEL SENECA BARBER SHOP**

Courtesy - Style - Service

**Jos. O'Byrne**  
Prop.

**Anthony Alvaro**  
Associate

Free Parking in Rear of Hotel

## BATTERIES

There's a BIG DIFFERENCE  
in Automobile Batteries

We Handle "THE NATIONAL"  
Exclusively—because we know they're  
dependable and stand the test.

**GEORGE F. BRUZEE**  
**"THE BATTERY MAN"**

23 E. Castle Street Phone 6522

## BEAUTY CULTURE

Things That Help Make  
Women Beautiful . . .

"The satisfaction gained from the knowledge her Beautician has a SANITARY shop and methods."

For this "Help" Phone 6412

**THE SHAMPOO SHOP**

523 Exchange St. Next Seneca Hotel

## DESMOND'S BEAUTY STUDIO

**"Marinello System"**

Over Woolworth's

Phone 2212

# BUSINESS DIRECTORY SECTION

## BODY & FENDER WORK

### No Matter How Bad

The Body, Fenders, or Top is wrecked or crumpled up, we'll remove all bumps, repaint and match the colors — you won't believe it's the same car.

### PETERSON

Seymour Alley  
rear Geneva Loan & Savings Assn.

## COAL-COKE

Blue Coal Solvay Coke Fuel Oil  
Fast Dependable Service

### P. O'MALLEY & SON

Phones 6186 - 6232

### For the Best

in Fuels at the  
Lowest Possible Price

### RAPALEE'S

Phone 2221 or 2317

## CUT RATE REMEDIES

It's Human Nature to want to save all we can . . . "We'll Help You"

Prepared Remedies, Rubber Goods, Sick Room Supplies, Dental and Toilette Accessories, Perfumes, Compacts, etc.

### CASTLE CUT RATE

106 Castle Street  
Opp. Empire Gas & Electric Co.

## DAIRY PRODUCTS

### YOUR NEIGHBOR KNOWS

and will recommend our products

Milk, Cream, Butter, Buttermilk, Cottage Cheese, Chocolate Milk

QUALITY AND SERVICE GUARANTEED

WHITE SPRINGS FARM DAIRY CO.

Phone 2947 We'll Deliver

## ELECTRICAL WORK

### "EVERYTHING IN OUR LINE"

Contracting, Repairing, Wiring, Fixtures  
An extra light An extra plug-in socket  
A light for that dark closet or hall

Phone 6575 for Free Estimate

### R. H. DADSON

ALL WORK GUARANTEED

39 Pleasant Street Geneva, N. Y.

Merchants appreciate it when you say: "I saw your ad in THE GENEVA COMMUNITY NEWS."

Persistent advertising, even in a small way, is surely a lot better than no advertising at all.

## FISH

Everybody Likes Good Fresh Fish

### THE GENEVA FISH MARKET

Receives daily shipments of all Fish and Sea Food in season\* You'll get it here when you can't elsewhere.

358 Exchange St. Phone 6222  
We Deliver. Open the year round.

## FLORISTS

### WHEN YOU WANT FLOWERS

Your neighbor says: "I phone to

### HOWARD L. REEDER

303 Hamilton St. Phone 2109 all hours

He has what I want and they're Beautiful"

## FRUIT & GROCERIES

WE'RE OPEN EVEINGS  
AND SUNDAYS

Choice Fruit - Vegetables - Groceries  
— and don't forget —

OUR FRESH ROASTED PEANUTS . . .  
in the shell . . . the more you eat . . .  
the more you want.

### SUNNY FRUIT STORE

M. W. BUSHLACK, Prop.  
82 Castle Street YMCA Building

## FUNERAL HOME

### FRED W. YELLS & SON

Public Funeral Home

Lady Assistant Ambulance Service  
408 Main St. Phone 2754

## FURNITURE

When you think of Furniture  
It's just natural to think of

### WHEELER'S

70 Castle Street Phone 2620

Beauty - Style - Quality - Service  
Greet you as you enter

Another Feature — "THOSE EASY TERMS"

## GAS AND OIL

### CARROLL'S

### CENTRAL SERVICE STATION

Main St., opposite Armory Phone 2592  
The Friendly Service

### SCIENTIFIC LUBRICATION

Chart System for Every Car  
Skilled Operators & Attendants

## KIND TO YOUR MOTOR TO YOUR POCKETBOOK

Essolube Motor Oil, 25c qt.

Complete Lubrication Service

### EXCHANGE ST. ESSO STATION

J. W. Barnes, Prop.

## GAS AND OIL

### REMEMBER . . .

When you're looking for stars you'll find them on Rickels' Gas Pumps.

The complete 100% Service Station

### OSCAR F. RICKELS

Lake Street Phone 2920

## GRADING, Etc.

### LET US HELP YOU CLEAN UP

Ashes, Rubbish and Brush removed  
at reasonable prices

Courteous men ready to serve you

Phone 6102 L. E. HILTON

## GROCERIES

Friday and Saturday Specials:

Jello, 3 packages .....25c  
Pink Salmon, 2 cans .....25c  
Corn Flakes, 3 packages.....25c  
Ivory Soap, 3 cakes .....20c

### BRENNAN'S

31 John St. Phone 4572 We Deliver

### WE'RE NOW SERVING

Those Big Double Dip Delicious "Fro-  
joy" Ice Cream Cones.....5c

### GEORGE PHILLIPS'

### RED & WHITE STORE

111 Pulteney St. Free Parking Space

Our Friday and Saturday Specials:

Blue Label Dove Brand Molasses,  
large can .....21c  
Swift's Tomato Juice, 2 cans.....15c  
Castle Coffee .....29c

### L. J. McCANN'S GROCERY

144 High St. Phone 2653 - He'll Deliver

This Week's Specials:

Delicious Ice Cream, full quart.....39c  
Popsickles and Fudgicles..... 5c  
Geneva Club & Cloverdale Ginger Ale,  
large quart bottles, 2 for.....25c

### FRED MONACO

111 Washington St. Phone 2545

### OUR CUSTOMERS . . .

all come back. There's a reason . . .  
always something different . . . always  
fresh. Courtesy — a desire to please  
. . . low prices.

### FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

It Pays to Advertise — Every  
Week — in THE GENEVA COMMU-  
NITY NEWS.

# BUSINESS DIRECTORY SECTION

## GROCERIES

Quality Comes First—We Have It!  
Service Comes Next—We Give It\*  
Satisfaction is what we all want  
We Guarantee It!

**LUCILLE ONORATO**  
**THE RED AND WHITE STORE**

177 Exchange Street Phone 6363

**SPECIALS—Friday and Saturday:**

4 Jello .....25c  
Large Chipso .....19c  
Large Catsup, 2 for .....25c  
1 lb. Can Potato Salad .....19c

**C. S. DADSON**  
70 Cherry Street Phone 2630

**R. P. VAN TASSEL**

99 N. Genesee Street Phone 2451

Call us for

Lowest Price on Butter

Friday and Saturday

## HARDWARE

**NOW ON DISPLAY**

New Perfection and Florence  
Oil Cook Stoves

Come in and see this beautiful line

**DORCHESTER \* ROSE**

543 Exchange Street Phone 2496

## HOME FOR INVALIDS

**An Ideal Home . . .**

For Invalids, Convalescents, Chronic cases,  
Aged Men and Ladies. Warm, comfortable,  
private rooms, tray service. Day and night  
graduate nurses always in attendance.

Quiet - Restful - Moderate Rates

**THE KERN NURSING HOME**

488 Castle Street Geneva, N. Y.  
Phone 5975

## ICE

Made from Refiltered City Water

See the "Coolerator" Air-Conditioned  
Refrigerator

**C. J. BRADY**

110 Lake Street Phone 2740

Thousands of readers look for  
**THE GENEVA COMMUNITY NEWS**  
—every week.

A large number of Geneva mer-  
chants have satisfied themselves, be-  
yond the shadow of a doubt, that it  
pays to advertise in **THE GENEVA**  
**COMMUNITY NEWS.**

## ICE CREAM

**"DAVIDSON"**

Your home town manufacturer of De-  
licious Ice Cream \* Bricks, Bulk, Sher-  
bets, all flavors. Artistic lettered or em-  
blem Ice Cream Cakes made to order  
for parties or social affairs.

312 Castle St. Phone 6122 We Deliver

## JEWELRY

You'll like our  
complete new line of

**COSTUME JEWELRY**

Rings, Bracelets, Brooches, Pins, etc.

**S. A. GILBERT**

510 Exchange St. Everything in Jewelry

**Watches - Clocks - Jewelry**

New line just received

We Specialize in High Grade R.R. Watches

Remounting

Fine Diamonds - Precious Jewels

**C. PHILLIPS**

23 Castle St. Kirkwood Block

## LAUNDRY SERVICE

"Let's Give Mother A Treat"

Send the Wash to

**GENEVA STAR LAUNDRY**

Phone 2112

Saves her time, labor, worry, money


Free Calls . . and . . Deliveries

AN OPPORTUNITY is pre-  
sented to every business, large or  
small, to keep consistently before  
the buyers of Geneva and vicinity  
in the columns of **THE GENEVA**  
**COMMUNITY NEWS.** Phone 2108.

**I'LL TELL THE WORLD**  
**The Geneva**  
**Community News**

gets results for its  
advertisers

Reaches thou-  
sands of buyers  
in Geneva and  
nearby commu-  
nities . . . every  
week.



## MEAT

**WHO DOESN'T LIKE**

a nice tender, juicy steak with delicious  
French fried potatoes?

**"WE HAVE THE STEAK"**

We also dress our own Poultry  
Think of it—Chicken and Hot Biscuits

**WILSON & JOHNSON**

261 William St. Phone We Deliver

The Wise Housewife Wants Quality  
Meat. "We Have It"

**MULVEY'S MARKET**

We Dress Our Own Poultry  
Make Our Own Pork Sausage

**ASK YOUR NEIGHBOR — SHE KNOWS**

70 N. Genesee St. Phone 2712

**JOE'S NEW MARKET**

**FRIDAY & SATURDAY SPECIALS**  
Pure Pork Italian Sausage.....25c

Veal Cutlets .....25c

Sirloin Steak .....26c

Round Steak .....25c

Boneless Veal Roast .....25c

226 Exchange St. We Deliver

## MOVING & STORAGE

**UNCLAIMED FURNITURE?**

Yes, we have things you need: A-1 Pianos, \$20;  
Vanity Dresser, \$15; Large Steel Safe, \$10;  
Mahogany Beds; Living Room Suites; Odd  
Chairs; etc. Come look them over . . .  
real bargains.

**The GENEVA MOVING & STORAGE**  
**COMPANY, Inc.**

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## NEWSPAPERS- MAGAZINES

— KODAK FILMS —

Developing Service

Quality and Service at Low Cost

**THE CORNER NEWS**

Castle & Main Street Phone 2515

## OPTOMETRY

**SCIENCE SHOWS . . .**

That many of the headaches and nervous con-  
ditions noticed in children and adults are  
due to eye strain and weakness. We examine  
the eyes, fit glasses, repair broken frames,  
and replace broken lenses.

**G. W. FLETCHER**

Castle Street Opp. City Hall  
Office Phone 3401 Residence 2044

## PAINT & WALLPAPER

**FAIRFAX BROS. CO.**

87 Castle Street Phone 2441

Wallpaper, Glass, Venetian Blinds

Sherwin\*Williams Paint

Window Shades Glass: All Kinds

# BUSINESS DIRECTORY SECTION

## REFRIGERATORS

### "KELVINATOR"

Commercial & Domestic Refrigerators  
and Milk Coolers

### MAYTAG SALES AND SERVICE

Call or Phone for Free Demonstration

431 Exchange Street Phone 2005

## RADIO REPAIR SERVICE

Exclusive Radio Repair Service

Experienced Technicians

### GEORGE F. BRUZEE

23 E. Castle Street Phone 6522

Amplifier Systems for Rent

## REAL ESTATE

WE HAVE IT . . .

City, Farm and Urban Properties. We buy, sell, or exchange. We'll take full charge of your property—find a tenant, collect the rent, make repairs, and relieve you of all details.

FINZAR — Real Estate Broker

20 Linden St. (Prince's) Phone 2661

## RESTAURANTS

You're always satisfied after one of those real Dinners served at

### MARION'S

14 Castle St. Opp. the Kirkwood

Delicious Sea Food, Steaks, Chops, Chicken, Oysters, Clams, Sandwiches, etc. Full meals or a la carte. Fine Wines, Liquors, Beer and Ale on draft.

### CORCORAN'S RESTAURANT

59 Seneca Street Phone 2552

"The Home of Good Eats"

Full Meals - Short Orders - A la Carte  
We bake our own pies, take one home.

Don't Forget . . .

Our Delicious Sunday Dinner Specials

Will we ever forget? That delicious dinner they served at the

### TEXACO GRILLE

Lake Street Geneva, N. Y.

"I'm Sure Coming Back"

They never close and always satisfy

MR. MERCHANT. Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

## SHEET METAL WORK

THOSE LEAKY EAVES . . .  
The Roof and Spouting Should Be  
Inspected Now!

It may save you a lot of money later

### HARRY A. LEADER

Phone 3637 for Free Estimate  
Rear Carl's Shoe Repair, 111 Castle St.  
Everything in Roofing & Sheet Metal Work

## SHOES

WORK SHOES? SURE!

We have them for every line, \$1.49 up. Mills, factories, farmers, truckmen, police and firemen. Don't forget the boots for hunting and fishing.

### TRIANGLE SHOE STORE

Exchange Street Geneva, N. Y.

## SHOE REBUILDING

Your friends and neighbors will recommend our work. You won't know the old Shoes when we return them to you.

### MODERN QUICK SHOE REPAIR COMPANY

T. Lalli, Prop. 22 Linden Street

## TAXICAB SERVICE

Regardless of weather or distance, our heated cars and careful drivers will take you there or bring you back.

Phone LONT'S — 2700 or 6400

24-Hour Service 101 Seneca St.

BACK NUMBER MAGAZINE STAND . . .  
You'll get it here when you can't elsewhere!

## UPHOLSTERING

### GENEVA UPHOLSTERING WORKS

S. F. KRYSINSKI, Prop.

Upholstering - Refinishing - Sterilizing

Remaking Box Springs  
and Hair Mattresses

288 William St. Free Calls & Deliveries  
Phone 6261 for Free Estimate

## USED CARS

USED CARS!

USED CARS!

### ALL POPULAR MAKES AND MODELS

1928 to 1935

Priced from \$20 to \$645

### GENEVA AUTO CO.

145 Castle Street

Phone 2614

## USED CARS

### DESIRABLE USED CARS

1934 Ford Coupe

1933 Rockne Conv. Coupe

1933 Studebaker

Several other late models to  
choose from

### KITCHELL MOTOR CO., INC.

Buick-Pontiac Agency

386 Exchange Street Geneva, N. Y.

## WINES & LIQUORS

### SPECIALS THIS WEEK:

"Carioco" Rum, 98c - \$1.25 - \$1.95

"William Penn" Whiskey  
pint, \$1.32; quart, \$2.55

T. J. COMISKY

97 Seneca Street Phone 2635

Opposite Schine's Geneva Theater

### Specials This Week . . .

### HOWARD LIQUOR STORE

495 Exchange Street Phone 5133

California Wine, full qt. . . . . \$ .49

"Silver King" Gin\* qt. size. . . . . \$1.35

"G & W Star" Whiskey, pt. . . . . \$1.09

Colonel Cheerio says: I can get at . . .

### PETER'S LIQUOR STORE

148 Castle Street Phone 2054

"SUGAR CREEK" Rye. . . . . 75c pt.

"MILLSIDE INN" Straight Whiskey. . . . . 85c pt.

"ESQUIRE" Gin . . . . . 75c pt.

BONDED WHISKEYS . . . . . \$1.99 pt. up

WINES . . . . . 59c qt. up

### SAGLIMBENI LIQUOR STORE

California Wines, \$1.35 per gal. and up

Delicious Fruit Wine. . . . . pt., 39c

28 E. North Street

Phone 2059

## WRECKING & TOWING

### COMPLETE STOCK . . .

Axle Shafts and Gears  
For Buses, Trucks, Cars

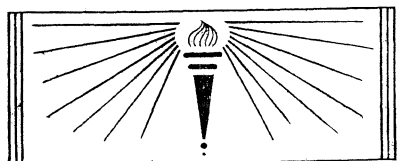
### DEL PAPA'S GARAGE

Phone 6206

24-Hour Service

Merchants appreciate it when you say: "I saw your ad in THE GENEVA COMMUNITY NEWS."





**DO YOU KNOW?**

Sponsored by the Medical Society  
of the State of New York

The nose, ears, fingers and toes are likely to be colder than the rest of the body.

After the first year of a child's life a common mistake is catering too much to his appetite. Variety is unnecessary and undesirable. Adults need variety; young children do not. Until the age of three or four, young children are better off if they do not eat at the family table; it is easier to satisfy them with plain, simple, well-cooked foods. Refusal to eat should be met by termination of the meal.

Andrew Carnegie's first job paid him \$1.25 per week.

"Robber of the Prime of Life" and "On Your Guard" are the titles of two pamphlets distributed by tuberculosis and health associations in connection with the early diagnosis campaign conducted by the National Tuberculosis Association. Tuberculosis still causes one out of every five deaths between

the ages of 15 and 25. The campaign aims to persuade people to seek medical treatment while the disease is still incipient, emphasizing the value of tuberculin test for all children in contact with a case of the disease, and X-Ray examinations for all suspected children.

It is interesting to note that 1936 is the fortieth anniversary of the discovery of the X-Ray by William Konrad Roentgen. As is usual with all such brilliant discoveries, it was at first taken up by quacks who proclaimed it as a cure for innumerable ailments. It has great value, as an aid to diagnosis in many diseases, when the negatives are read by competent and experienced men. But no machine can take the place of the intelligence and knowledge which are needed to interpret the meaning of shadows on plates in connection with the significance of other symptoms.

Cream and eggs sweetened with saccharine is found to make a satisfactory ice-cream for diabetic patients.

**Coleridge Said:**

In today, already walks tomorrow.

**The Moon and the Sun**

Why the moon should be partial to lovers one might easily explain on very prosaic grounds — perhaps not unlike the reasoning of the Irishman who called the sun a coward because he goes away as soon as it becomes dark, whereas the blessed moon stays with us most of the night!

**SHOE REPAIRING . . .**

New low prices — big reductions  
Good, honest workmanship and leather  
**MEN'S SOLES & HEELS, \$1.00 up**

**JOE IOCOLANO**

14 Middle St.

**CARPENTER and BUILDER**

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free

**DO YOU OWN A BOAT?**

We have a complete line of marine paints and supplies. Boat and marine engine repairs. Under cover storage for outboards and small runabouts.

New and used boats for sale. Trade in your old boat.

Authorized "Chris-Craft" sales & service

**BOURNE'S BOAT AND**

**STORAGE YARD**

Outlet, Seneca Lake

**Your Brakes  
May Be O. K.**

— BUT —

if your tires are not . . .  
you cannot

**"Drive with Safety"**

**DUAL 10 GENERALS**

stop in a straight line on  
any pavement . . . wet  
or dry.

**FINK'S  
SUPER-SERVICE STATION**

Lake Street Phone 2448

**:- FLOWERS OF QUALITY :-**

Phone 2026

**TRAUTMAN & SMITH**

(Flowers Telegraphed Anywhere)

North Exchange St. Members F.T.D.

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**GAS CONVERSION UNITS INSTALLED**

Our prices on new Furnaces for Gas or  
Coal cannot be beat for price or quality.

**HOMER R. OSTRANDER**

70 Colt Street

Phone 3976

We install . . . **GAS CONVERSION BURNERS**  
and Complete

**GAS HOUSE HEATING EQUIPMENTS**

**GEORGE W. COOMBS**

30 Rose Street

Phones 3535 and 6331

**Will You Kindly Mention**

**THE GENEVA  
COMMUNITY NEWS**

When Making Purchases  
From Our Advertisers . . .

## The Gin Season Being Very Close at Hand . . .

We Offer the Following Specials:

"SILVER KING" .....pints, 69c; fifths, \$1.05; quarts, \$1.35  
 "SILVER SWALLOW" .....pints, 75c; quarts, \$1.45

Something New and Very Appetizing:

Apricot, Peach and Wild Cherry WINE .....39c pint

# T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street

(opp. Schine's Geneva Theatre)

Phone 2635

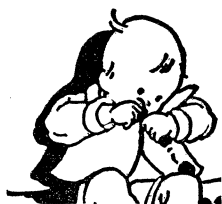
### RADIO FLASHES

(Continued from page 5)

mitted false reports concerning the bursting of the Quemahoning Dam and the destruction of Johnstown but that he had done so with intentional malice in order that news-reel cameramen might secure panic scenes, and also that the deaths of a number of persons were attributable to Coleman. These reports are branded as false.

Citing the service performed by radio amateurs in Johnstown in securing relief aid and supplies and in providing volunteer communication facilities for both authorities and individuals when the city was without other means of communication, Warner suggested that Coleman's work deserved commendation rather than censure.

Citizens of Waters, Ark., have some busy days ahead of them between the present time and Sunday, April 26, when the name of the town officially will be changed to Pine Ridge, Ark., in honor of Lum and Abner, whose Jot 'Em Down Store always has been located in a mythical village named Pine Ridge. The United States Post Office Department has given its sanction to the change in names and a radio broadcast of ceremonies marking the occasion has been scheduled for the NBC-WJZ network, Sunday, at 4 P. M.



## J. W. Smith Dry Goods Co.

— NATIONAL BABY WEEK —

April 27 to May 2

Hand Emb. INFANTS DRESSES

49c regularly 59c

Dainty first dresses in fine materials with touches of hand embroidery on pale blue, pink or white.

PLAYTEX PANTIES  
50c

A new material—not rubber, moisture proof, stain-proof. Non-binding, non-heating. Easily cleaned and dried.

DENNISON'S PADS  
50 for 25c

New sanitary diaper linings. Downy-soft, comfortable, clean. Eliminates disagreeable washings.

## Lawn and Garden Needs . . .

Now is the time to start your Lawn and Garden Work.  
Lawn Mowers, Rollers and Rakes. Grass Seed —  
Flower and Garden Seed. Loma — Soil Pep.

Wheel Barrows - Spading Forks - Ornamental Fence  
Flower Guards.

Visit our store and see our selection  
of the latest in Garden Equipment.

## Cooney, Watts & Cooney

HARDWARE

513 Exchange Street

Geneva, N. Y.

## NOT a lot of USED CARS and WHY?

Let's get confidential and go "behind the scenes", so to speak, and ask ourselves why a car dealer has a large stock of used cars — or the reverse — a SMALL stock. Where Used Cars are properly re-conditioned and properly priced — they do not accumulate in a dealer's stock.

We are proud of the fact that we have never had a large stock of used cars. We re-condition them thoroughly, as soon as they come in, then price them right and "out they go". A small, fast moving stock of used cars — unquestionably runs to the used car buyer's benefit.

1933 Pontiac Sedan	1932 Ford "8" Sedan
1934 Chevrolet Coach	1932 Ford "8" Coupe
1934 Chevrolet Coupe	1932 Chevrolet Coach
1929 Chevrolet Sedan	1931 Ford Coupe
1929 Chevrolet Coupe	1930 Ford Coupe

If we have listed above a car that appeals to you, come in soon. Our stock is constantly changing.

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

OPEN 24 HOURS

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Ginger Pops

- 2 cups sifted flour
- 1 teaspoon baking soda
- $\frac{1}{2}$  teaspoon salt
- 2 tablespoons sugar
- 4 tablespoons butter
- $\frac{3}{4}$  cup ginger ale
- 3 tablespoons lemon juice
- 18 pecan halves

Sift flour once, measure, add baking soda, salt and sugar and sift again. Cut in butter. Add ginger ale and lemon juice. Mix only until blended. Turn into small greased cup cake pans. Top each with half pecan meat. Bake in hot oven 15 minutes. Makes 18 pops.

## Orange Pie

- $\frac{1}{4}$  cup all-purpose flour
- 1 cup granulated sugar
- $\frac{1}{4}$  teaspoon salt
- 3 tablespoons butter
- 1 cup milk
- 2 eggs, separated
- Juice of 1 orange
- Grated rind of 1 orange
- 1 baked, but not browned, pastry shell

Sift together the flour, sugar and salt, then blend in the butter. Add milk to the well beaten egg yolks and combine with the first mixture. Add the juice and grated orange rind; fold in the egg whites, beaten until stiff but not dry. Pour into a previously baked, but not brown, pastry shell and bake in a moderately slow oven (325 degrees F.) for 25 minutes. This makes 1 (9-inch) pie.

## Refrigerator Rolls

(Made with compressed yeast)

- $\frac{3}{4}$  cup of milk
- $\frac{1}{4}$  cup sugar
- 3 tablespoons shortening
- $3\frac{1}{2}$  cups flour
- 1 cake compressed yeast
- $\frac{1}{4}$  cup luke warm water
- 1 teaspoon salt

Scald the milk and pour it over the sugar, shortening and salt in a mixing bowl. Cool to luke warm. Soften yeast in luke warm water; add beaten egg and mix well; stir into milk mixture. Add about one-half of the flour and beat well. Add remainder of flour and mix well. Grease top of the dough cover with oil paper and a towel held in place by a rubber band. Store in the refrigerator until needed. About  $2\frac{1}{2}$  hours before baking take it from the refrigerator, form into rolls, let rise about 2 hours or until double in bulk. Bake 20 min. in hot oven, 425 degrees F.

M. S., Prospect Hill.

## C. J. BRADY

RE-FILTERED CITY WATER  
ICE

Let us show you the "Coolerator" the conditioned-air refrigerator

110 Lake St. Phone 2740  
Tune in Mary Pickford  
WFBL Tues. Even- WHEC  
Syracuse ings at 10 Rochester

## Girls "Old Maids" at 14

On the Island of Madura, Dutch West Indies, the girls marry when very young. Twelve years is the average age when they take on the responsibilities of a home. If unmarried at fourteen, they are regarded as "old maids."

**\$5.00 DOWN**

buys a

**NORGE REFRIGERATOR**

-- See us now --

**BOLIN MUSIC HOUSE**

Phone 2788 551 Exchange St.

IS THE BEST TOO GOOD FOR YOU? . . . If not . . .

Buy Quality Merchandise from

**L. E. HILTON**

FINE ROTTED MANURE

Per cubic yard (about 22 bu.)....\$3.25

FINE COMPOST SOIL

Per cubic yard .....\$5.75

FERTILE LOAM SOIL

Per cubic yard .....\$2.50

Large quantities discounted according to amount

-- We deliver a bushel or a load --

Phone 6102

14 Clover Street Geneva

(Drive up and see us sometime)

**ORDERED YOUR COAL YET?**

*Buy now*

**WHEN IT'S LOW PRICED**

**BURN WHEN IT'S HIGHEST!**

**RAPALEE'S**

Phone 2221 or 2317



**Mary L. Rogan**  
MILLINERY

52 LINDEN STREET  
(Just Around the Corner)

## FUR SAFETY

Protect your fur garments during the summer months by placing them in a cold storage vault at a temperature of 22 degrees above zero. Garments insured against Fire, Theft and Moths to amount of declared value.

### LE BRUN'S FUR SHOP

REPAIRING and REMODELING  
Coats Made to Order a Specialty  
38 Linden Street Phone 3461  
— Work Called For and Delivered —

## SPECIAL

Friday and Saturday Only

MEN'S FIRST GRADE.....	89 <sup>c</sup>
HALF SOLES.....	
LADIES' FIRST GRADE.....	79 <sup>c</sup>
HALF SOLES.....	
MEN'S RUBBER HEELS.....	39 <sup>c</sup>
FIRST QUALITY.....	
LADIES' RUBBER HEELS.....	29 <sup>c</sup>
FIRST QUALITY.....	
LADIES' LEATHER HEELS.....	19 <sup>c</sup>

### FRANK'S SHOE RENEW SERVICE

10 Castle St. Frank Rizzo

## "The Missing Links"

They're LOST

But Where?

Who Found Them?

BIG CASH AWARDS

Are offered for their return

Notify The

## COMMUNITY NEWS

If you get any information

### AMARANTH CARD PARTY

Members and friends of Queen Christina Court, Order of the Amaranth, will hold a card party at the home of Mrs. G. A. Carson, 253 Washington St., on Friday evening, April 24. Bridge and 500 will be played. Tickets, 35c.

### CHAMBER OF COMMERCE DINNER

Approximately 150 members attended the annual Chamber of Commerce dinner at Hotel Seneca last Monday evening.

Following the dinner a debate was held on the subject, "Resolved, that Geneva solve its Parking Problem by the creation of a Municipal Parking Area."

At the end of the debate a vote was taken to determine the views of the members on the establishment of a municipal parking section in connection with Lakeside Park. The vote was overwhelmingly in favor of such action.

### YMCA NEWS

Basketball games will finish this week. Gymnasium classes will continue and as soon as the weather permits, classes will be held at the playgrounds.

The Friendly Indians and Junior Comrades are planning an all-day hike for this Saturday.

Within a week the City Soft Ball League and the Twilight League will hold a meeting. The League will start around May 4. There are about 10 teams in the Soft Ball League and 20 in the Twilight League. About 300 adults will play all summer until September 1.

Classes in Life Saving will be held every Friday evening and Saturday morning.

—: BUY IN GENEVA :—

### Many Antelopes in South Africa

A great variety of antelopes are found in South Africa, ranging from the diminutive blue buck or mipiti to the eland.

SPECIAL — Friday and Saturday

HATS — \$3.00 and \$4.00

### HARRINGTON'S HAT SHOPPE

106 Lafayette Avenue Phone 5694

### LISTED FOR SALE

Cupboard with glass doors, several safes, show case, several roll top and flat desks, stenographer's posture chair and typewriter table, cement block machine, several valuable paintings, two standing desks, garage door holders and three cupboards with shelves.

### M. F. DEVANEY

Printing and Office Supplies  
435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

## BOOK BARGAINS . . . \$1.00 Each

"Of Time and the River" — Wolfe  
"The Road Leads On" — Hamsun  
"Life With Father" — Dey  
"Love Song" — Hughes  
"Forty Days of Musa Dagh" — Werfel

"Via Mala" — Knittel  
"Francis the First" — Hackett  
"Stars Fell on Alabama" — Carmer

### PERSONAL STATIONERY

200 Single, 100 Double Sheets  
100 Envelopes, \$1.00

## The HILL BOOK SHOP

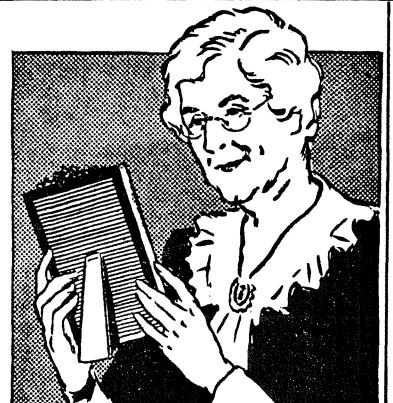
107 Seneca Street Phone 6996

## For MOTHER'S DAY

There's nothing that Mother will appreciate more than a new photograph of yourself.

### THE STEWART STUDIO

35 Seneca Street Phone 2183





## THE FUNNYBONE



### Worthy Citizen

The pompous judge glared sternly over his spectacles at the tattered prisoner who had been dragged before the bar of justice on a charge of vagrancy.

"Have you ever earned a dollar in your life?" he asked in scorn.

"Yes, your honor," was the response. "I voted for you at the last election."

### Destiny

Comrade H. W. Cunningham, now on duty in Honolulu, tells a yarn about a hardboiled top kick who was lecturing a bunch of young recruits.

"Don't forget that the army is just one big family," he said. "And that in each one of you there is the making of an unknown soldier!" — *American Legion Monthly*.

### Pardonable Pride

The minister had just finished an excellent chicken dinner. As he looked out of the window, a rooster strutted across the yard.

"My!" said the minister. "That is certainly a proud rooster."

"Sho," said the host, "he has reason to be proud. One of his sons just entered the Ministry."

### Slippershod Dressing

"I was awfully embarrassed this morning. I got a block from home before I noticed that I still had on bedroom slippers."

"What did you do?"

"I had to limp all the way home."

### Years Late

She wanted to be in the beauty chorus, so she wrote an application, enclosing her photograph, and was asked to come for an interview. Imagine her surprise when she was told by the manager that she was too late.

"Is the position filled, then?" she asked.

"No," replied the manager; "I meant that you should have come when you had your photograph taken."

### Legacy

"I hear that Jones left everything he had to an Orphan Asylum."

"Is that so? What did he leave?"

"Twelve children."

### The Indicator

Boss: "That bell at the end of your typewriter, Miss Jones—"

Miss Jones: "Yes, sir."

Boss: "Well, it isn't there to remind you to powder your nose."

### Well Recommended

A young man who had unexpectedly inherited a fortune decided to learn how to behave himself in society. He went to a school of deportment. A bowing Frenchman begged him to enter.

"Do you give lessons in deportment?" asked the young man.

"The best, m'sieu," gushed the proprietor. "My system ees perfect. Two weeks ago a young man like you, m'sieu — he only take two lessons in deportment — then he was deported!" — *El Paso Herald News*.

### Old Standard Yard

The standard yard originally varied with the girth of succeeding chieftains. Later it was fixed as the distance from the point of Henry I's nose to the end of his thumb.

## Schine's REGENT THEATRE

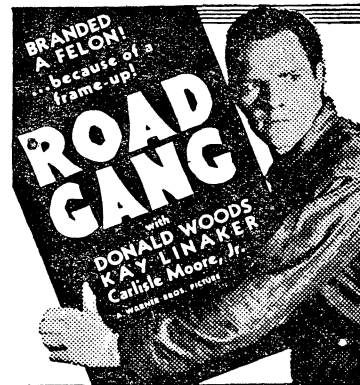
Friday and Saturday  
Double Feature Program

DICK FORAN  
in  
"SONG OF  
THE  
SADDLE"

JESSIE  
MATTHEWS  
The Dancing  
Devinity  
FIRST  
A GIRL  
(Then A Boy)

Plus  
"THE GREAT AIR MYSTERY"

Starting Sunday April 26  
THREE DAYS



Added, Comedy "WILL POWER"  
Musical "LOVE IN SEPTEMBER"  
Travelog "LAND OF EVANGELINE"

Wednesday - Thursday



Added Short Subjects

COAL! COAL! COAL!

New Low Prices . . . Stove, Egg, Nut, Pea

\$1.00 PER TON LESS

— Fill up now . . . at the season's lowest prices —

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phones 6186 and 6232 261 Exchange St.

See us for . . .

**AIR-CONDITIONED GAS DESIGN UNITS**

Also . . .

**GAS CONVERSION UNITS**

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

## GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"Glamor is simply a rain of events falling on an individual who happens to be on the right corner at the right moment without an umbrella."

"Repetition is retention."

"Do what you have to do no matter how tough things look."

"As long as there is a top and a bottom everyone cannot be on top and no one on the bottom."

"Social tact is making one's guests feel at home where we wish they were."

"An important attribute of a successful politician is his lie-ability."

"Happiness must be paid for. Nothing is free. Things sort of work out right in the end."

"Greet your misfortunes with laughter and you have them half licked."

"Just an extra push of a pound or so will put it over."

"One way to succeed is to refuse to fail."

—o—

## There Are Others

Jud Tunkins says the taxes he'll have to pay made him feel as if he was liable to be fined for reckless thriving.

## Roses, Fruit Trees, Shrubs, and Evergreens

WHITE SPIREA, 2-3 ft., doz.....75c  
 BERBERRY ..... 5c  
 HOME GROWN HYBRID TEA ROSES,  
 doz. .... \$3.00

## W. M. DIVINEY

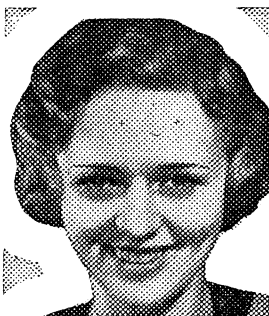
White Spring Street Geneva

## Painting and Decorating

PHONE 6927

## DONALD W. JACKSON

106 High St. Geneva, N. Y.



**"You helped us  
stay independent!"**

A young wife told us that the other day. "We'd always been able to pay our own way", she said, "but a sudden illness cut off our income, recently, and before we knew it, our savings were gone, too. We were already to ask our parents for help when a friend suggested you. You loaned us the cash we needed but better still, you helped us stay independent!" . . . Will cash help you? We'll lend it to you and you can have a year or longer to repay. So add up your money needs and see us TODAY.

Loans up to \$300—20 months to pay.

3rd Floor

National Bank Bldg.

Room 304

120 Genesee St.

Phone 251

Auburn, N. Y.

## PERSONAL FINANCE CO.

LOANS MADE IN NEARBY TOWNS

## Catbird Has Odd Habit

Gifted with the song of the Mock-er and the Brown Thrasher, the Cat-bird has the ridiculous habit of paus-ing in the midst of a beautiful song to scold and mew like a cat. The Cat-bird feeds on many insects, but also takes some cherries and cultivated berries. He will even destroy the eggs of a bird neighbor and then fly to some favorite perch and pour forth his most beautiful song — a sort of Doctor Jekyll and Mr. Hyde.

—o—

## Chatter of Nature

The chirping of the cricket, the song of the lark, the call of the sen-tinel crane, the watchword with which the migratory geese keep their squadrons together, the lowing of cows, the hum of the hive, are to nature what the chatter of the draw-ing room is to man.

## Vitality Highest in Morning

The vitality of human beings is normally at the highest between 10 and 11 a. m., and at its lowest be-tween 2 and 3 a. m.

PROTECT  
THESE (Transmission)  
PARTS NOW

WITH  
FRESH  
(Differential) LIVE  
SUMMER  
LUBRICANTS

## WILSON'S ESSO STATION

Lake Street Phone 4082

## M. J. KELLEHER

106 Castle Street

Phone 2834

PLUMBING - HOT WATER HEATING  
and AIR-CONDITIONING SYSTEMS

GAS HOUSE HEATING BOILERS  
and CONVERSION BURNERS

## CHAS. F. BARTH

425 Exchange Street

Phone 2126

### Sponges Cut in Sheets

In Belgium they cut sponges to the size demanded by the customer. The sponges, however, are of rubber and come in sheets from Austria and Germany, according to the industrial department of the Canadian National railways.

**How Little SAFETY COSTS!**  
New...  
**SAFE TIRES**  
AS LOW AS **51¢** PER WEEK

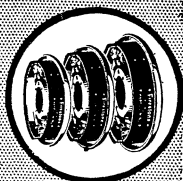


**BRAKE  
RELINE  
COMPLETE**

AS LOW AS  
**81¢** PER WEEK

**BATTERIES**  
13 PLATE  
STANDARD  
AS LOW AS

**50¢** PER WEEK



**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

# IT STARTS TODAY!

## -- BIG --

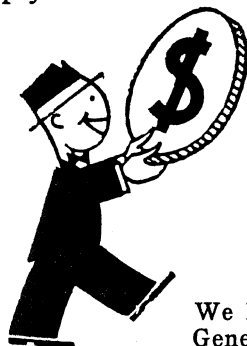
# USED CAR DOLLAR SALE!



IF YOU ARE LOOKING FOR A CHEAP USED CAR OR TRUCK — HERE'S YOUR CHANCE! COME QUICK! PICK OUT THE CAR YOU WANT.

## PAY \$1.00 DOWN

(Pay \$1.00 a week, or more, until you have made the required down payment . . . Balance easy weekly terms.)



### Your Choice . . .

8 Cars	7 Cars	9 Cars	6 Cars
<b>\$24.00</b>	<b>\$48.00</b>	<b>\$72.00</b>	<b>\$96.00</b>

We have the largest stock of good Used Cars in Geneva . . . to choose from.

Compare our cars and prices anywhere.

"Your Car in Trade" "Liberal UCC Terms"

## PHILLIPS MOTOR COMPANY

USED CAR FIELD — 291 EXCHANGE ST.

# DANCE

to the music of

FRANK DWYER AND HIS ORCHESTRA

at the Cocktail Hour

**Every Sat. P.M. \* 4:30 to 6:30**

IN THE GRILL OF

## KIRKWOOD HOTEL

Also Every Evening — 9:00 P. M. 'Till Closing

### REPUBLIC GAS BURNERS

Simple - Automatic - Efficient - Safe

LENNOX ALL-STEEL AIRE-FLOW GAS FURNACES

-- See us for installations --

**COONEY, WATTS AND COONEY**

513 Exchange St. HARDWARE Phone 2170

Plumbing — Heating — Repairing

GAS HEATING BURNERS INSTALLED

**SMITH & WALSH**

66 Jefferson Avenue

Phone 2012



# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., MAY 7, 1936



## Born Lucky!

This little girl was born lucky—because her father is a man who doesn't believe in luck.

Rich? Oh no, he is far from rich. But he is a thoughtful man.

He knew that it would take years, with his salary, to save enough to make certain that the little new-comer—and her mother—would not be in want if anything should happen to him.

So, like millions of others, he found the shortest road to peace of mind and security—in LIFE INSURANCE.

Now, whether he is here or not, his little girl

will still have the advantages he planned for her. His wife will not have to worry about the necessities of life. And if he lives, his insurance will pay HIM an income, too, in later years.

That's one of the grandest things about life insurance. You win BOTH WAYS.

‡ ‡ ‡ ‡

Your life insurance representative will give you a booklet, "Seven Wise Men." It tells you how you—ON YOUR PRESENT INCOME—can start a plan that means security for your family if you die, and security for your wife and yourself if you live.

**"THE SOONER YOU PLAN YOUR FUTURE... THE BETTER YOUR FUTURE WILL BE"**

**May 11-16 Is Life Insurance Week**

**LAVERNE F. DARLING**

Telephone 2184

Geneva Trust Company Building

Geneva, N. Y.

Representing

PHOENIX MUTUAL LIFE INSURANCE CO., of Hartford, Conn.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., MAY 7, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

**5100 COPIES WEEKLY**

### NEW STUDIO LOCATION

The Stewart Studio, located for a number of years on the upstairs floors at 35 Seneca Street, today announces the opening on Saturday, May 9, of new ground-floor studios at 41 Seneca Street.

In addition to specializing, as in the past, in portrait and commercial photography, a picture framing department will be one of the features of the new studios and a stock of Kodaks and Kodak supplies will also be carried.

### STUDENT RECITAL

On the evening of Tuesday, May 12, at 7:45, the violin and piano students of Fred G. Drewett and Wm. H. Thompson will be presented in a joint recital. This will be the twelfth annual joint recital given by Mr. Drewett and Mr. Thompson.

At the conclusion of the recital Mr. Drewett's Little Symphony of thirty pieces will play.

Students have tickets for distribution and the public is cordially invited.

### THIRTY MINUTE PARKING?

A stormy session is expected when the Common Council meets tonight to vote on proposed revisions in traffic laws, included in which is a thirty minute parking provision for Seneca St. and part of Exchange St.

There is no question but what nearly 100% of the merchants in the affected area are not only unalterably opposed to even giving the proposal a trial, but are very much "up in arms." A large delegation of merchants will undoubtedly attend tonight's meeting.

The consensus of opinion seems to be that the proposed ordinance is "putting the cart before the horse"; that if suggested improvements to Lakeside Park to include a parking area, easily accessible to the business section, were carried out first, then there would be no great objection to a thirty minute parking limit.

### WHY NOT?

One way to relieve the parking situation is for more shoppers, merchants, clerks, office workers, etc., to use regular auto parking stations.

### YOU'LL BE ASTONISHED . . .

As well as delighted to see how our new "HILD SYSTEM" restores the color to Rugs and Carpets that have become dull and dingy.

Expert workmanship and NO SHRINKAGE GUARANTEED on Orientals and Domestics.

-: Phone for Prices :-

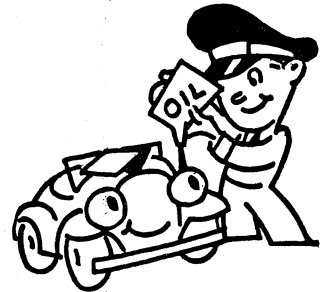
### FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

## Don't Delay!



**WINTER LUBRICANTS  
ARE NO LONGER SAFE**

Drive in Today!

**RICKELS**

**SERVICE STATION**

Lake Street

Phone 2920

### CHRYSLER-PLYMOUTH

Sales - Service

Want a Good Reconditioned  
Used Car?

Visit our "quality" Used Car  
Department and make your  
selection.

1935 Ford Business Coupe  
1933 Plymouth Coupe  
1933 Chevrolet Roadster  
1932 Chevrolet Coupe  
1931 Chevrolet Cabriolet  
1931 Dodge '6' Sedan  
1931 Dodge '8' Sedan

We have a few bargains left  
in \$60 - \$40 - \$25 Cars

Gasoline — Oils — Batteries  
Accessories — Parts

### Fohl Motors, Inc.

Phone  
2811

230-234  
Genesee St.

Open  
Evenings

WILL YOU  
KINDLY MENTION

**THE GENEVA  
COMMUNITY NEWS**

WHEN MAKING PURCHASES  
FROM OUR ADVERTISERS . . .

**GAS HOUSE HEATING BOILERS  
and CONVERSION BURNERS**

**CHAS. F. BARTH**

425 Exchange Street

Phone 2126

**"THE MISSING LINKS"**

Well, it's still a mystery what could have happened to those "Missing Links".

We've offered cash rewards for any information that would lead to their recovery and, while we have received considerable information and suggestions from all parts of Geneva, Phelps, Waterloo and the surrounding territory, assuring us that a diligent and systematic search is being made, it seems strange that with the large army of searchers working on the case we do not get some definite clue that would assist us in locating those "Missing Links".

We can't believe that any one would be willfully hiding them when we are willing to pay for their return.

Well, we are going to continue to offer the attractive cash rewards in the hope that someone will eventually give us a clue to work on. Also, if the "Missing Links" Editor receives any information that will assist those who are active in the search we will advise you accordingly, so watch THE GENEVA COMMUNITY NEWS for further details.

**HARRY M. MOYER**

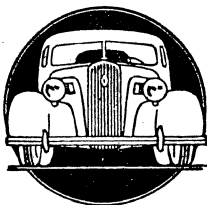
—: PRINTER :—

69 Oak Street

Phone 4189

17 Pine Street

Phone 4012



## HONEST VALUES in USED CARS and TRUCKS

1934 CHEVROLET COACH

1934 CHEVROLET COUPE

1932 FORD V-8 SEDAN

1932 FORD V-8 COUPE

**TRUCKS...**

CHEVROLET SEDAN DELIVERY

CHEVROLET 1½-TON STAKE

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange Street

Phone 6621

Geneva, N. Y.

# Seasonal Merchandise

## *That's Profitable to Buy at Our Low Prices*

**BABY CARRIAGES**

The famous **WHITNEY** make in a complete showing of styles!

English Coaches

Baby Carriages

Open Strollers

Beach Carts

Hooded Strollers

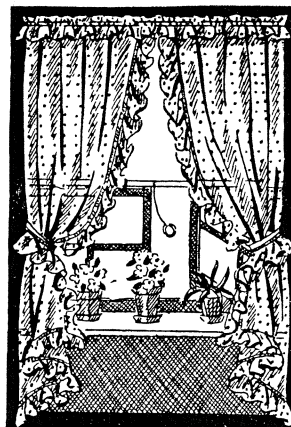
**Considerate Credit Terms**  
**Readily Arranged**

**CURTAINS****CUSHION DOT —**

Marquisette ruffled — in  
light ivory color — with  
5-inch ruffle. Lovely cur-  
tains — worth \$1.49  
much more!..... pr.

**NET CURTAINS —**

Ready to hang — 2¼ yds.  
long — nicely made — full  
width. New pat- \$1.19  
terns ..... pr.

**THE LYNCH FURNITURE CO.**

485 Exchange Street

Geneva, N. Y.

**Store Open**  
**Saturday**  
**Evenings**

# \* DOROTHY GOES SHOPPING \*

**Mother's Day is May 10.** Buy her a nice fresh box of Schrafft's or Park & Tilford Chocolates at **The Corner News**, corner of **Main and Castle Streets**. Special boxes . . . reasonable prices.

—D—

Monograms are showing up on collars.

Mother will be pleased with some nice flowers or a plant from **The Hamilton Gardens**, cor. of **Copeland Ave.** at **Hamilton St.** Free delivery. **Phone 6368.** Visitors always welcome. Designs of all kinds. **T. J. Reynolds, Florist.**

—D—

Large buttons are tied on many of the new dresses.

—D—

Children's wash dresses, sizes 1 to 12. Values up to \$1.95 for \$1.00. Prints, pique, linen and a few sheers . . . Also, a few boys' suits for \$1.00. **The Julia Elizabeth Shop**, 18 Linden St.

—D—

Summer's sports clothes are distinguished by two characteristics: simplicity and interest, and variety in the materials.

—D—

**McCarthy's Pharmacy**, 162 Castle St. has a fine assortment of Cards for Mother . . . **McCarthy's** are now taking orders for candy to be mailed or delivered for **Mother's Day**. **Whitman and Schrafft Chocolates.** Call 6130.

—D—

**Tropical Worsteds.** For summer business suits, the Tropical Worsteds is the biggest seller in America and as you would naturally expect, leads the way in Range, Style, Quality and Value. **A. P. Petersen**, 476 Exchange St.

—D—

Light prints are the cool ones, and white grounds most flattering when you become a little sun-browned.

—D—

Tired feet find comfort in shoes that are "broken in". If you think your shoes look old and worn, let **Carl** rebuild and repair them. They'll look like new. **Carl's Shoe Repair Shop**, Castle St.

—D—

**Overheard:** "That is the last news broadcast I'll miss. Today, I'm going to leave this watch at **Prince's Jewelry Store**, 20 Linden St. It probably needs to be thoroughly cleaned and regulated."

The health and beauty of your hair depend on cleanliness, stimulation and good general health.

—D—

**Baker & Stark, Inc.**, are showing a very complete line of Wash Suits for little lads, ranging from size 3 to 10 years. These are exceptionally fine garments, made by "Peter Pan", and priced as low as 95c.

—D—

Remember **Mother** with a very beautiful box of delicious candy from **George's Candy Kitchen**, 364 Exchange St. **Lovell and Covel** Masterpiece Chocolates. Prices from 60c to \$5.00.

—D—

Have you a figure fault? Whatever it may be, a **Spencer**, Individually Designed, will conceal and correct. Permit **Mrs. Helen R. Hughes**, 125 North Main St., to give you a figure study, absolutely without obligation. Call 6421.

—D—

Have you heard about the **Von Schrader** method of rug shampooing? This machine washes rugs right on the floor, in your home. No fuss . . . no muss . . . and rugs look like new. Sizing is not removed nor injured and work is guaranteed. Call **Mr. Babcock**, of "Modern Rug Shampooing", today. **Phone 5721.**

—D—

Custom-built floors of **Armstrong Linoleum** being shown at **Lynch's** is an entirely new idea in floor covering which, we are sure, you will be interested to see. Baseboards of Linoleum . . . also Linoleum Walls in bath rooms and kitchen. See this display. **Lynch's**, 485 Exchange St.

—D—

**The Golden Rule Shop**, 33 Seneca St., has a grand selection of beautiful, new summer dresses. All the summer materials. Cottons, seersuckers, linens, batistes, eyelets, voiles, cotton-chiffon voiles, inclusive. Price range: \$1.00, \$1.98, \$2.98 to \$4.98.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frautz**, c/o **GENEVA COMMUNITY NEWS**, or **Phone 3529.**

GENEVA

Friday-Saturday, May 8-9



Plus: SCREEN VODVIL

Starts Sunday, May 10  
THREE DAYS



—: BUY IN GENEVA :—



## RADIO FLASHES

by Ralph Le Brun



**Edwin Franko Goldman,**  
director  
of the famous  
Goldman band,  
will be  
heard  
several times  
during the  
summer months.  
The  
first broadcast  
will be  
made  
from the  
Central Park  
Mall  
on June 17.

NBC will cover all details of the maiden voyage of the world's largest airship, the Hindenberg, which was scheduled to sail on its first voyage yesterday. A Radio equipped amphibian and Coast Guard cutter will herald the ship's approach to U. S. shores and from then until its docking at Lakehurst, probably after sundown on Friday, NBC will at various times carry description of all phases of this incident.

King Carol of Roumania, colorful kingdom in southeastern Europe bordering on the Black Sea, will be heard for the first time by the American radio audience on Sunday when he speaks in connection with the celebration of Roumanian Independence Day. His address will be carried over networks of both the Columbia Broadcasting System and the National Broadcasting Company. He is expected to talk from 11:45 to 12 M. Carol is familiar to Americans because of the public interest he excited first by renouncing claim to the crown which was conferred on his infant son, Michael, and later reclaiming the throne in 1930.

Ten broadcasts from the Queen Mary during her maiden voyage from Southampton, England, to New

York, will be carried over the Columbia network. On Wednesday, May 27, at 8:15 A. M., Don Ball, who will sail on the Queen Mary, will describe the departure from Southampton. At 9:15 A. M. the ship's entrance into the English Channel will be celebrated, while first-night activities on board are to be pictured at 6 P. M. May 28, will see only one broadcast from the ship at 6 P. M.; but on May 29, there will be three programs. The first is scheduled as a microphone tour of the ship at 2:15 P. M. Other programs will be presented at 6 and at 6:45 P. M., at which times it is likely that a concert and other evening activities will be heard. At 6 P. M., on May 30, and at the same time on May 31, Ball will go on the air again, reporting progress in the ship's race against time, introducing

(Continued on page 9)

Clothes do not make the man . . . but good apparel does create a feeling of satisfaction and well being.

**SUITS TO SUIT EVERY TASTE \$16.50 up**  
and **POCKETBOOK**, from

**HART, SCHAFFNER & MARX.....\$25.00 up**

Shirts, \$1.00 up Neckwear, 50c-\$1.00

Interwoven Hosiery, 35c-50c Mallory Hats, \$4-\$5

**WELCH'S**

494 Exchange St.

**Announcing . . .**

The **OPENING** of

**OUR NEW STUDIOS**

at

**41 SENECA STREET**  
**GROUND FLOOR**

**Saturday, May 9th**

—: Added Convenience To Our Patrons :—

**Picture Frames**

**Picture Framing Department**

**Kodaks and Photographic Supplies**

**Kodak Finishing**

**THE STEWART STUDIO**

**Portrait and Commercial Photography**

**41 Seneca Street**

**Phone 2183**

## "Westinghouse"

I have complete **FACTORY** service data on these  
Radios. Tubes, parts and service for any make radio.

**RALPH LE BRUN**

**225 High Street**

**Phone 3237**

# BUSINESS DIRECTORY SECTION

<p>WHAT YOU WANT AND WHERE TO GET IT</p>	<p align="center"><b>-- FREE TICKETS --</b></p> <p align="center"><b>TO SCHINE'S THEATRES -- EACH WEEK</b></p> <p>Read each advertisement in this section. Look for the (*) Stars. A number of stars are scattered among different advertisements. Make up a list of the firms in whose ads the stars appear.</p> <p>Mail your list to "Business Directory Editor", Geneva Community News, Geneva, N. Y., as early as possible — but not later than 5 p. m. Saturday — each week.</p> <p><b>FREE THEATRE TICKETS</b> will be mailed to persons sending nearest correct lists, as follows:</p> <p>First two nearest correct—Two tickets each to Geneva Theatre.          Next two nearest correct—Two tickets each to Regent Theatre.          Next two nearest correct—One ticket each to Geneva Theatre.          Next four nearest correct—One ticket each to Regent Theatre.</p> <p>Contest is open to entire public except associates of the Geneva Community News. Make up your list and mail at once.</p>	<p>REMEMBER  THESE  FIRMS —  THEY  WILL  SERVE  YOU  WELL</p>
--	---	---

## ADVERTISING

If you would like a space in this

**DIRECTORY SECTION**  
DIAL 2108

Our **MR. FRED I. COOK** Will Call

## AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service  
**J. H. BINDEMAN, Mgr.**

Lake & Exchange Streets

## AUTO LAUNDRY

Simonizing, Waxing, Vacuum Cleaning  
**COMPLETE LUBRICATION**  
Done by Our Trained Experts  
Improved Equipment Chart System  
Prolongs the Life of Any Car

**TED'S AUTO INN**  
Phone 5174 35 Tillman St.

## AUTO SALES & SERVICE

Yes . . . We Do Repair Work  
For all cars—skilled mechanics

**SENECA MOTORS**  
M. W. STANTON, Prop.

30 Lake St. Phone 2613

De Soto & Plymouth - Sales & Service

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

Our free demonstration proves it.

**OLDSMOBILE SALES & SERVICE**

Main \* Seneca Streets Phone 6556

## AUTO IGNITION SERVICE

A Periodical Tune-up  
Saves a lot of worry, time and expense later on. We have the equipment and know how. Drive in, you'll be well pleased.

**AUTO ELECTRIC SERVICE**  
**CARL E. COLE**

30 Lake Street Phone 2814

## AUTO PAINTING

**SNOWN'S AUTO PAINT SHOP**

Duco and Dulux

Painting, Simonizing, Spotting,  
Polishing

63 Exchange St. Phone 3993

## AUTO PARTS

Generator, Starter and  
Ignition Service

— Complete Stock —

**DEL PAPA'S GARAGE &  
AUTO PARTS**

Phone 6206 24-Hour Service

## AUTO REPAIR WORK

**WE'VE JUST INSTALLED . . .**  
Our new improved "Sioux" Valve Grinding  
Machines, new improved Radiator Cleaning  
and Flushing Machines. Guaranteed to give  
your car a general tune-up and spring over-  
haul that'll make the old car run like a deer.

**STRATTON'S BRAKE SERVICE**  
**GENERAL REPAIRING**  
Lake Street Phone 2028

## AUTO SUPPLIES

**THOMAS D. GUINAN**

Gas - Oils - Accessories - Tires

**TIRES: Goodrich-Silvertown**

North & Exchange Streets

## AUTO SUPPLIES

**24-MONTH GUARANTEE**

with every  
"All-State" Tire

at

**SEARS ROEBUCK CO.**

## AUTO TIRES

Worn Tires Are Dangerous\*—  
A New Dunlop  
Means Speed, Safety, Comfort  
See "Elmer" Trade-in Easy Payments  
**DUNLOP TIRE & RUBBER CO.**  
373 Exchange Street  
You all know "ELMER H. TURNER"

## BAKED GOODS

**\*BUTTERFLY" QUALITY BREAD**

The Favorite for Over 25 Years

Always Fresh

**GENEVA BAKING CO.**

## BARBER SHOPS

It pays to look well—we'll help you  
**HOTEL SENECA BARBER SHOP**  
Courtesy - Style - Service

Jos. O'Byrne Anthony Alvaro  
Prop. Associate  
Free Parking in Rear of Hotel

## BATTERIES

There's a BIG DIFFERENCE  
in Automobile Batteries  
We Handle "THE NATIONAL"  
Exclusively—because we know they're  
dependable and stand the test.

**GEORGE F. BRUZEE**  
"THE BATTERY MAN"  
23 E. Castle Street Phone 6522

# BUSINESS DIRECTORY SECTION

## BEAUTY CULTURE

DESMOND'S BEAUTY STUDIO

"Marinello System"

Over Woolworth's Phone 2212

## BODY & FENDER WORK

No Matter How Bad

The Body, Fenders, or Top is wrecked or crumpled up, we'll remove all bumps, repaint and match the colors — you won't believe its the same car.

PETERSON

Seymour Alley  
rear Geneva Loan & Savings Assn.

## COAL-COKE

Blue Coal Solvay Coke Fuel Oil  
Fast Dependable Service

P. O'MALLEY & SON

Phones 6186 - 6232

For the Best

in Fuels at the  
Lowest Possible Price

RAPALEE'S

Phone 2221 or 2317

## CUT RATE REMEDIES

It's Human Nature to want to save all we can . . . "We'll Help You"

Prepared Remedies, Rubber Goods, Sick Room Supplies, Dental and Toilette Accessories, Perfumes, Compacts, etc.

CASTLE CUT RATE

106 Castle Street  
Opp. Empire Gas & Electric Co.

## DAIRY PRODUCTS

YOUR NEIGHBOR KNOWS

and will recommend our products  
Milk, Cream, Butter, Buttermilk, Cottage Cheese, Chocolate Milk

— Quality and Service Guaranteed —

WHITE SPRINGS FARM DAIRY CO.  
Phone 2947 We'll Deliver

## ELECTRICAL WORK

"EVERYTHING IN OUR LINE"

Contracting, Repairing, Wiring, Fixtures  
An extra light An extra plug-in socket  
A light for that dark closet or hall  
Phone 6575 for Free Estimate

R. H. DADSON

ALL WORK GUARANTEED

39 Pleasant Street Geneva, N. Y.

## FISH

Everybody Likes Good Fresh Fish  
THE GENEVA FISH MARKET  
Receives daily shipments of all Fish and Sea Food in season. You'll get it here when you can't elsewhere.

358 Exchange St. Phone 6222  
We Deliver. Open the year round.

## FLORISTS

Have you seen our new store?

Don't forget MOTHER'S DAY  
"Everything in Flowers"

JOHN GAGLIANESE

36 Seneca St. — Next to Home Dairy  
Greenhouse, 17 Reed St. Phone 3144

## MOTHER'S DAY FLOWERS

Should be ordered now.  
We'll deliver when you say.

HOWARD L. REEDER

303 Hamilton Street Phone 2109  
24-Hour Service

## FLOUR - FEED - SEEDS

GENEVA BRANCH

Phelps Co-operative G.L.F. Service, Inc.  
Middle Street Phone 2601  
Complete Line—Lawn & Garden Seeds,  
bulk or package. Lawn & Garden Fer-  
tilizer & Lime.

Call or Phone Prices Right

## FRUIT & GROCERIES

WE'RE OPEN EVENINGS  
AND SUNDAYS\*

Choice Fruit - Vegetables - Groceries  
— and don't forget —  
OUR FRESH ROASTED PEANUTS . . .  
in the shell . . . the more you eat . . .  
the more you want.

SUNNY FRUIT STORE

M. W. BUSHLACK, Prop.  
82 Castle Street YMCA Building

## FUNERAL HOME

FRED W. YELLS & SON

Public Funeral Home

Lady Assistant Ambulance Service  
408 Main St. Phone 2754

## FURNITURE

When you think of Furniture  
It's just natural to think of

WHEELER'S

70 Castle Street Phone 2620

Beauty - Style - Quality - Service  
Greet you as you enter

Another Feature — "THOSE EASY TERMS"

## GAS AND OIL

CARROLI'S

CENTRAL SERVICE STATION  
Main St., opposite Armory Phone 2592  
The Friendly Service

SCIENTIFIC LUBRICATION

Chart System for Every Car  
Skilled Operators & Attendants

KIND TO YOUR MOTOR  
TO YOUR POCKETBOOK

Essolube Motor Oil, 25c qt.  
Complete Lubrication Service

EXCHANGE ST. ESSO STATION  
J. W. Barnes, Prop.

REMEMBER . . .

When you're looking for stars you'll  
find them on Rickels' Gas Pumps.  
The complete 100% Service Station

OSCAR F. RICKELS  
Lake Street Phone 2920

## GRADING, Etc.

L. E. HILTON

Seasoned Applewood for Fireplace  
18-20 and 24-inch lengths  
also

Kindling split fine—for prompt delivery  
Phone 6102 14 Clover St.

## GROCERIES

Monday, Tuesday, Wednesday, Thurs-  
day, Friday, Saturday . . .

— All Bargain Days —  
at

BRENNAN'S

31 John St. Dial 4572 We Deliver

WE'RE NOW SERVING

Those Big Double Dip Delicious "Fro-  
joy" Ice Cream Cones.....5c

GEORGE PHILLIPS'  
RED & WHITE STORE

111 Pulteney St. Plenty Parking Space

Our Friday and Saturday Specials:  
1½ lb. jar Queen Bess  
Peanut Butter .....23c  
50 oz. can Welch's Tomato Juice.....29c  
Two 1-lb. cans Heart's Delight  
Fruit Cocktail .....25c

L. J. McCANN'S GROCERY  
144 High St. Phone 2653 - He'll Deliver

Thousands of readers look for  
THE GENEVA COMMUNITY NEWS  
—every week.



# BUSINESS DIRECTORY SECTION

## GROCERIES

### SPECIALS FOR THIS WEEK

2 1-lb. Boxes "Crax".....	35c
2 24-oz. cans Lily of the Valley	
Tomato Juice .....	23c

### FRED MONACO

111\*Washington St. Phone 2545

### OUR CUSTOMERS . . .

all come back. There's a reason . . . always something different . . . always fresh. Courtesy — a desire to please . . . low prices.

### FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

Quality Comes First—We Have It!  
Service Comes Next—We Give It!

Satisfaction is what we all want  
We Guarantee It!

### LUCILLE ONORATO

THE RED AND WHITE STORE

177 Exchange Street Phone 6363

### SPECIALS—Friday and Saturday\*

Maxwell House Coffee.....	28c
Bisquick .....	29c
1 lb. Plant Bath .....	17c
2½ can Cut Beets .....	9c

### C. S. DADSON

70 Cherry Street Phone 2630

## HARDWARE

### SEEDS? SURE!

Come In — We Have Them  
Clover, Timothy, Alsike, Alfalfa  
Garden & Lawn Seeds

### DORCHESTER & ROSE

543 Exchange Street Phone 2496

## HOME FOR INVALIDS

### An Ideal Home . . .

For Invalids, Convalescents, Chronic cases, Aged Men and Ladies. Warm, comfortable, private rooms, tray service. Day and night graduate nurses always in attendance.

Quiet - Restful - Moderate Rates

### THE KERN NURSING HOME

488 Castle Street Geneva, N. Y.  
Phone 5975

AN OPPORTUNITY is presented to every business, large or small, to keep consistently before the buyers of Geneva and vicinity in the columns of THE GENEVA COMMUNITY NEWS. Phone 2108.

—o—

Merchants appreciate it when you say: "I saw your ad in THE GENEVA COMMUNITY NEWS."

## ICE

Made from Refiltered City Water

Big discount on Coupon Books  
during\*May

See the "Coolerator" Air-Conditioned  
Refrigerator

### C. J. BRADY

110 Lake Street Phone 2740

## ICE CREAM

### "DAVIDSON"

Your home town manufacturer of Delicious Ice Cream—Bricks, Bulk, Sherbets, all flavors. Artistic lettered or emblem Ice Cream Cakes made to order for parties or social affairs.

312 Castle St. Phone 6122 We Deliver

## JEWELRY

You'll like our  
complete new line of

### COSTUME JEWELRY

Rings, Bracelets, Brooches, Pins, etc.

### S. A. GILBERT

510 Exchange St. Everything in Jewelry

## LAUNDRY SERVICE

Phone 2112

Your Home Town Industry\*  
Rendering a Complete Service

### GENEVA STAR LAUNDRY

You Phone We'll Call

## MEAT

### WHO DOESN'T LIKE

a nice tender, juicy steak with delicious  
French fried potatoes?

### "WE HAVE THE STEAK"

We also dress our own Poultry  
Think of it—Chicken and Hot Biscuits

### WILSON & JOHNSON

261 William St. Phone We Deliver

Here's A Treat . . .

Phone "MULVEY" — 2712

For a nice tender juicy STEAK

He sure has good meat, chops, cutlets,  
real sausage

70 N. Genesee St. He delivers too

### JOE'S NEW MARKET

### FRIDAY & SATURDAY SPECIALS

Sirloin Steak .....	26c
Boneless Veal Roast .....	25c

226 Exchange St. Phone 2027

Free Deliveries

## MOVING & STORAGE

### UNCLAIMED FURNITURE?

Yes, we have things you need: A-1 Pianos; \$20; Vanity Dresser, \$15; Large Steel Safe, \$10; Mahogany Beds; Living Room Suites; Odd Chairs; etc. Come look them over . . . real bargains.

The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.  
99 Genesee Street Phone 2182

## NEWSPAPERS- MAGAZINES

— KODAK FILMS —

Developing Service

Quality and Service at Low Cost

### THE CORNER NEWS

Castle & Main Street Phone 2515

## OPTOMETRY

### SCIENCE SHOWS . . .

That many of the headaches and nervous conditions noticed in children and adults are due to eye strain and weakness. We examine the eyes, fit glasses, repair broken frames, and replace broken lenses.

### G. W. FLETCHER

Castle\*Street Opp. City Hall  
Office Phone 3401 Residence 2044

## PAINT & WALLPAPER

### FAIRFAX BROS. CO.

87 Castle Street Phone 2441

Wallpaper, Glass, Venetian Blinds

Sherwin-Williams Paint

Window Shades Glass: All Kinds

## REFRIGERATORS

### "KELVINATOR"

Commercial & Domestic Refrigerators  
and Milk Coolers

### MAYTAG SALES AND SERVICE

Call or Phone for Free Demonstration

431 Exchange Street Phone 2005

## RADIO REPAIR SERVICE

Exclusive Radio Repair Service

Experienced Technicians

### GEORGE F. BRUZEE

23 E. Castle Street Phone 6522

Amplifier Systems for Rent

## LOST

A BUSINESS. Wonderful opportunity, but owner didn't believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

# BUSINESS DIRECTORY SECTION

## REAL ESTATE

WE HAVE IT . . .

City, Farm and Urban Properties. We buy, sell, or exchange. We'll take full charge of your property—find a tenant, collect the rent, make repairs, and relieve you of all details.

**FINZAR — Real Estate Broker**  
20 Linden St. (Prince's) Phone 2661

**CORCORAN'S RESTAURANT**  
59 Seneca Street Phone 2552

"The Home of Good Eats"

Good Beer and Good Ale  
Full Meals - Short Orders - A la Carte  
We bake our own pies, take one home.

Don't Forget . . .  
Our Delicious Sunday Dinner Specials

Will we ever forget? That delicious dinner they served at the

**TEXACO GRILLE**  
Lake Street Geneva, N. Y.

"I'm Sure Coming Back"  
They never close and always satisfy

## SHEET METAL WORK

THOSE LEAKY EAVES . . .  
The Roof and Spouting Should Be Inspected Now!

It may save you a lot of money later

**HARRY A. LEADER**  
Phone 3637 for Free Estimate  
Rear Carl's Shoe Repair, 111 Castle St.  
Everything in Roofing & Sheet Metal Work

## SHOES

WORK SHOES? SURE!

We have them for every line, \$1.49 up. Mills, factories, farmers, truckmen, police and firemen. Don't forget the boots for hunting and fishing.

**TRIANGLE SHOE STORE**  
Exchange Street Geneva, N. Y.

## SHOE REBUILDING

Your friends and neighbors will recommend our work. You won't know the old Shoes when we return them to you.

**MODERN QUICK SHOE REPAIR COMPANY**

T. Lalli, Prop. 22 Linden Street

## UPHOLSTERING

**GENEVA UPHOLSTERING WORKS**  
S. F. KRYSINSKI, Prop.

Upholstering - Refinishing \* Sterilizing  
Remaking Box Springs  
and Hair Mattresses

288 William St. Free Calls & Deliveries  
Phone 6261 for Free Estimate

Merchants appreciate it when you say: "I saw your ad in THE GENEVA COMMUNITY NEWS."

Persistent advertising, even in a small way, is surely a lot better than no advertising at all.

## WINES & LIQUORS

SPECIALS THIS WEEK:

2-yr.-old Brandy, ½ pt., 50c; pt., 95c  
"Belle of France" Sloe Gin,  
pint, \$1.00; fifth, \$1.50

**T. J. COMISKY**  
97 Seneca Street Phone 2635  
Opposite Schine's Geneva Theater

**PETER'S LIQUOR STORE**  
148 Castle Street Phone 2054

MOTHER'S DAY SPECIALS:

13-yr.-old Brandy.....1/5, \$3.00; pt., \$1.90  
34-yr.-old Port Wine.....1/5, \$2.25  
20-yr.-old Wine.....1/5, \$1.25  
Other Wines.....59c qt. up

## SAGLIMBENI LIQUOR STORE

California Wines, \$1.35 per gal. and up  
Delicious Fruit Wine.....pt., 39c

28 E\*North Street Phone 2059

A large number of Geneva merchants have satisfied themselves, beyond the shadow of a doubt, that it pays to advertise in THE GENEVA COMMUNITY NEWS.

## First to Arctic Regions

The first American expedition in Arctic regions was made by Doctor Kane in 1853, who penetrated Smith strait as far as Cape George Russell.

## RADIO FLASHES

(Continued from page 5)

prominent people aboard and recreating the colorful life of the great floating hotel.

"Welcome Valley", that mythical rural community where Edgar A. Guest, America's beloved poet philosopher, edits and publishes his newspaper, the Welcome Valley Chronicle, is making plans for a gala Centennial starting in June. The most notable feature of this Centennial celebration will be the opening of a mythical radio station which Editor Guest is building in connection with the Welcome Valley Chronicle. The program, broadcast over the NBC Blue network, Tuesdays, at 7:30 P. M., will bring to Chicago the most popular entertainers from 17 cities where the program is heard to appear over the "Welcome Valley Radio Station". Entertainers will be chosen by the individual stations and sent to Chicago. A different station will be represented each week.

## Accidental Music

The inventor of the "steel" guitar, an instrument familiar in the rendition of Hawaiian songs, is said to

have discovered the principle of the sliding fret when a comb fell from his pocket, rested on the guitar strings and prolonged a chord.

## COAL and COKE

Prices are Reduced — for Spring Delivery  
**ORDER NOW!**

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**  
27 Castle St. Phones 6186 and 6232 261 Exchange St.

See us for . . .

**AIR-CONDITIONED GAS DESIGN UNITS**

Also . . .

**GAS CONVERSION UNITS**

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

## READING SUGGESTIONS FOR SPRING

With the coming of Spring also comes the urge to get out into the country. Do you know the names of the various birds, flowers and trees you would see on a jaunt to the woods and meadows?

Most of us living in town do not. Why not make your trip to the country more profitable by knowing what you see there?

Your public library can help you. At the Geneva Free Library there is a large collection of books on nature study which you would find most useful, many of them with colored pictures making them even more helpful.

Here is a list of some of the books you will find there:

"Handbook of Nature Study", by A. B. Comstock.

"How to Know the Wild Flowers", by Mrs. W. S. Dana.

"Fieldbook of American Wild Flowers", by F. S. Mathews.

"Insect Book", by L. O. Howard.

"Butterfly Book", by W. J. Holland.

"Birds Worth Knowing", by Neltje Blanchan.

"Bird Life", by F. M. Chapman.

"A Watcher in the Woods", by D. L. Sharp.

"American Bird Biographies", by A. A. Allen.

"Tree Habits", by J. S. Illick.

"Trees Worth Knowing", by J. E. Rogers.

"How to Know the Ferns", by F. T. Parsons.

"Plant World", by C. S. Gages.

## OPERA AT HIGH SCHOOL

On Friday evening, May 8, at 8:15, the Music and Dramatic Departments of Geneva High School will present, in the High School Auditorium, the Gilbert and Sullivan Opera, "The Sorcerer".

This will be the fourth Gilbert and Sullivan Opera to be given by the two departments. There will be a cast of eighty with interesting staging and tuneful music. Costumes are coming from Philadelphia and scenery has been secured in Rochester.

The musical part of the production is under the direction of Mr. Kenneth Collins and the dramatic work under the direction of Miss Barbara Witter.

Tickets are 40c for adults; 30c for students.

## J. W. Smith's Dry Goods Co. Remember Mother on Her Day!

CARD TABLE \$2.50

BRIDGE SET \$1.00

Sturdy Ferguson-made Table, with ivory or brown top, and walnut frame.

15-piece Glass Bridge Set, soft blue in color, including sand-wich tray.

32-piece BREAKFAST SET \$3.95

A cheery little breakfast set in ivory with dot and border in either red or green.

## LOOKING FORWARD TO MOTHER'S DAY

The Intermediate Pioneer Club of the First Methodist Church will sponsor their third annual program on Mother's Day, at 10:30 a. m.

There will be special music under the leadership of Mr. Phillip Maples and a special message by the pastor, Rev. Carl G. McConnell. An honor bouquet will be given to the oldest mother, the youngest mother and to the mother having the largest family present.

Any person wishing to give flowers or potted plants in memory of their own mother may do so. These will be used as altar decorations and will then be sent to "shut-ins" or to the hospital, as requested.

## Yellowhammer, Alabama's Bird

Alabama's choice of official bird, the yellowhammer, was also dictated by history. In the Civil war a group of young Alabamians formed a fighting band, stuck yellowhammer feathers in their hats and marched away to battle.

## Saturday Special . . .

2 DOZEN DELICIOUS DOUGHNUTS, 25c

LOFT'S PURE QUALITY CANDIES  
Sizzling Barbecued Nuts from all over the world

ICE CREAM BAR  
74 SENECA ST.



BRYANT  
CONVERSION BURNERS

"Let the Pup be Your  
Furnace Man."

RIGGS AND JENSEN

475 Exchange St. Phone 2739



Take Three Years to  
Pay.

But insist upon a

BARRETT QUALITY ROOF

For your home

If you want one of those beautiful guaranteed roofs . . . see

COONEY, WATTS & COONEY

BARRETT APPROVED ROOFERS

513 Exchange Street

Geneva, N. Y.



## DO YOU KNOW?

Sponsored by the Medical Society  
of the State of New York

Sunday, May 10, is Mother's Day. Throughout the country people will wear a carnation to signalize the day; white in memory of a mother who is gone, but if she be living, one of any color. Stop, on this day, to think of an unpleasant fact: in the past 25 years in the United States, 375,000 women have died from pregnancy and childbirth, but in all our country's wars, only 244,000 men were killed in battle.

Many of these women died because they, and their husbands, thought that having a baby was a matter that would take care of itself, with medical and nursing care delayed until the last moment. The Maternity Center Association, which sponsors a Mother's Day Campaign to save mothers' lives, has proved statistically that wherever early and continuous care has been given large groups of mothers, the death rate has dropped one-half.

Thousands of white carnations, worn on Mother's Day, do not requite the cruel toil exacted by ignorance and indifference.

Many of the difficulties which cause these deaths of mothers can be discovered early, and prevented

from becoming serious. A baby is nine months old the day it is born. The time to seek advice and guidance is just as soon as it is known a baby is expected.

In ancient Ireland, a suspected person's hand was immersed in the "Cauldron of Truth," containing boiling water; if his hand was burned he was guilty, if innocent, "no harm was done to him."

The Spartans threw their weak babies over the cliffs to strengthen their hereditary stock. If the practice had continued, we would never have had a mature Isaac Newton, Victor Hugo or Daniel Webster. Herbert Spencer lived to a ripe old age but was an invalid all his life; Darwin was never quite well; Kant's body was frail; Heine suffered painfully all his life. Always man has shown he can rise superior to any disability or obstacle. The great physician Osler's formula for a long life was to get some chronic disease and nurse it.

These are rare instances of men of genius. They are exceptional. A number of surveys have shown that in general, the superior in mind are either equal or superior in physique.

### Mark Twain Said:

When in doubt, tell the truth.

### Texas Has Unique Plant

Tiny blobs of green "moss" found in streams in the Davis mountains, have been found to be a small species of the ruffle plant known nowhere in the world but in the vicinity of Fort David, Texas.

### Dante Was in Distress

Dante wrote most of his great epic, "The Divine Comedy," in poverty and distress, wandering from one Italian city to another.

## FLOWERS

: for :

## MOTHER'S DAY

(Also, Attractive Mother's Day  
Remembrance Cards)

Quality - Service - Reliability

## Staley Flower Shoppe

Phone 2105 84 Castle St.  
Member F.T.D. Geneva, N. Y.

## Now You Can Afford A NEW 1936 FORD V-8

UCC Has Made It Possible

FORD SELLING PRICE  
IS LOWER

Completely Equipped  
Filled with Gas

1. Down payments are less.
2. Monthly payments are fewer.
3. Insurance coverage is better.
4. Finance costs are less.

Plus the greatest thrill for the  
driver and pleasure for all.

### Drive a New Ford Today

Call at our show room or  
Phone 2255 and a car will be  
sent to your own door.

## PHILLIPS MOTOR CO.

351 Exchange St., Geneva, N. Y.

(Big Bargains this week in  
Good Used Cars and Trucks)

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## CARPENTER and BUILDER

Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given — free

## GAS CONVERSION UNITS INSTALLED

Our prices on new Furnaces for Gas or  
Coal cannot be beat for price or quality.

## HOMER R. OSTRANDER

70 Colt Street

Phone 3976

## M. J. KELLEHER

106 Castle Street

Phone 2834

PLUMBING - HOT WATER HEATING  
and AIR-CONDITIONING SYSTEMS

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Velvet Cake

- 2 cups brown sugar
- ½ cup butter
- 1 teaspoon soda
- 2 cups flour
- 1 cup sour milk
- 2 eggs (beaten)
- 2 squares chocolate or ½ cup cocoa
- 1 teaspoon vanilla

Melt chocolate in sauce pan and sift together the dry ingredients. Cream fat, add sugar gradually, cream well together and add beaten eggs. Add chocolate, then flour and milk alternately. Bake in 2 large layer tins or large loaf. Bake in moderate oven.

Mrs. H. L. O., Wadsworth St.

## Ginger Pudding

- ¼ cup shortening
- ¼ cup granulated sugar
- 1 egg
- ¾ cup all-purpose flour
- 1 teaspoon baking powder
- ¼ teaspoon salt
- 1 teaspoon ginger
- ¼ cup milk

### Yellow Foamy Sauce

Cream shortening until soft. Blend in sugar and beat in egg, which has been well beaten. Sift together the dry ingredients and add alternately with the milk to first mixture. Turn into greased mold and steam 2½ hours. Serve with Yellow Foamy Sauce. This recipe makes 4 portions.

## Chocolate Walnut Dollars

- 2¼ cups sifted flour
- 1½ teaspoons baking powder
- ½ teaspoon cinnamon
- 1 egg, slightly beaten
- 1 cup sugar
- ½ cup soft butter
- 2 tablespoons milk
- 2 squares bitter chocolate
- ½ cup chopped walnut meats
- 1 teaspoon vanilla

Add baking powder and cinnamon to sifted flour and sift together 3 times. Combine flour and remaining ingredients and mix well. Shape into roll, wrap in wax paper and chill thoroughly. Cut in ⅛ inch slices and bake on ungreased sheet in hot oven 400° for 8 minutes. Makes 48.

Mrs. D. E. R., State St.

## Peaches Macaroon

Drain canned peach halves thoroughly. Cut out some of the peach, leaving enough of the outside to keep the halves firm. Chop peach, which has been removed and add twice as much macaroon crumbs as chopped peach. Add a few chopped nuts and a little sherry flavoring. Fill the peach halves with the macaroon mixture. Put under the broiler and cook just long enough to brown the top slightly. Chill and serve plain or with whipped cream.

L. A., Lafayette Ave.

## Yellow Foamy Sauce

- ¼ cup butter
- 1 cup confectioner's sugar
- 1 egg, well beaten
- 3 tablespoons orange juice

Cream butter thoroughly and blend in sugar. Beat in egg, until mixture is smooth. Just before serving, beat

## Free Ice . . .

with Coupon Books  
purchased during May

Re-Filtered City Water

I - C - E

C. J. BRADY

110 LAKE ST. Phone 2740

in the orange juice which has been heated to the boiling point. This recipe makes about ¾ cup of sauce.

FOR MOTHER — May 10

You know she always  
enjoys FLOWERS

We have an excellent complete  
assortment

**TRAUTMAN & SMITH**

Flowers of Quality

Members F.T.D.

(Flowers Telegraphed Anywhere)

North Exchange Street Phone 2026

## NORGE

ELECTRIC  
REFRIGERATOR

10 Year  
Warranty

## BOLIN MUSIC HOUSE

Phone 2788 551 Exchange St.

SAVE  
\$\$\$

Phone 2221

AND PLACE  
YOUR ORDER

TO HAVE YOUR BIN  
FILLED

AT THE LOW  
SPRING PRICES  
NOW IN EFFECT

**RAPALEE'S**

*Mary L. Rogan*

MILLINERY

52 LINDEN STREET

(Just Around the Corner)

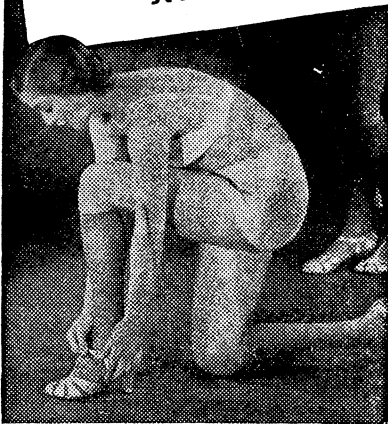
## FUR SAFETY

Protect your fur garments during the summer months by placing them in a cold storage vault at a temperature of 22 degrees above zero. Garments insured against Fire, Theft and Moths to amount of declared value.

### LE BRUN'S FUR SHOP

REPAIRING and REMODELING  
Coats Made to Order a Specialty  
38 Linden Street Phone 3461  
— Work Called For and Delivered —

Knee-Free...in  
**HOLEPROOF**  
U. S. Pat. 1,860,272. Trade Mark Reg.  
**KNEE-HIGH**  
America's most famous  
stocking



● Enjoy the cool comfort of these new stockings which have won a million women. Knit-in "Lastex" garters keep stockings trimly in place. Tests prove 3 pair outwear 4 or 5 of full-length hose —no garter runs, no knee-strain. In service or chiffon. . . .

**79c**

3 pairs for \$2.19



**Howard Dry Goods Co.**

First Parliament in Iceland

The Vikings established the first parliament in Iceland in 930 A. D.

## Y. M. C. A. NEWS

Reservations for the 50th annual meeting, Monday, May 11, at which Dr. S. Parkes Cadman will be guest speaker, will close Friday, May 8. Anyone who has not yet secured tickets should telephone Dr. H. B. Tukey (2331); the Y. M. C. A. office (2143), or Ben Whiteman (6712). The meeting is to be held in the First Presbyterian Church Parish House, instead of at the Y. M. C. A., in order to accommodate the increased attendance expected.

In the recent free swimming campaign held at the Y, 92 boys and 70 girls learned to swim. According to present plans another campaign will be held the latter part of May. Announcement will be made in the schools.

"Pud" Howell, formerly of the Geneva Y. M. C. A., now of the Chicago Y. M. C. A. College, is coach of the rifle team which recently won the Midwest Interscholastic Championship.

Physical Director Jenkins announces another hike for May 16. Forty-two boys went on the last hike.

There are now eight teams in the Y. M. C. A. Soft Ball League and twelve in the Twilight League. Physical Director Jenkins has again been elected president and has the approval of the league to appoint an arbitration committee

of five, none of whom are players, to decide all controversial matters. Hand Ball Tournament will begin this week, with two matches per week for every player.

## WE AGAIN ASK

The abandoned car track menace is still with us.

Is anything going to be done about it and, if so, when?

## Grain Planted in Strips

The grain fields of the Saar, unlike the square and oblong fields of this country and most other lands, are long and narrow, like strips of carpet, every inch of soil being utilized.

MR. MERCHANT. Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

## D. E. MARTIN - ICE -

105  
Oak St.

Phone  
2706

## CLARKE'S CHANGEABLE SIGNS—

Ideal for Restaurants, Real Estate, Stores, Church Bulletins and Calendars. Automatic Time Stop for Light Control.

## M. F. DEVANEY

Printing and Office Supplies  
435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

## Let Us Help You Clean Up

Ashes, Rubbish and Brush removed at Reasonable Prices. Let us call and estimate your needs. All orders, large or small, given prompt attention.

Get the Kiddies Play Box Ready — Buy Health Sand  
**FINE WHITE FOUNDRY SAND—WILL MOLD NICELY**

1 Bushel, delivered .....	50c
2 Bushels, delivered .....	90c
3 Bushels, delivered .....	\$1.25

We deliver Cinders, Sand, Gravel and Crushed Stone, at Reasonable Prices.

## LESLIE E. HILTON

14 Clover Street

Phone 6102

Geneva, N. Y.



## THE FUNNYBONE



### The Golden Rule

"Robert," said the teacher, to drive home the lesson which was on charity and kindness, "if I saw a man beating a donkey and stopped him from doing so, what virtue would I be showing?"

"Brotherly love," said Bobby.

### Fast Action Needed

A young lady rushed into a drug store and asked: "Do you sell films for pocket moving picture cameras?"

"Certainly," said the clerk.

"Then give me one, quick! Father's being chased by a bull."

### Bereaved

Friend: "And have you found a law firm that is satisfactory?"

Widow: "Don't talk to me about lawyers. I've had so much trouble over the property I sometimes wish my husband had not died."

### Probably Would Have

Salesman—Something in golf apparel, madam?

Lady—Yes; I would like to see some handicaps. Large size, please. My husband said that if he'd had a big enough handicap yesterday he'd have won the match.

### Graphic Illustration

A young attorney, taking his first case, had been retained by a farmer to prosecute a trucking company for losing a shipment of 24 pigs.

He wanted to impress the jury with the magnitude of the injury. "Twenty-four pigs, gentlemen. Twenty-four; twice the number in the jury box."

### The Cute Lad!

The man was giving away candy samples. A boy, given one piece, asked for another.

"Why do you want two?" he was asked. "Have you a brother at home?"

"No, sir," was the answer, "but my sister has!"

### Helpful

"Pardon me, does this train stop at Tenth Street?"

"Yes; watch me and get off one station before I do."

"Thank you."

### An Echo Worth While

He had visited the "Corridor of Echoes" in the West Virginia Capitol building, and wasn't impressed.

"Shucks," said he, "that's nothing like the Echo Rock up where I live. Up there, before I go to bed at night I shout, 'Hey, Jim, time to get up.' And at 5 o'clock next morning it comes back to me. Why, I haven't had no alarm clock in 17 years."

### Stayed Home

Fizzle: "I'd like to get a pair of silk stockings for my wife."

Girl Clerk: "Sheer?"

Fizzle: "Naw, I left her at home."

—: BUY IN GENEVA :—

**STOP**  
**BRAKES RELINED**  
*Convenient Terms*  
**PAY ONLY**  
**81c**  
**WEEKLY**

**Firestone**  
**AUTO SUPPLY & SERVICE STORES**

**COMPLETE CAR SERVICE**

Cor. Lake & Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

### WIDMER'S OLD FASHIONED APPLE WINE —

fifth, 25c; ½ gal., 50c; gal., 85c

"Old Settlement" Wine.....qt., 49c

WHISKEY — "Seneca Chief".....pt., 69c; qt., \$1.35

"Town Tavern" .....pt., 99c

"Plantation" .....pt., 75c; qt., \$1.45

Hiram Walker "Royal Oak".....pt., 88c

"18-K" BRANDY.....pt., 95c; ½ pt., 49c

GIN — "Crown & Anchor".....fifth, 99c

"Silver King".....pt., 69c

**J. SAGLIMBENI**

28 E. North St.

Wine & Liquor Store

Phone 2059

**HAVE YOU**  
**ANY INFORMATION REGARDING**  
**"THE MISSING LINKS"?**

**CASH REWARDS**  
Will Be Paid For Finding Them.  
Notify the Missing Links Editor

**GENEVA COMMUNITY NEWS**



## GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"We all know men who would be transformed if they knew what to do with themselves when not at work."

"When we are generous to our friends and the world we are most generous to ourselves."

"Judge old folks by their deeds and not by their wrinkles and gray hair."

"Be glad that life has some sand paper and is not all velvet."

"Give them something to think about; if you fill a glass with milk there won't be room for any gall."

"Those who are 'put over' with publicity never last very long. It's those who do something and get publicity for it that really stay on top."

"Mate expectation with realization."

"A conservative is a man who, standing in hot water, is afraid to jump lest the water will be hotter."

"What man has done, man can do."

"The difference between success or failure can be gauged in a volume of 10%."—Carnegie.

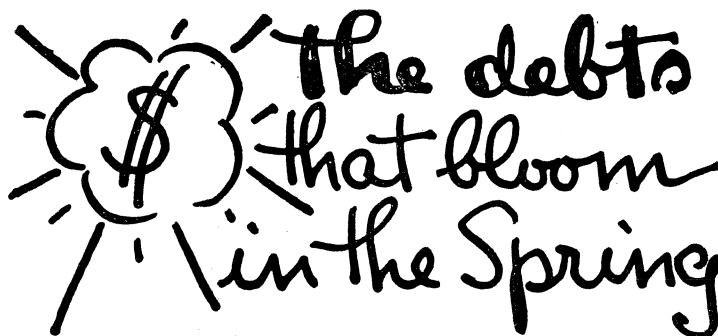
(To be continued)

### Roses, Fruit Trees, Shrubs, and Evergreens

WHITE SPIREA, 2-3 ft., doz. .... 75c  
 BERBERRY ..... 5c  
 HOME GROWN HYBRID TEA ROSES,  
 doz. .... \$3.00

**W. M. DIVINEY**

White Spring Street Geneva



For clothes. Tires and auto repairs. New things for the home. So many things, in fact, you almost hate to have Spring roll around. But don't worry—there's a way out. We'll lend you the cash it takes and arrange the payments to suit you. Hundreds of single and married people are getting cash this way—on their own signatures—so let us help you nip those Spring debts in the bud, NOW.

*Loans up to \$300—20 months to repay*

3rd Floor

National Bank Bldg.

Room 304

120 Genesee St.

Phone 251

Auburn, N. Y.

**LOANS MADE IN NEARBY TOWNS**

**PERSONAL FINANCE CO.**

**SAVE! -- 10% Discount -- SAVE!!**

on ICE COUPON BOOKS—during the month of MAY (only)

2000 lb. Book—regular \$12.00—NOW \$10.80

500 lb. Book—regular \$ 3.00—NOW \$ 2.70

(Cash with order)

**SPECIAL**—Let us install a Duo-draft Refrigerator in your home—  
 10-day FREE TRIAL

**Geneva Refrigerating Corp.**

"The Red Trucks"

Phone 2404

5100 COPIES  
WEEKLY

**Advertise  
Every Week**

in the

**Geneva Community News**

"An Advertising Medium of Distinction"

Distributed in GENEVA, WATERLOO, PHELPS,  
 OVID, WILLARD, STANLEY, HALL and  
 SENECA CASTLE

P. O. Box 146

Phone 2108

5100 COPIES  
WEEKLY

**REPUBLIC GAS BURNERS**

Simple - Automatic - Efficient - Safe

**LENNOX ALL-STEEL AIRE-FLOW GAS FURNACES**

-- See us for installations --

**COONEY, WATTS AND COONEY**

513 Exchange St.

HARDWARE

Phone 2170

Plumbing — Heating — Repairing

**GAS HEATING BURNERS INSTALLED**

**SMITH & WALSH**

66 Jefferson Avenue

Phone 2012

## Schine's REGENT THEATRE

Friday-Saturday, May 8-9

-: Double Feature Program :-

**"THE HOUSE OF A  
THOUSAND  
CANDLES"**  
with PHILLIPS HOLMES  
Mae CLARKE • Irving PICHEL  
FEATURE NO. 2

**"Three  
GODFATHERS"**  
with  
Chester MORRIS • Lewis STONE

Plus: "The Great Air Mystery"

Sun., Mon., Tues.



Added:  
Joe Cook in "The White Hope"  
Voice of Experience  
Oddity Cartoon

Wed., Thurs., May 13-14  
George Brent - Genevieve Tobin  
"SNOWED UNDER"

— NATURAL GAS . . . The Ideal Fuel for House Heating —

Over 400 Gas Heating  
Customers is . . .

**"POSITIVE PROOF"**  
of satisfaction . . .

ASK YOUR NEIGHBOR  
WHO HEATS WITH GAS

Call Our House Heating Department  
for Special Spring Offer

Empire Gas & Electric Company

PHONE  
6 6 4 1

### TICKET AWARDS

The following of our last week's  
readers have been awarded theatre  
tickets in our Star counting con-  
test. (See page 6.)

H. Dilman, 432 Castle St.

Mrs. Orville H. Mack, 186 Pulte-  
ney St.

Harry D. Tarbell, 78 Castle St.

Mrs. John J. Lee, 118 Oak St.

Mrs. Geo. E. Ringer, 187 High St.

Mrs. Chas. Marvin, 44 Clinton St.

Mrs. Eugene Hutchinson, Stanley,  
N. Y.

Mrs. Elinore L. Moss, 119 William  
St.

Mrs. Geo. Sigler, 64 High St.

Mrs. L. A. Seeber, 10 E. William  
St., Waterloo.

Mrs. H. E. Ketcham, Seneca Cas-  
tle, N. Y.

### AIREX . . .

PREVENTS  
PUNCTURE LEAKS

‡ ‡ ‡

Adds Safety to Motoring  
Increases Tire Mileage  
Reduces Internal Heat  
Lasts as Long as Your Tubes  
Cuts Tire Costs

‡ ‡ ‡

New! Remarkable!  
Astonishing!

‡ ‡ ‡

**FINK'S**  
**SUPER-SERVICE STATION**

Lake Street Phone 2448

**Yes-  
it's planting time**

for

ROSES, EVERGREENS, PERENNIALS,  
ROCK PLANTS, SHRUBS, ORNAMEN-  
TALS and FRUIT TREES.

—: Open Sundays :—

**FINGER LAKES NURSERIES, INC.**

404 Washington Street Geneva, N. Y.  
*We Grow, Design and Plant*

**Call 2172 . . .**

and have a Practical Furrier  
give YOUR FURS the care they deserve.

FRIGID STORAGE ON PREMISES

**FREEDMAN'S**

*"The Only Practical Furrier in Geneva"*

114 Seneca Street

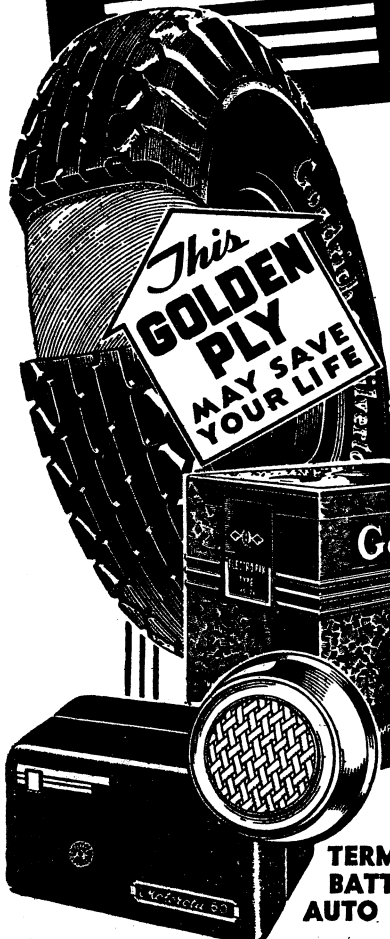
# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., MAY 21, 1936

## NO MONEY DOWN

Every year thousands of people are killed or injured in blow-out accidents, many of which could be avoided. No driver is really safe unless his tires protect him against treacherous, high-speed blow-outs.

**SAFETY  
SALE**



**DON'T GAMBLE . . .**

**EQUIP YOUR CAR WITH THE FAMOUS  
GOODRICH SAFETY SILVERTOWNS**

The Safest Tires Ever Built and the only tires that give you the blow-out protection of the Life-Saver Golden Ply. In addition Silvertowns have a deep, sharp tread that prevents dangerous skids. You can buy them now and pay on long or short terms to suit your needs.

**MAKE YOUR OWN  
LONG EASY TERMS**

**NO RED TAPE | NO DELAYS**

There are no long investigations and no embarrassment. We handle our own accounts and you can buy whether your car is paid for or not.

Just select what you need, show us your license identification, and name your terms. Your purchase is installed or delivered at once.

**FRIENDLY CREDIT TO EVERYONE**

# Marshall Motors

CORNER MAIN AND SENECA STREETS

Phone 6556

Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., MAY 21, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

5100 COPIES WEEKLY

### CHRYSLER-PLYMOUTH Sales - Service

#### RECONDITIONED USED CARS

We invite you to visit our  
"Quality" Used Car Depart-  
ment and make your selection.  
A very attractive list to show  
you at the present time, in-  
cluding all popular makes  
and models . . .

Plymouths - Fords -  
Chevrolets - Dodges  
etc., etc.

Come in . . . look them over  
. . . we are sure we can please  
you as to car and price.

Gasoline — Oils — Batteries  
Accessories — Parts

### Fohl Motors, Inc.

Phone 230-234 Open  
2811 Genesee St. Evenings

—: BUY IN GENEVA :—

## FINGER LAKES MUSIC FESTIVAL

The Finger Lakes Music Festival  
sponsored by the New York Fed-  
eration of Music Clubs, Inc., will  
bring to Geneva on Friday, May 22,  
not only singers from all parts of the  
area but hundreds of music lovers  
from the lakes region and scores  
from a radius of 100 miles.

It will permit Genevans to hear  
music leaders from this region and  
to share for an evening the thrill of  
effort and enthusiasm that for weeks  
has filled the hearts of all connected  
with the Festival.

That the Geneva High School  
auditorium will be filled to capacity  
seems inevitable with so nominal an  
admission charge to a choral and  
orchestral feast.

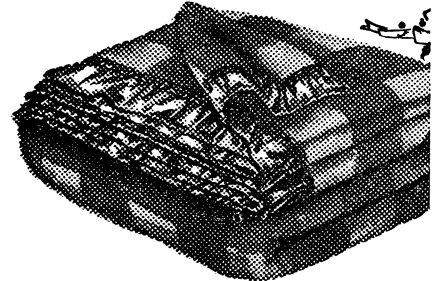
Taking part in the Festival are  
members of these federated groups:  
The Geneva Community Chorus,  
the Civic Orchestra, the Finger  
Lakes Philharmonic Society, the Ge-  
neva Woman's Club Chorus, the  
Hall-Seneca Community Chorus,  
the Seneca Falls Chorus and the  
Penn Yan Choral Society. Each club  
will present a number conducted by  
its own director and both choruses  
and orchestras will be heard in two  
massed numbers to be directed by  
Bert Rogers Lyon of Ithaca Col-  
lege.

Among the celebrities who will be  
here for the Festival are Mrs. John  
McClure Chase and Mrs. Etta Ham-  
ilton Morris of New York City,  
president and past president, respec-  
tively, of the Federation of Music  
Clubs. Both are outstandingly well  
known for their work in this and  
other states. Genevans will hear as  
leading soloist Margaret Swetnam  
Raney of Auburn.

Responsible for the Festival ar-  
rangements is a large committee

headed by Grace Wynne Tapley as  
chairman, director of the Finger  
Lakes Region for the State Federa-  
tion.

—o—  
People will talk about the weather  
because they want to be sociable  
without saying anything.



### BLANKET CLEANING

Blankets cleaned spotless, fresh and  
soft. Every trace of soil removed—no  
fading or shrinkage. See how expert  
our work is in this department.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

## PERFECT CHASSIS LUBRICATION

Have the squeaks taken out  
of your chassis . . . enjoy  
motoring that's free from  
worry!

Dependable Lubricants and  
Careful Work make the  
grease job at RICKELS  
safer and dependable!

## RICKELS SERVICE STATION

Lake Street

Phone 2920.

GAS HOUSE HEATING BOILERS  
and CONVERSION BURNERS

CHAS. F. BARTH

425 Exchange Street

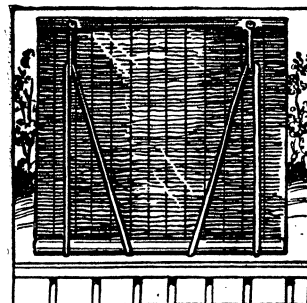
Phone 2126

WILL YOU  
KINDLY MENTION

## THE GENEVA COMMUNITY NEWS

WHEN MAKING PURCHASES  
FROM OUR ADVERTISERS . . .

# Dramatic Values In Furnishings To Make Your Porch or Garden or Cottage More Livable and Colorful!



—:— Considerate Credit Terms Readily Arranged —:—

## METAL CHAIRS

In bright  
colors

**\$6.95**

## GLIDERS

In a wide variety of  
coverings — well  
known makes

**\$10.95**  
up

## GRASS RUGS

In lovely colors

Size 6x9 - \$1.75  
Size 8x10 - \$2.60  
Size 9x12 - \$3.25

STORE OPEN SATURDAY EVENINGS

**THE LYNCH FURNITURE CO.**

485 Exchange Street

Geneva, N. Y.

## PORCH SHADES

To suit every need

In Bamboo —

4 ft. x 6 ft. - \$1.49  
6 ft. x 6 ft. - \$2.29  
8 ft. x 6 ft. - \$2.98

## VUDOR SHADES —

In widths from \$1 a  
4 to 10 feet ft.

## THEATRE TICKETS

... have been awarded to the following of our last week's readers in connection with our feature "Counting the Stars":

Mrs. Wm. O'Neill, 110 West St.  
Mrs. B. F. Butler, 98 Hamilton St.  
Helen A. Day, 181 Lafayette Ave.  
Mrs. L. G. Edwards, 316 Washington St.

Mrs. Eleanor Enzie, 175 S. West St.  
H. P. Allen, 79 Hillcrest Ave.  
Reanie W. Barbour, 60 Colt St.  
Mrs. W. S. Young, 138 Pulteney St.  
Mrs. Anna Harford, 61 High St.  
Miss Frances E. Huson, Ovid, N. Y.

The outstanding advertising value in the Geneva territory—a full front page ad in THE GENEVA COMMUNITY NEWS.

Fur Storage facilities in Geneva are sufficient to properly and efficiently care for all Furs not only in the city, but in considerable surrounding territory as well. Store your Furs in Geneva.

Everything in bad taste dies out because it is soon overdone.

## SUITS

Gabardines  
White Grey  
Brown  
Angora Spun  
White Linen

WASH TIES - 35c

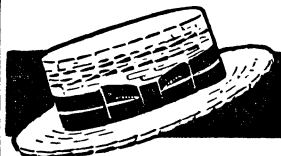
## SPORT SHIRTS

The largest assortment in Geneva, all colors and sizes  
... made by  
Wilson Bros.

For comfort  
CAPS - - - 65c

## Outfit Yourself, Men, for Decoration Day --

## SAILOR STRAWS



Now is the time for that  
new light weight hat

\$1.95 - \$2.45 - \$2.95

Mallory Air Weight  
\$4.00

Open Friday Nite,  
May 29

## TROUSERS

Flannels  
Grey and Tan

## WASH SLACKS

SHIRTS - \$1.50 up

## UNDERWEAR

Shorts - - 50c  
Shirts - - 50c  
B. V. D. - \$1.00

## HOSE

White  
Colors  
35c

71 Seneca St.  
(South Side)

**CASEY & SON**

Opposite  
Geneva Theatre

## BIG ANNUAL SALE

on  
EVERGREENS, ROSES, SHRUBS  
and FRUIT

—: Open Sundays —:

**FINGER LAKES NURSERIES, INC.**

404 Washington St. Geneva, N. Y.

## SHEET METAL WORK

Eave Troughs - Roofing  
Furnaces cleaned and repaired.  
New Furnaces at lowest costs.

**G. H. McKEEL**

17 Pine Street

Phone 4012

# \* DOROTHY GOES SHOPPING \*

I would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns.

**"Dorothy".**

A new addition to our hosiery family — "Dixie Rose" — the smoothest looking, best wearing stockings that we have ever seen for such a low price — **only 59c.** Chiffon or service weights, also Knee-High's. You'll be amazed when you see them. **Lattimer's Shoe Store, 492 Exchange St.**

—D—

Fresh faces, fresh perfumes; casual, but neatly outlined coiffures; make-up that is warm and natural — that's beauty in the modern manner!

—D—

The large number who have joined **The Kenwood Blanket Club** at Lynch's this year, makes it possible to offer these beautiful articles at a much lower price than ever before. Your choice of two beautiful Kenwood blankets — a gorgeous down comfortable — a Quaker dinner cloth. **Join now and save.**

—D—

A redingote with a pretty dress is very interesting. So cool and collected looking.

—D—

Of high esteem is the expert quality of workmanship on watches, clocks and jewelry at **Prince's Jewelry Store, 20 Linden Street.** And prices are very reasonable. All work guaranteed . . . **Prince's** also frame pictures.

—D—

One of the many garments made in print is a separate jacket. In printed matelassé piqué, you wear it for day or evening, over anything.

—D—

For a treat on a warm night, try **Ice Cold Ginger Ale** — Club Soda — Sparkling Lime, — quart bottles, 15c. Orange and Root Beer Soda, 2 for 25c. Standard Brands. "Fro-joy" Ice Cream, double dip cones, 5c. Bulk, pts., 25c; qts., 50c. **The Corner News, Main and Castle St., Phone 2515.**

**Tropical Worsteds.** For summer business suits, the Tropical Worsteds is the biggest seller in America, and, as you would naturally expect, leads the way in Range, Style, Quality and Value. **A. P. Petersen, 476 Exchange Street.**

—D—

Little pleatings dress up the daytime frocks.

—D—

**The Golden Rule Shop, 33 Seneca St.,** has a complete variety of cotton dresses (fabrics and styles). Prices, 98c to \$2.98 . . . Lightweight wool and Feather Fleece coats in white and colors, \$4.98 and up . . . Plaid wool coats reduced to \$6.91 and up.

—D—

Double breasted buttoning is the newest thing for coat frocks.

—D—

**The Stewart Studio** — (new location, 41 Seneca St.) does picture framing and has a fine assortment of frames in metal, crystal and wood . . . all sizes. You are invited to stop in and look them over.

—D—

Striped frocks are as good as ever.

—D—

Tired feet find comfort in shoes that are "broken in". If you think your shoes look old and worn, let **Carl** rebuild and repair them. They'll look like new. **Carl's Shoe Repair Shop, Castle St.**

—D—

Expert tailoring distinguish summer frocks.

—D—

Snapshots are important because of the memories they recall. Don't take chances. **McCarthy's Pharmacy, 162 Castle St.,** has a complete line of Eastman Kodaks and Cameras. Brownies, low as 89c. Stock up on films. 24-hour finishing service.

—D—

For information regarding the "Dorothy Goes Shopping" columns address **Miss Dorothy Frantz, c/o GENEVA COMMUNITY NEWS, or Phone 3529.**

GENEVA

Thurs.-Fri., May 21-22

A scrap of paper, that freed a nation!

Wallace BEERY    Barbara STANWYCK    John BOLES

A MESSAGE TO GARCIA

Added, El Brendel Comedy, News

---

Saturday, ONE DAY ONLY

Jack OAKIE    Sally EILERS

"FLORIDA SPECIAL"

Plus SCREEN VODVIL

---

Starting Sunday, May 24  
THREE DAYS

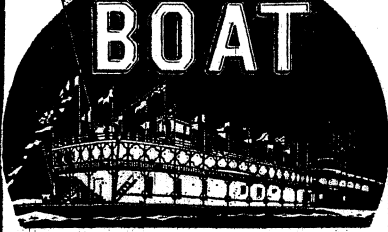
HERE COMES THE SHOW BOAT!

IT CLIMAXES 30 YEARS OF SCREEN ACHIEVEMENT!

CARL LUDWIG presents a UNIVERSAL PICTURE

EDNA FERBER'S

SHOW BOAT



---

Wed., May 27—ONE DAY

Warren Williams - June Travis

"Times Square Playboy"



## RADIO FLASHES

by Ralph Le Brun



Harriet and Ozzie, who in real life are Mr. and Mrs. Nelson, heard on the Baker's broadcast Sundays, at 6:30 P. M., over NBC-WHAM.

The Columbia network will rebroadcast the Derby from Epson Downs, England, on Wednesday, at 8:45 A. M.

On Wednesday, at 9:15 A. M., 10:15 A. M., and 6 P. M., Transatlantic broadcasts of the Queen Mary's maiden voyage from Southampton will be rebroadcast over the Columbia system. Also on Thursday, at 6 P. M., Friday, at 2:15, and 6 P. M., and Saturday, at 6 P. M., Columbia will carry rebroadcasts from this ship.

On May 24, NBC's Sunday morning Children's Hour will observe its twelfth anniversary on the air. It is NBC's second oldest program on the air; Harry Horlick and his Gypsies are the oldest, having been continuously on the kilocycles since March 3, 1924. The veteran announcer, Milton J. Cross, was in charge of the Children's Hour when it was launched and still is.

Captain Tim Healy thinks he is lucky to be alive. Once he held down the ticklish job of spy hunter in the

British Military Intelligence. It was a six year job. Once a bursting shell buried him 14 feet under loose earth in a trench he was occupying and he had to be dug out. Another time he was doing observation work in a balloon and an enemy airman set fire to the bag. Thanks to a parachute, he landed safely. He was wounded ten times.

Ramona, Paul Whiteman's "leading lady of the keyboard and song", will be starred in a CBS summer series of "Tea Time Tunes" with Jack Shilkret's Orchestra and the Three Jesters. The dark-haired, deep-voiced songstress will offer light tunes in the summer edition of the series which currently features Julia San-

(Continued on page 9)

DRESS FOR SUMMER . . .

### Enjoy the Hot Days . . .

You'll find . . . at WELCH'S . . . a complete clothing display that makes this possible.

WASH SLACKS — PANAMAS — STRAWS —  
COOL LINENS — SMART TROPICALS

A Splendid Selection of REGULAR SUITS  
in Summer Weight.

POLO SHIRTS, plain and fancy.....50c to \$1.50

## WELCH'S

494 Exchange St.

## BIG SALE

ON GOOD

## USED CARS and TRUCKS

*Now Going On*

Biggest and Best Selection in Geneva

30 Cars & Trucks.....priced \$ 24.00 to \$ 96.00  
22 Cars & Trucks.....priced \$115.00 to \$195.00  
8 Cars & Trucks.....priced \$215.00 to \$295.00  
7 Cars & Trucks.....priced \$315.00 to \$395.00  
14 Cars & Trucks.....priced \$410.00 to \$495.00

Small Down Payment — Easy Terms

SPECIAL — Thursday, May 21  
1930 STUDEBAKER PRES. SEDAN. Excellent condition. See this on display at our USED CAR FIELD, 291 EXCHANGE STREET.

## PHILLIPS MOTOR COMPANY

Authorized FORD Dealer

## "Stewart Warner"

I have complete FACTORY service data on these Radios. Tubes, parts and service for any make radio.

### RALPH LE BRUN

225 High Street

Phone 3237



# BUSINESS DIRECTORY SECTION

<p>WHAT YOU WANT AND WHERE TO GET IT</p>	<p align="center"><b>-- FREE TICKETS --</b>  <b>TO SCHINE'S THEATRES -- EACH WEEK</b></p> <p>Read each advertisement in this section. Look for the (*) Stars. A number of stars are scattered among different advertisements. Make up a list of the firms in whose ads the stars appear.</p> <p>Mail your list to "Business Directory Editor", Geneva Community News, Geneva, N. Y., as early as possible — but not later than 5 p. m. Saturday — each week.</p> <p>FREE THEATRE TICKETS will be mailed to persons sending nearest correct lists, as follows:</p> <p>First two nearest correct—Two tickets each to Geneva Theatre.          Next two nearest correct—Two tickets each to Regent Theatre.          Next two nearest correct—One ticket each to Geneva Theatre.          Next four nearest correct—One ticket each to Regent Theatre.</p> <p>Contest is open to entire public except associates of the Geneva Community News. Make up your list and mail at once.</p>	<p>REMEMBER  THESE  FIRMS —  THEY  WILL  SERVE  YOU  WELL</p>
--	---	---

## ADVERTISING

If you would like a space in this

DIRECTORY SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service  
J. H. BINDEMAN, Mgr.

Lake & Exchange Streets

## AUTO LAUNDRY

Simonizing, Waxing, Vacuum Cleaning  
**COMPLETE LUBRICATION**  
 Done by Our Trained Experts  
 Improved Equipment Chart System  
 Prolongs the Life of Any Car

**TED'S AUTO INN**  
 Phone 5174 35 Tillman St.

## AUTO SALES & SERVICE

**"OLDSMOBILE"**

The car that has "EVERYTHING"  
 Speed, Economy, Power, Convenience.

Our free demonstration proves it.

**OLDSMOBILE SALES & SERVICE**  
 Main & Seneca Streets Phone 6556

AN OPPORTUNITY is presented to every business, large or small, to keep consistently before the buyers of Geneva and vicinity in the columns of THE GENEVA COMMUNITY NEWS. Phone 2108.

## AUTO IGNITION SERVICE

A Periodical Tune-up\*  
 Saves a lot of worry, time and expense later on. We have the equipment and know how. Drive in, you'll be well pleased.

**AUTO ELECTRIC SERVICE**  
 CARL E. COLE

30 Lake Street Phone 2814

## AUTO PAINTING

**SNOWN'S AUTO PAINT SHOP**

Duco and Dulux

Painting, Simonizing, Spotting,  
Polishing

63 Exchange St. Phone 3993

## AUTO PARTS

Fuel Pump Service  
 Trucks, Buses, Cars

Complete Stock

**DEL PAPA'S  
GARAGE & AUTO PARTS**

Phone 6206 24-Hour Service

## AUTO REPAIR WORK

WE'VE JUST INSTALLED . . .  
 Our new improved "Sioux" Valve Grinding Machines, new improved Radiator Cleaning and Flushing Machines. Guaranteed to give your car a general tune-up and spring overhaul that'll make the old car run like a deer.

**STRATTON'S BRAKE SERVICE**  
 GENERAL REPAIRING

Lake Street Phone 2028

## AUTO SUPPLIES

**THOMAS D. GUINAN**

Gas - Oils - Accessories - Tires

TIRES: Goodrich-Silvertown

North & Exchange Streets

## AUTO TIRES

Worn Tires Are Dangerous!

A New Dunlop  
 Means Speed, Safety, Comfort  
 See "Elmer" Trade-In Easy Payments  
**DUNLOP TIRE & RUBBER CO.**  
 373 Exchange Street  
 You all know "ELMER H. TURNER"

## BAKED GOODS

**"BUTTERFLY" QUALITY BREAD**

The Favorite for Over 25 Years

Always Fresh

**GENEVA BAKING CO.**

## BARBER SHOPS

It pays to look well—we'll help you  
**HOTEL SENECA BARBER SHOP**  
 Courtesy - Style - Service

Jos. O'Byrne Anthony Alvaro  
 Prop. Associate  
 Free Parking in Rear of Hotel

## BATTERIES

There's\*a BIG DIFFERENCE  
 in Automobile Batteries  
 We Handle "THE NATIONAL"  
 Exclusively—because we know they're  
 dependable and stand the test.

**GEORGE F. BRUZEE**  
**"THE BATTERY MAN"**

23 E. Castle Street Phone 6522

## LOST

A BUSINESS. Wonderful opportunity, but owner didn't believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

# BUSINESS DIRECTORY SECTION

## BEAUTY CULTURE

Fine Hair and Stubborn Hair Yield Readily and Beautifully To Our

New Machine-less Method

**CROQUIGNOLE PERMANENTS**  
Always Satisfy—Requires Less Setting  
Regular Permanents, \$3, \$5, \$6.50

**JOHNSON'S BEAUTY SHOP**  
193 N. Main Street Phone 5117

## BODY & FENDER WORK

No Matter How Bad

The Body, Fenders, or Top is wrecked or crumpled up, we'll remove all bumps, repaint and match the colors — you won't believe its the same car.

**PETERSON**

Seymour Alley  
rear Geneva Loan & Savings Assn.

## COAL-COKE

Blue Coal Solvay Coke Fuel Oil  
Fast Dependable Service

**P. O'MALLEY & SON**

Phones 6186 - 6232

For the Best

in Fuels at the  
Lowest Possible Price

**RAPALEE'S**

Phone 2221 or 1317

## DAIRY PRODUCTS

YOUR NEIGHBOR KNOWS

and will recommend our products  
Milk, Cream, Butter, Buttermilk, Cottage Cheese, Chocolate Milk  
— Quality and Service Guaranteed —

**WHITE SPRINGS FARM DAIRY CO.**  
Phone 2947 We'll Deliver

## ELECTRICAL WORK

"EVERYTHING IN OUR LINE"

Contracting, Repairing, Wiring, Fixtures  
An extra light An extra plug-in socket  
A light for that dark closet or hall  
Phone 6575 for Free Estimate

**R. H. DADSON**

ALL WORK GUARANTEED

39 Pleasant Street Geneva, N. Y.

## FISH

\*Everybody Likes Good Fresh Fish  
**THE GENEVA FISH MARKET**

Receives daily shipments of all Fish and Sea Food in season. You'll get it here when you can't elsewhere.

358 Exchange St. Phone 6222  
We Deliver. Open the year round.

## FLORISTS

Decoration Day will soon be here.

Phone 3144 or leave order at downtown store. We'll refill the urns, pots or decorate the graves with beautiful flowers.\*

**JOHN GAGLIANESE**

Seneca St. We Deliver 17 Reed St.

Phone your order now for  
Decoration Day

We'll Have Everything Ready . . .  
We Specialize in Decorating Graves  
Tell Us Your Needs

**HOWARD L. REEDER**

303 Hamilton Street Phone 2109

## FLOUR - FEED - SEEDS

GENEVA BRANCH

Phelps Co-operative G.L.F. Service, Inc.  
Middle Street Phone 2601

Complete Line—Lawn & Garden Seeds,  
bulk or package. Lawn & Garden Fertilizer & Lime.

Call or Phone Prices Right

## FRUIT & GROCERIES

WE'RE OPEN EVENINGS  
AND SUNDAYS

Choice Fruit - Vegetables - Groceries  
— and don't forget —  
**OUR FRESH ROASTED PEANUTS . . .**  
in the shell . . . the more you eat . . .  
the more you want.

**SUNNY FRUIT STORE**

M. W. BUSHLACK, Prop.  
82 Castle Street YMCA Building

## FURNITURE

When you think of Furniture  
It's just natural to think of\*

**WHEELER'S**

70 Castle Street Phone 2620

Beauty - Style - Quality - Service  
Greet you as you enter

Another Feature — "THOSE EASY TERMS"

## GAS AND OIL

**CARROLL'S**

**CENTRAL SERVICE STATION**

Main St., opposite Armory Phone 2592  
The Friendly Service

**SCIENTIFIC LUBRICATION**

Chart System for Every Car  
Skilled Operators & Attendants

**KIND TO YOUR MOTOR**  
**KIND TO YOUR POCKETBOOK**

Essolube Motor Oil, 25c qt.  
Complete Lubrication Service

**EXCHANGE ST. ESSO STATION**  
J. W. Barnes, Prop.

## GAS AND OIL

REMEMBER . . .

When you're looking for stars you'll find them on Rickels' Gas Pumps.\*

The complete 100% Service Station

**OSCAR F. RICKELS**

Lake Street Phone 2920

## GROCERIES

We always have bargains . . . But don't fail to phone 4572 now for our Friday and Saturday Specials  
You'll Save Money

**BRENNAN'S GROCERY**

31 John St. Sure! We'll Deliver

WE'RE NOW SERVING

Those Big Double Dip Delicious "Fro-joy" Ice Cream Cones.....5c

**GEORGE PHILLIPS'**

**RED & WHITE STORE**

111 Pulteney St. Plenty Parking Space

You can't go wrong  
When you deal with

**L. J. McCANN**

144 High St. Dial 4572 He'll Deliver  
Everything In Groceries

**SURE: WE'RE OPEN**

Come in the evening—it's cooler  
Prices right. Everything for the picnic that's good to eat.

**FRED MONACO**

111 Washington St. Phone 2545

OUR CUSTOMERS . . .

all come back. There's a reason . . . always something different . . . always fresh. Courtesy — a desire to please . . . low prices.

**FLORENCE LABIGAN**

Red & White Store  
261 William St. Everything in Groceries

Quality Comes First—We Have It!  
Service Comes Next—We Give It!

Satisfaction is what we all want  
We Guarantee It!

**LUCILLE ONORATO**

**THE RED AND WHITE STORE**  
177 Exchange Street Phone 6363

**SPECIALS — Friday and Saturday**  
2 lbs. Premier Cocoa .....17c  
Large Chipso .....20c  
No. 2½ Pineapple .....20c  
Goldette Grape Fruit, 2 for.....25c

**C. S. DADSON**

70 Cherry Street Phone 2630

# BUSINESS DIRECTORY SECTION

## HARDWARE

### LARGE SCRUB TUBS

Made of Extra Heavy  
Galvanized Iron  
Unlimited Quantity at 37c each

### DORCHESTER & ROSE

543 Exchange Street Phone 2496

## ICE

Made from Refiltered City Water

Big discount on Coupon Books  
during May

See the "Coolerator" Air-Conditioned  
Refrigerator

C. J. BRADY

110 Lake Street Phone 2740

## ICE CREAM

### "DAVIDSON"

Your home town manufacturer of Delicious Ice Cream—Bricks, Bulk, Sherbets, all flavors. Artistic lettered or emblem Ice Cream Cakes made to order for parties or social affairs.\*

312 Castle St. Phone 6122 We Deliver

## JEWELRY

### THE NEW BRIDE

We have everything in Silverware and Glassware to make your home complete  
Seth\*Thomas Clocks

S. A. GILBERT

510 Exchange St. Everything in Jewelry

## LAUNDRY SERVICE

### WE INVITE

Grocers, Meat Markets, Restaurants, Barber Shops and Beauty Shops, Physicians, Dentists, Nurses, Service Stations, Garages and others to try our complete

Uniform and Towel Service

### GENEVA STAR LAUNDRY

Phone 2112 Free Calls and Deliveries

## MEAT

### WHO DOESN'T LIKE

a nice tender, juicy steak with delicious French fried potatoes?

### "WE HAVE THE STEAK"

We also dress our own Poultry  
Think of it—Chicken and Hot Biscuits

WILSON & JOHNSON

261 William St. Phone We Deliver

A large number of Geneva merchants have satisfied themselves, beyond the shadow of a doubt, that it pays to advertise in THE GENEVA COMMUNITY NEWS.

## MEAT

Here's A Treat . . .

Phone "MULVEY" — 2712  
For a nice tender juicy STEAK

He sure has good meat, chops, cutlets, real sausage

70 N. Genesee St. He delivers too

### JOE'S NEW MARKET

### FRIDAY & SATURDAY SPECIAL

Choice Veal Cutlets .....25c

Quality Service  
Quick Deliveries

226 Exchange St. Phone 2027

## MOVING & STORAGE

### UNCLAIMED FURNITURE?

Yes, we have things you need: A-1 Pianos, \$20; Vanity Dresser, \$15; Large Steel Safe, \$10; Mahogany Beds; Living Room Suites; Odd Chairs; etc. Come look them over . . . real bargains.

The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## NEWSPAPERS- MAGAZINES

### — KODAK FILMS —

Developing Service  
Quality and Service at Low Cost

### THE CORNER NEWS

Castle \* Main Street Phone 2515

## OPTOMETRY

### SCIENCE SHOWS . . .

That many of the headaches and nervous conditions noticed in children and adults are due to eye strain and weakness. We examine the eyes, fit glasses, repair broken frames, and replace broken lenses.

G. W. FLETCHER

Castle Street Opp. City Hall  
Office Phone 3401 Residence 2044

## PAINT & WALLPAPER

### FAIRFAX BROS. CO.

87 Castle Street Phone 2441

Wallpaper, Glass, Venetian Blinds

Sherwin-Williams Paint

Window Shades Glass - All Kinds

## REFRIGERATORS

### "KELVINATOR"

Commercial & Domestic Refrigerators  
and Milk Coolers

### MAYTAG SALES AND SERVICE

Call or Phone for Free Demonstration  
431 Exchange Street Phone 2005

## RADIO REPAIR SERVICE

Others say: "Have your tubes tested", but, we say: Let us test your radio and your tubes also. You'll be better satisfied.

GEORGE F. BRUZEE

23 E. Castle St. Phone 6522, We'll Come

## REAL ESTATE

### WE HAVE IT . . .

City, Farm and Urban Properties. We buy, sell, or exchange. We'll take full charge of your property—find a tenant, collect the rent, make repairs, and relieve you of all details.

FINZAR — Real Estate Broker

20 Linden St. (Prince's) Phone 2661

## RESTAURANTS

### CORCORAN'S RESTAURANT

59 Seneca Street Phone 2552

"The Home of Good Eats"

Good Beer and Good Ale

Full Meals - Short Orders - A la Carte  
We bake our own pies, take one home.

Don't Forget . . .

Our Delicious Sunday Dinner Specials

Will we ever forget? That delicious dinner they served at the

### TEXACO GRILLE

Lake Street Geneva, N. Y.

"I'm Sure Coming Back"

They never close and always satisfy

## SHEET METAL WORK

### THOSE LEAKY EAVES . . .

The Roof and Spouting Should Be  
Inspected Now!

It may save you a lot of money later

HARRY A. LEADER

Phone 3637 for Free Estimate  
Rear Carl's Shoe Repair, 111 Castle St.  
Everything in Roofing & Sheet Metal Work

AN OPPORTUNITY for every business, large or small, to keep consistently before the buyers of Geneva and vicinity in THE GENEVA COMMUNITY NEWS. Phone 2108.

Merchants appreciate it when you say: "I saw your ad in THE GENEVA COMMUNITY NEWS."

Thousands of readers look for THE GENEVA COMMUNITY NEWS—every week.

## BUSINESS DIRECTORY SECTION

### SHOES

#### WORK SHOES? SURE!

We have them for every line, \$1.49 up. Mills, factories, farmers, truckmen, police and firemen. Don't forget the boots for hunting and fishing.

#### TRIANGLE SHOE STORE

Exchange Street Geneva, N. Y.

### SHOE REBUILDING

Your friends and neighbors will recommend our work. You won't know the old Shoes when we return them to you.

#### MODERN QUICK SHOE REPAIR COMPANY

T. Lalli, Prop. 22 Linden Street

### UPHOLSTERING

#### GENEVA UPHOLSTERING WORKS

S. F. KRYSINSKI, Prop.

Upholstering - Refinishing - Sterilizing

Remaking Box Springs  
and Hair Mattresses

288 William St. Free Calls & Deliveries

Phone 6261 for Free Estimate

### WINES & LIQUORS

#### FEATURING THIS WEEK . . .

"Highland Fling" Scotch Whiskey  
pint, 99c

T. J. COMISKY

97 Seneca Street Phone 2635

Opposite Schine's Geneva Theater

### WINES AND LIQUORS

#### PETER'S LIQUOR STORE

148 Castle Street Phone 2054

#### This Week's Specials:

Orange-Lemon-Lime Gin.....pt., \$1.00  
Mil-Shine Gin.....pt., 95c; qt., \$1.85  
Tom Collins Cocktails.....45c

#### SAGLIMBENI LIQUOR STORE

Widmer's Apple Wine,  
fifth, 25c; ½ gal., 50c; gal., 85c  
GINS: "Silver King", pt., 69c; "All American", pt., 69c; Crown & Anchor", fifth, 99c  
"Seneca Chief" Whiskey, pt., 69c; qt., \$1.35

28 E. North Street Phone 2059

—: BUY IN GENEVA :—

(Continued from page 5)

derson and Frank Crumit. The program will be continued at the same time each Sunday, at 4:30 P. M.

Johnny, the "Call Boy" on the Philip Morris Program, is really John Roventini. He is 43 inches tall and has to stand on a specially built platform to reach the microphone.

#### Isle of Capri Lovely

The Isle of Capri, rocky island off the coast of Italy, is four square miles of rock. Ancient Capreae was the favorite residence of the Roman emperors, Augustus and Tiberius. Here fruit and olive trees grow in abundance, with vineyards, and flowers comprising about 800 species.

#### Invented the Lancers Dance

The dance called the lancers was probably invented about 1819, either by Joseph Hart, who published the following year, Les Lanciers, or by Duval of Dublin, who also at this time published a set. The lancers was first danced in London in 1850, but had been introduced in Paris by Laborde in 1836.

#### Snakes May Scatter Eggs

Snakes disturbed during incubation of their eggs frequently scatter them, and they shrivel and die. It is known, however, that there is a temperature increase of two or three degrees during the 11-week incubation period, which is also a fasting period for the brooding python.

#### Location of Camelot

In the Arthurian legends Camelot was the city where King Arthur's palace with the Round Table was located. Tennyson, in "The Coming of Arthur," describes the city and mentions it in others of the "Idylls of the King" and in "The Lady of Shalott." It is also referred to by Shakespeare in "King Lear." The site of Camelot has been much in dispute; Shakespeare supposed it to be in Somersetshire; Tennyson and Capell located it at

or near Winchester, and Caxton placed it in Wales. The monks of Glastonbury were chiefly responsible for the Somerset theory, which they maintained for the purpose of attracting pilgrims.

### COAL and COKE

Prices are Reduced — for Spring Delivery

ORDER NOW!

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

#### P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle St. Phones 6186 and 6232 261 Exchange St.

### You Still Have Time . . .

to Save 10% on ICE COUPONS purchased  
for Cash during the rest of May:

500 lb. book.....\$ 2.70 - SAVE \$ .30  
1000 lb. book.....\$ 5.40 - SAVE \$ .60  
2000 lb. book.....\$10.80 - SAVE \$1.20

Your Money refunded if Service or Ice is not  
satisfactory to you.

### D. E. MARTIN

105 Oak Street

Phone 2706

See us for . . .

AIR-CONDITIONED GAS DESIGN UNITS

Also . . .

GAS CONVERSION UNITS

#### JOHN A. PONTIUS

90 Elm Street

Phone 4575

"FLEUR DE LIS" BRANDY, 2 yrs. old.....½ pints, 50c; pints, 95c  
 Seagram's "FIVE CROWN" .....pints, \$1.19; quarts, \$2.30  
 "CARAVAN" STRAIGHT WHISKEY .....pints, 75c; quarts, \$1.45  
 Widmer's "APPLE WINE", a delightfully cool and refreshing drink....fifths, 25c; ½ gal., 50c; gal., 85c

∴ We Deliver ∴

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street

(opp. Schine's Geneva Theatre)

Phone 2635

### Schine's REGENT THEATRE

Fri.-Sat., May 22-23

— Double Feature Program —



Plus FEATURE NO. 2



Added: "The Great Air Mystery"

Sun., Mon., Tues.

Diamond Jim adds another triumph



— SPECIAL —

Our Gang Comedy  
"LUCKY CORNER"

Wednesday-Thursday

Rochelle Paul

HUDSON KELLY

"COUNTRY BEYOND"

Added

Comedy, "Rookie Fisherman"  
Travelog

### NEW TIRE STORE

Marshall Motors announce, on today's front page of THE GENEVA COMMUNITY NEWS, the addition of a completely equipped tire department, handling the well known Goodrich Silvertown Tires. Car Radios and Batteries will also be carried and the department will specialize in sales on the "Budget System."

—o—

### "GENEVA" SIGNS PLACED BY C. OF C.

During the past week Geneva Chamber of Commerce representatives have placed a large number of Geneva "Arrow Signs" along all roads for a number of miles around Geneva.

Motorists using any one of several different detour routes this summer, while the Canandaigua turnpike is under construction, will thus be well directed toward Geneva.

—o—

### TRAIL GROWS WARMER

A number of interesting clues have been unearthed during the past week in regard to the lost "Missing Links."

If YOU have any information mail it to THE GENEVA COMMUNITY NEWS, attention "Missing Links" Editor.

Cash rewards are being offered and sooner or later someone will surely get on the right trail and be made happy.

Before long, we believe, something definite will develop, so continue to watch THE GENEVA COMMUNITY NEWS, for further information, as it will be published as soon as available.

Mr. Merchant: In advertising, just the same as in everything else, you get what you pay for. If someone offers you something and claims it costs less than a competitor's product, or that the competitor is "soaking" you for the same thing, you can figure out for yourself that there is something wrong with the product of the salesman making such claims, or with the salesman himself.

## ADVERTISING SPACE

in next week's issue must  
be reserved by Saturday  
noon. All copy must be  
in by Monday noon . . .

## WANTED . . .

Names of Men, or reliable boys, who are at liberty for delivery, or substitute delivery, work in all parts of Geneva and also other towns covered by "The News."

Write, giving name, address and age . . . to

## COMMUNITY NEWS GENEVA

P. O. Box 146  
Geneva, N. Y.



## DO YOU KNOW?

Sponsored by the Medical Society  
of the State of New York

The average life of a horse is 15 years, of a mule, 18.

Do you have the "blues"? The brain, like the body, becomes tired. Be a child once in a while, be natural, don't expect too much from life, or that everything will come out just as you planned. A good, fair average usefulness should be enough for everyone.

"When the average person reaches the age of forty, a change takes place in his eyes; a dislike to do near work, a late afternoon or early morning headache, a tendency to hold small objects farther away, and occasionally blurred vision," said Dr. Arthur J. Bedell at the 130th annual meeting of the Medical Society of the State of New York, held at the Waldorf-Astoria recently. "Correctly fitted glasses permit close application with clear sight and without discomfort. The testing for glasses is a highly technical art and the one prescribing lenses must also be competent to render an opinion on the general health of the patient."

"A complete examination," added Dr. Bedell, "includes the study of the background of the eye, the stage upon which many of the tragedies of life are enacted. It is now possible to make a photograph record which is of extreme value for by it the past, the present and the future ocular health can be told."

"If a patient has to change his glasses frequently, it is an indication of either a constitutional or local eye disease and calls for a searching investigation."

Dr. Bedell said that widely heralded special forms of glasses have an extremely limited range of usefulness. "Telescopic lenses," he added, "and contact glasses are for rare conditions and will never take the place of properly fitted spectacles."

Tobacco smoking dulls the taste for sugar and salt, according to experiments made by Drs. John E.

Rauth and James J. Sinnott at the Catholic University of America.

### Lord Horder Said:

The human brain is the best machine of all.

### No Fear of Air Bombers

The United States navy is well protected against air bombers. Its anti-aircraft guns can lay a withering barrage around an enemy plane — flying at any height — as their shells, fired at the rate of one every four seconds from each gun, explode in the air and endanger any kind of aircraft within 268,000,000 cubic feet.—*Collier's Weekly*.

## SAVE . . . On Your Season's Ice

ICE COUPON BOOKS — during the month of MAY  
BUY NOW — This Special Offer expires the end of next week

2000 lb. Book — regular \$12.00 — NOW \$10.80  
500 lb. Book — regular \$ 3.00 — NOW \$ 2.70  
(Cash with order)

SPECIAL — Let us install a Duo-draft Refrigerator in your home —  
10-day FREE TRIAL

## Geneva Refrigerating Corp.

"The Red Trucks"

Phone 2404

## LAWN and GARDEN SPECIALS

For FRIDAY AND SATURDAY

LAWN CHAIRS—Sturdy built, in colors; each.....98c  
FLOWER BOXES—Large size. Made of heavy galvanized iron.  
Color green; each .....98c  
GARDEN HOSE—Size 5/8" with couplings, 50 feet.....\$3.25  
TRELLIS—Size 8 ft, Color white enamel; each.....98c - \$1.15 - \$1.35  
FAN TRELLIS—Painted green.....6 ft., 75c; 7 ft., 98c; 8 ft., \$1.29  
New Sterling LAWN MOWER—Ball bearing, 16" cut.....\$5.89  
VIGORO - SOIL PEP - LIME - GARDEN SEEDS - GARDEN TOOLS

### COONEY, WATTS & COONEY

513 Exchange Street

(HARDWARE)

Geneva, N. Y.

Free Parking Back of Store

## Saturday Special . . .

2 DOZEN DELICIOUS DOUGHNUTS, 25c

LOFT'S PURE QUALITY CANDIES  
Sizzling Barbecued Nuts from all over the world

ICE CREAM BAR  
74 SENECA ST.



BRYANT  
CONVERSION BURNERS

"Let the Pup be Your  
Furnace Man."

RIGGS AND JENSEN

475 Exchange St. Phone 2739

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Trilby Bars

- 1½ cups flour
- 1 teaspoon baking powder
- ½ teaspoon salt
- 1¾ cups quick oatmeal
- 1 cup brown sugar
- ¾ cup shortening

Sift flour, baking powder and salt together; add oatmeal and brown sugar. Cut shortening in as for pastry but very finely. Put ½ of this mixture into pan 9x11, patting it down well. Cook 1 package of dates with 1 cup of water and 1 cup of brown sugar. Cool and spread over the mixture. Add remaining crumbs and pat down on to the date filling covering it completely. Bake in 350° oven about 30 minutes. Cut in squares and serve with whipped cream or cut in bars and serve as cookies. Cut while warm, but let remain in pan until cool.

E. C., Genesee St.

## Favorite Lemon Sponge Pie

- 1 cup sugar
- 3 tablespoons butter
- 2 tablespoons flour
- Pinch of salt
- Rind and juice of 1 large or 2 small lemons
- Beaten yolks of 2 eggs
- 1 cup milk

Cream sugar and butter, add flour and salt, lemon juice and rind and beaten egg yolks. Add milk and fold in stiffly beaten egg whites. Bake slowly in unbaked pie shell.

Mrs. F. A. M., Washington St.

## Apricot Upside Down Muffins

- 2 cups flour
- ½ cup sugar
- 3 teaspoons baking powder
- ½ teaspoon salt
- ¼ cup melted shortening
- 2 eggs
- 1 cup milk

Sift together dry ingredients, combine with remaining ingredients and beat to a smooth batter. In each muffin tin, place 1 tablespoon brown sugar and 1 teaspoon butter and heat until melted and blended, then put in each tin a cooked dried apricot cut in 3 sections with cut side up. Cover with batter, half filling tin and bake at 375° for 25 minutes.

Mrs. M. E. B., Colt St.

Young men like sports cars because they get more smiles to the gallon.

Worry will make people thin — except when they worry about being fat.

CARPENTER and BUILDER  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free

## PHONE US . . .

We'll take care of decorating your cemetery lot for Memorial Day

**TRAUTMAN & SMITH**

FLOWERS OF QUALITY

North Exchange St. Phone 2026

Only . . .

**NORGE**

gives you a

10 YEAR WARRANTY

Used Electric Refrigerators  
\$25.00 up

-- Also Several Used Iceboxes --

**BOLIN MUSIC HOUSE**

Phone 2788 551 Exchange St.

# FREE ICE

FOR ONE MORE WEEK . . . ONLY  
(TILL MAY 30)

We are offering old and new patrons a very special premium with the CASH PURCHASE of our  
COUPON BOOKS.

- 50 Lb. FREE ICE with each 500 lb. book at \$ 3.00
- 100 Lb. FREE ICE with each 1000 lb. book at \$ 6.00
- 200 Lb. FREE ICE with each 2000 lb. book at \$12.00

## STOP THE DRIVER OF THE WHITE TRUCK

for information regarding the COOLERATOR and its Conditioned, Cold, Humidified and Circulated Air Features.

"COLD ALONE IS NOT ENOUGH"

Ice Cubes in 5 Minutes

-- ALSO --

Have him give you a demonstration of our SPOTLESS "TONG-BAG" delivery . . . you're under no obligation whatever.

# C. J. BRADY

REFILTERED CITY WATER

# I - C - E

110 LAKE STREET

PHONE 2740

**Mary L. Rogan**  
MILLINERY

52 LINDEN STREET  
(Just Around the Corner)



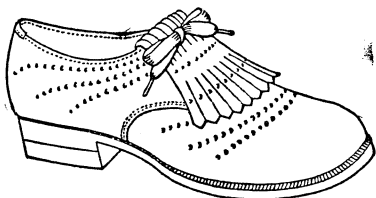
# PRICES on COAL or COKE

ARE LOWEST  
RIGHT NOW

Order Now  
Prices Advance  
Soon

Phone 2221 or 2317  
**RAPALEE'S**

Just the thing to finish school



PLAY OXFORDS  
or SANDALS

White, Smoked Elk, or Brown

**98c to \$1.69**  
**LATTIMER'S**  
492 Exchange St.

## Y. M. C. A. NEWS

All older boys interested in a Canoe Club should register at the "Y" at once. Plans are being made to not only teach canoeing in its various phases but also to take week end trips. Several expert canoeists have already agreed to give their time and instruction. Horace Hubbs is promoting the club. Boys who are interested can see him or call at the "Y".

Hi-Y Dates: Wednesday, May 27, will be cake night. Mr. L. P. Flanigan will speak. The subject will be "Spuey Long." June 10, the closing banquet. Mothers of club members have charge of the dinner. Boys from Syracuse Hi-Y Council are coming to install new officers and the Candle-Light Ceremony will be used.

Mr. H. B. Graves, chairman of the "Old Timers" Committee for the 50th Anniversary celebration is sending out letters this week to all members of the committee regarding the possibility of organizing a half-century and a quarter-century club. The plan is to have a dinner in the early Fall at which details will be submitted and other important matters discussed.

Friday, May 22, the new Board of Directors, including the five new men elected last week to fill vacancies, will meet to elect officers. The five men recently elected are: (for two years)—H. E. Bartlett, Vernon Alexander, A. R. Page; (for one year)—C. R. Bradley, Robert Witter.

After one has become a celebrity, never again does one have freedom.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

A spinster is a person who can make sandwiches that will be a lovely memory to everybody at the picnic forever.

## FINGER LAKES FESTIVAL

Sponsored by  
N. Y. Federation of Music Clubs  
Choruses - Orchestra - Soloist  
GENEVA HIGH SCHOOL

**Friday, May 22, 1936**

8 P. M.

Admission, 40c

1½ WEEKS TO MEMORIAL DAY

New Memorials on Display

**BARDEN & SALLADIN**

Evening Appointments by Request  
369 Exchange St. Phone 2014

FLOWERS . . .

for Memorial Day

**Staley Flower Shoppe**

Quality - Service - Reliability

Phone 2105

Members F.T.D.

84 Castle St.

Geneva, N. Y.

## The Perfect Combination For Safety

GENERAL  
DUAL 10 TIRES

End Tire Worries

‡ ‡ ‡

**"AIREX"**

Ends Puncture Worries

"AIREX" is new — remarkable  
— astonishing. Let us show you.

‡ ‡ ‡

**FINK'S**  
**SUPER-SERVICE STATION**

Lake Street Phone 2448

## GAS CONVERSION UNITS INSTALLED

Our prices on new Furnaces for Gas or Coal cannot be beat for price or quality.

**HOMER R. OSTRANDER**

70 Colt Street

Phone 3976

## M. J. KELLEHER

106 Castle Street

Phone 2834

**PLUMBING - HOT WATER HEATING**  
**and AIR-CONDITIONING SYSTEMS**



## THE FUNNYBONE



### A Doubtful Start

"I trust that we shall get along very nicely, Ada," said Mrs. Brown to the maid she had just engaged; "for I am not at all difficult to please."

"No, ma'am," replied the maid, "that's what I thought as soon as ever I saw your husband."

### Not Single Long

June—You promised not to mention it to a single soul.

Alice—I only told my fiance and he won't be single but two days more.—*Detroit News.*

### Page Mr. Ripley

Son—Ma, what's the idea of making me sleep on the mantel piece every night?

Mother—Hush, Junior! You have to sleep there only two weeks more and then your picture will be in Believe It or Not."

### Why Not?

A class in natural history was reciting. The teacher asked, "Where is the home of the swallow?"

A long silence, and then a hand waved.

"You may answer, Robert."

"The home of the swallow," declared Robert, "is in the stummick."

### ALWAYS AT YOUR SERVICE

Buy Quality Merchandise from

## L. E. HILTON

#### FINE ROTTED MANURE

Per cubic yard (about 22 bu.)....\$3.25

MIXED SOILS (Manure, Muck and Top Soil) per cubic yard.....\$3.25

#### FERTILE LOAM SOIL

Per cubic yard .....\$2.50

Large quantities discounted according to amount

Cinders, Sand, Gravel, Crushed Stone

—: We deliver a bushel or a load :—

Phone 6102

14 Clover Street

Geneva

### On One Condition

Anxious to prove his piety, a convert at a negro revival went to his pastor and asked that he be put to work in the Lord's vineyard.

"What would you like to do?" the preacher asked.

"Jes' anything," replied the convert. "Ah is ready to do whatever de Lawd axes me, jes' so hit is right and honorable."

### Always the Probability

Mummy—Don't run away from the dog. You know that barking dogs never bite.

Donald—Y-yes. But he may stop barking at any moment.

### Modern Installment Plan

Young Man: How much do I pay for a marriage license?

Clerk: Five dollars down and your entire salary each week for the rest of your life.

### Well Trained

Boreome Caller—Can your dog do any cute tricks?

Hostess—Yes; if you whistle three times he will bring you your hat.

### Different

Poor Golfer: "Well, how do you like my game?"

Caddy: "I suppose it's all right, but I still prefer golf."

### CLARKE'S CHANGEABLE SIGNS—

Ideal for Restaurants, Real Estate, Stores, Church Bulletins and Calendars, Automatic Time Stop for Light Control.

### M. F. DEVANEY

Printing and Office Supplies

435 Exchange St. or 19 East Castle Room 15, Second Floor Geneva, N. Y.

THE WORLD'S MOST BEAUTIFUL REFRIGERATOR

**The NEW GROSVENOR SHELVADE**

**\$142.95**

Model Illustrated  
GAQ - 50

This much more in a SHELVADE

Other SHELVADE MODELS from \$94.50 up

## WHEELER'S

Opposite P. O.

## Attention -- Motorists

DOES YOUR CAR BOIL OR HEAT UP?

We have COMPLETE EQUIPMENT for cleaning out your Motor and Radiator on either Car, Truck, or Bus.

We have been rendering this Special Service to the public for years and have yet to receive our first complaint.

During our past experience we have tried every type of chemical for loosening the lime, etc., in Motors and Radiators, but have discovered one SPECIAL TYPE that does remove it entirely and safely . . . all other brands being of little real value.

Don't let inexperienced and poorly equipped service stations "experiment" on YOUR car . . . let us clean your Motor and Radiator the way experience has taught us is best.

— EACH AND EVERY MOTOR AND RADIATOR GUARANTEED —

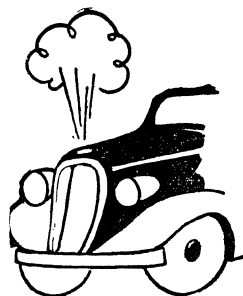
Call us today — Phone 6206

## DEL PAPA'S

GARAGE AND AUTO PARTS

456 Hamilton Street

Geneva, N. Y.



## GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"What others do, so can you, if  
you so will, and willing do."

"The man who has survived hard  
times has only gravity to worry  
about."

"In a crisis, talk."

"The evil men do lives after them;  
the good is often interred with their  
bones."

"An emotion, when it becomes too  
intense, usually cracks up after it  
reaches a climax."

"Lincoln was willing to give six  
points if he could gain the seventh."

"It's a venial sin to kid the other  
fellow and a mortal sin to kid your-  
self."

"Life is just one big layer cake —  
a layer of sunshine and storm and a  
layer of gloom and a layer of joy;  
you've got to take it as it comes."

"Music is the only language in  
which one cannot say a mean or sar-  
castic thing."

"Life is brief — a little hope, a  
little dream, and then goodnight."

(To be continued)

Laziness may be a disease; per-  
haps diligence can be, too.

Chains of some kind are hung on  
everyone.

## Flower Boxes and Vases Filled

Petunias, Asters, Geraniums,  
Vinca Vines and all Bedding Plants  
Also Pimento and Tomato Plants

## HAMILTON GARDENS

Hamilton at Copeland

Phone 6368

Free Delivery

## ICE COLD BEER

\$2.00 per case (plus bottle deposit)

MEATS & IMPORTED GROCERIES  
Open Nights and Sundays

## C. GRINGERI GROCERY

34 Wadsworth Street

Phone 4705

## "How cash helped us"



"We were putting off a visit to the dentist  
because we already owed him a large  
bill. Then our next door neighbor told us how you lend  
cash to single and married people—on their own signatures—  
so we came to your office. We got enough to pay the old bill  
and have new work done, too. Now we repay a small amount  
each month." Why not use this quick, private way to get the  
cash you need? Telephone or see us personally NOW.

*Loans up to \$300—20 months to repay*

3rd Floor

National Bank Bldg.

Room 304

120 Genesee St.

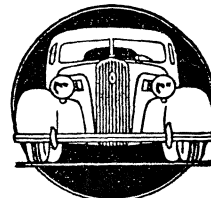
Phone 251

Auburn, N. Y.

LOANS MADE IN NEARBY TOWNS

**PERSONAL FINANCE CO.**

## Honest Values in USED CARS



1934 CHEVROLET TOWN SEDAN

1934 CHEVROLET COACH

1933 CHEVROLET COACH

1933 CHEVROLET COUPE

1934 CHEVROLET COUPE

1929 CHEVROLET SEDAN

1929 CHEVROLET COACH

1932 FORD "8" COUPE

1931 STUDEBAKER SEDAN

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Phone 6621

Geneva, N. Y.

## REPUBLIC GAS BURNERS

Simple - Automatic - Efficient - Safe

LENNOX ALL-STEEL AIRE-FLOW GAS FURNACES

-- See us for installations --

## COONEY, WATTS AND COONEY

513 Exchange St. HARDWARE

Phone 2170

Plumbing — Heating — Repairing  
GAS HEATING BURNERS INSTALLED

## SMITH &amp; WALSH

66 Jefferson Avenue

Phone 2012

AS LITTLE AS

**\$3**

STORES  
YOUR FUR COAT  
IN OUR  
MODERN VAULTS

Including:

1. \$120 valuation on your fur coat.
2. Insured protection against loss or damage.
3. Freezing dry cold air storage.
4. Prompt, efficient service.
5. Beating and glazing before garment is put in storage.
6. Thorough inspection for needed repairs.
7. Scientifically equipped, immaculate vaults.
8. Convenience—Vaults right on the premises.
9. Individual hangers for all garments.
10. Garments called for and delivered.

Fine **FREEDMAN** Furs

"The only practical furrier  
in Geneva"

114 Seneca Street Phone 2172

**Firestone**  
**BATTERIES**

AS LOW AS

**51c**

PER WEEK



**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake &amp; Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

— NATURAL GAS . . . The Ideal Fuel for House Heating —

Over 400 Gas Heating  
Customers is . . .

**"POSITIVE PROOF"**  
of satisfaction . . .

ASK YOUR NEIGHBOR  
WHO HEATS WITH GAS

Call Our House Heating Department  
for Special Spring Offer

Empire Gas & Electric Company

PHONE  
6 6 4 1



Who Has  
**"THE MISSING LINKS"?**

**CASH REWARDS  
ARE OFFERED**

If the **QUALITY** of your Merchandise is only "so-so" . . .  
If your **SERVICE** isn't anything to brag about . . .

Then

**DON'T BE PARTICULAR  
ABOUT YOUR ADVERTISING**

But . . .

If you are offering **QUALITY** Merchandise . . .If your **SERVICE** is something you are proud of . . .

Then . . . by all means . . .

Use a **QUALITY MEDIUM** for your advertising.

The quality of your advertising reflects the quality of your business.

**GENEVA COMMUNITY NEWS***"An Advertising Medium of Distinction"*

Phone 2108

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., MAY 28, 1936

## NO MONEY DOWN

Every year thousands of people are killed or injured in blow-out accidents, many of which could be avoided. No driver is really safe unless his tires protect him against treacherous, high-speed blow-outs.

### SAFETY SALE

*This*  
**GOLDEN  
PLY**  
MAY SAVE  
YOUR LIFE

**DON'T GAMBLE . . .**

**EQUIP YOUR CAR WITH THE FAMOUS  
GOODRICH SAFETY SILVERTOWNS**

The Safest Tires Ever Built and the only tires that give you the blow-out protection of the Life-Saver Golden Ply. In addition Silvertowns have a deep, sharp tread that prevents dangerous skids. You can buy them now and pay on long or short terms to suit your needs.

**MAKE YOUR OWN  
LONG EASY TERMS  
NO RED TAPE NO DELAYS**

There are no long investigations and no embarrassment. We handle our own accounts and you can buy whether your car is paid for or not.

Just select what you need, show us your license identification, and name your terms. Your purchase is installed or delivered at once.

**FRIENDLY CREDIT TO EVERYONE**

**TERMS ON  
BATTERIES  
AUTO RADIOS**

# Marshall Motors

CORNER MAIN AND SENECA STREETS

Phone 6556

Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., MAY 28, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

DECORATION DAY  
and SUNDAY

A Nice Drive. A Delicious Dinner.

## THE HOTEL WAGNER

Home of the best in food

BATH, N. Y.

\* \* \* \*

and in

## THE RENDEZVOUS

hear Miss EDNA WALES,

Saturday and Sunday

the Songbird with the Baritone voice

\* \* \* \*

As usual—Dancing in the Main Dining Room, Saturday night; and Amateur Show in THE RENDEZVOUS, Monday nights.

Talent Wanted

Cash Prize

## BIG ANNUAL SALE

on

EVERGREENS, ROSES, SHRUBS  
and FRUIT

—: Open Sundays :—

FINGER LAKES NURSERIES, INC.

404 Washington St. Geneva, N. Y.

## THIS AND THAT

Because of the Saturday holiday this week all Geneva stores will remain open Friday evening until nine o'clock.

Those who failed to attend the Finger Lakes Music Festival in the High School Auditorium last Friday evening missed a real musical treat. Great credit is due the New York Federation of Music Clubs, sponsors of the Festival, and especially Grace Wynne Tapley, regional director of the State Federation, for bringing such an event to Geneva.

During the past week the old landmark at 108 Castle St., occupied for a number of years by E. E. McGuigan, plumber, has been torn down. About June 15 Fohl Motors, Inc., will have the property in shape for a used car sales field and also for Saturday night public parking.

Mr. Merchant: Are you interested in saving money on your advertising budget? THE GENEVA COMMUNITY NEWS can help you. Phone 2108.

Readers: Will you kindly mention THE GENEVA COMMUNITY NEWS when making purchases from our advertisers?

Mr. Harry E. Svensen, of Buffalo, has taken up his residence in Geneva and is acting in the capacity of Manager of the new tire department at Marshall Motors.

ONLY YOU AND FOOTE'S  
... will know it's not a New Dress

FOOTE'S responsible Dry Cleaning carefully removes general soil as well as difficult spots and stains. Whether it is a boucle suit, a silk plaid dress, or an evening gown, FOOTE'S responsible cleaning will give it fashion-shop freshness, recapture original loveliness. Our process keeps fine fabrics looking fine.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

## Numeration

"Remember," said the earnest counselor, "that the hairs of your head are numbered."

"That's not so important in case of a crime wave," said Cactus Joe, "as to remember that every twenty-dollar bill is numbered."

## CHRYSLER-PLYMOUTH

Sales - Service

### Memorial Day Specials

'35 Terraplane Conv. Coupe

'35 Plymouth Coach

'34 Hudson Coupe

'34 Oldsmobile (6) Sedan

'33 Chevrolet Roadster

'32 Chevrolet Coupe

We must move some of the older models at a low figure. Terms reasonable.

Cars \$15.00 to \$100.00

Coaches - Sedans - Coupes  
Roadsters

Batteries — Oils — Gasoline  
Genuine

Plymouth and Chrysler Parts

## Fohl Motors, Inc.

Phone  
2811

230-234  
Genesee St.

Open  
Evenings

## PERFECT CHASSIS LUBRICATION

Have the squeaks taken out of your chassis . . . enjoy motoring that's free from worry!

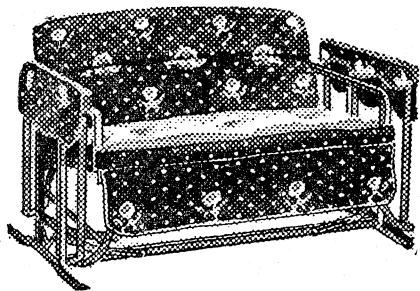
Dependable Lubricants and Careful Work make the grease job at RICKELS safer and dependable!

## RICKELS SERVICE STATION

Lake Street

Phone 2920

# MAKE YOUR HOME as Comfortable as a Summer Resort



WITH COOL  
SPRING ROLLER

AWNINGS **\$1.69**  
each

Adjustable at any angle

For Windows 36" up to 42" wide

WHEN IT  
COMES TO

## GLIDERS

WISE SHOPPERS  
Come to LYNCH'S

Featuring a Special Value at . . . **\$13.75**

Made by Simmons! Coil Spring Construction!

Water Proof Covering! Guaranteed Comfort for Many Summers to come.

## THE LYNCH FURNITURE CO.

485 EXCHANGE STREET

GENEVA, N. Y.

Considerate  
Credit  
Terms  
Readily  
Arranged



Store  
Open  
Saturday  
Evenings

### NEW AWARDS FOR "COUNTING THE STARS"

Starting this week a new plan for awarding prizes, in connection with our feature, "Counting the Stars", is being put into effect.

Read carefully the new offer made on page 4 and the new rules governing the contest.

We would especially call attention to the fact that merchandise is being offered from ANY ADVERTISER in this week's issue — not just those in the Business Directory section. The stars, however, continue to appear only in the ads in that section.

Winners of theatre tickets, among our last week's readers, are as follows:

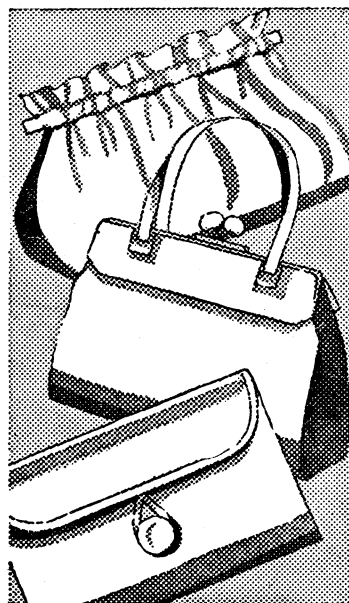
Marjorie F. Shefler, 310 Washington St.

Mrs. J. J. Long, Jr., 112 Lyceum St.  
J. Murphy, 81 Madison St.

Mrs. Edw. Talbert, 37 Clark St.,  
Waterloo

Warren R. Newton, 65 Genesee St.  
Mrs. Wm. Klopfer, 345 Washing-

ton St.  
Mrs. Ella Ward, 186 Pulteney St.



### Accent your Holiday Costume with a Smart Hand Bag!

All the New Styles and Shapes  
and Interesting Fastenings!  
Rodalaques, Glazed Linens,

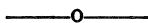
Washable Leather Finishes, and  
Wood Beads . . .

in White and Pastels as well as  
Staple Colors.

**\$1.00 - \$2.00**

**J. W. Smith Dry Goods Co.**

Mrs. Laura M. Lee, 32 Middle St.  
Mrs. F. L. Kraus, Pulteney St.  
Mrs. R. W. Crosier, 119 William St.



The game of life usually starts  
with a bawl and a racket.

**SHEET METAL WORK**  
Eave Troughs - Roofing  
Furnaces cleaned and repaired.  
New Furnaces at lowest costs.

**G. H. McKEEL**  
17 Pine Street Phone 4012



# BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## \$5.00 IN MERCHANDISE and THEATRE TICKETS -- FREE!

Read each advertisement in this section. Look for the (\*) Stars, which are scattered among them. Make up a list of the firms in whose ads you find stars—(copying these ads just as they appear)—and mail to "Business Directory Editor", Geneva Community News, Geneva, N. Y., as early as possible, but not later than 5 p. m. Saturday.

An award of \$1.00 IN MERCHANDISE—(from any advertiser whose ad appears anywhere in this week's issue—(excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the first five nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give two tickets each to Schine's Regent Theatre.

On the bottom of your list write: "I prefer merchandise from ....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News. Mail your list at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

### ADVERTISING

If you would like a space in this

DIRECTORY SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

### AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service  
J. H. BINDEMAN, Mgr.

Lake & Exchange Streets

### AUTO LAUNDRY

Open Evenings & Sundays Phone 5174  
We'll Call For Your Car and  
Return It Looking Like New  
Washed - Polished - Simonized  
All Work Guaranteed

TED'S AUTO INN  
Phone 5174 35 Tillman St.

### AUTO SALES & SERVICE

"OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.  
Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

### AUTO IGNITION SERVICE

A Periodical Tune-up  
Saves a lot of worry, time and expense later  
on. We have the equipment and know how.  
Drive in, you'll be well pleased.

AUTO ELECTRIC SERVICE  
CARL E. COLE

30 Lake Street Phone 2814

### AUTO PAINTING

SNOWN'S AUTO PAINT SHOP

Duco and Dulux

Painting, Simonizing, Spotting,  
Polishing

63 Exchange St. Phone 3993

### AUTO PARTS

STEWART-WARNER — Fuel Pumps,  
Speedometers, Cables, inside and out-  
side, Vacuum Tanks, Parts, etc.

Complete Stock

When you can't get it elsewhere,  
come here.

DEL PAPA'S

GARAGE & AUTO PARTS  
Phone 6206 24-Hour Service

### AUTO REPAIR WORK

WE'VE JUST INSTALLED . . .  
Our new improved "Stoux" Valve Grinding  
Machines, new improved Radiator Cleaning  
and Flushing Machines. Guaranteed to give  
your car a general tune-up and spring over-  
haul that'll make the old car run like a deer.

STRATTON'S BRAKE SERVICE  
GENERAL REPAIRING  
Lake Street Phone 2028

### AUTO SUPPLIES

THOMAS D. GUINAN

Gas - Oils - Accessories - Tires

TIRES: Goodrich-Silvertown

North & Exchange Streets

### AUTO TIRES

ARE YOUR TIRES SAFE

For Hot Weather?

Don't make that Decoration Day trip  
with "worn out" tires. See "Elmer" H.  
Turner.

DUNLOP TIRE & RUBBER CO.  
373 Exchange Street  
You all know "ELMER"

### BAKED GOODS

"BUTTERFLY" QUALITY BREAD

The Favorite for Over 25 Years

Always Fresh

GENEVA BAKING CO.

### BARBER SHOPS

It pays to look well—we'll help you  
HOTEL SENECA BARBER SHOP  
Courtesy - Style - Service

Jos. O'Byrne Anthony Alvaro  
Prop. Associate  
Free Parking in Rear of Hotel

### BATTERIES

There's a BIG DIFFERENCE  
in Automobile Batteries

We Handle "THE NATIONAL"  
Exclusively—because we know they're  
dependable and stand the test.

GEORGE F. BRUZEE  
"THE BATTERY MAN"  
23 E. Castle Street Phone 6522

### BEAUTY CULTURE

Fine Hair and Stubborn Hair Yield Readily  
and Beautifully To Our

New Machine-less Method  
CROQUIGNOLE PERMANENTS  
Always Satisfy—Requires Less Setting  
Regular Permanents, \$3, \$5, \$6.50

JOHNSON'S BEAUTY SHOP  
193 N. Main Street Phone 5117

### BODY & FENDER WORK

\*No Matter How Bad

The Body, Fenders, or Top is wrecked or  
crumpled up, we'll remove all bumps, repaint  
and match the colors — you won't believe it's  
the same car.

PETERSON  
Seymour Alley  
rear Geneva Loan & Savings Assn.

# BUSINESS DIRECTORY SECTION

## COAL-COKE

Blue Coal Solvay Coke Fuel Oil  
Fast Dependable Service

P. O'MALLEY & SON

Phones 6186 - 6232

For the Best

in Fuels at the

Lowest Possible Price

RAPALEE'S

Phone 2221 or 2317

## FISH

Everybody Likes Good Fresh Fish

THE GENEVA FISH MARKET

Receives daily shipments of all Fish  
and Sea Food in season. You'll get it  
here when you can't elsewhere.

358 Exchange St. Phone 6222

We Deliver. Open the year round.

## FLORISTS

Decoration Day will soon be here.

Phone 3144 or leave order at downtown  
store. We'll refill the urns, pots or deco-  
rate the graves with beautiful flowers.

JOHN GAGLIANESE

Seneca St. We Deliver 17 Reed St.

## FLOUR - FEED - SEEDS

GENEVA BRANCH

Phelps Co-operative G.L.F. Service, Inc.  
Middle Street Phone 2601

Complete Line—Lawn & Garden Seeds,  
bulk or package. Lawn & Garden Fer-  
tilizer & Lime.

Call or Phone Prices Right

## FRUIT & GROCERIES

WE'RE OPEN EVENINGS  
AND SUNDAYS

Choice Fruit - Vegetables - Groceries  
— and don't forget —

OUR FRESH ROASTED PEANUTS . . .  
in the shell . . . the more you eat . . .  
the more you want.

SUNNY FRUIT STORE

M. W. BUSHLACK, Prop.

82 Castle Street YMCA Building

## FURNITURE

When you think of Furniture  
It's just natural to think of

WHEELER'S

70 Castle Street Phone 2620

Beauty - Style - Quality - Service  
Greet you as you enter

Another Feature — "THOSE EASY TERMS"

## GAS AND OIL

CARROLL'S  
CENTRAL SERVICE STATION

Main St., opposite Armory Phone 2592

The Friendly Service

SCIENTIFIC LUBRICATION

Chart System for Every Car

Skilled Operators & Attendants

KIND TO YOUR MOTOR  
TO YOUR POCKETBOOK

Essolube Motor Oil, 25c qt.

Complete Lubrication Service

EXCHANGE ST. ESSO STATION

J. W. Barnes, Prop.

## GAS AND OIL

REMEMBER . . .

When you're looking for stars you'll  
find them on Rickels' Gas Pumps.

The complete 100% Service Station

OSCAR F. RICKELS

Lake Street

Phone 2920

## GROCERIES

We always have bargains . . . But don't  
fail to phone 4572 now for our

Friday and Saturday Specials

You'll Save Money

BRENNAN'S GROCERY

31 John St.

Sure! We'll Deliver

WE'RE NOW SERVING

Those Big Double Dip Delicious "Fro-  
joy" Ice Cream Cones.....5c

GEORGE PHILLIPS'

RED & WHITE STORE

111 Pulteney St. Plenty Parking Space

SURE: WE'RE OPEN

Come in the evening—it's cooler  
Prices right. Everything for the picnic  
that's good to eat.

FRED MONACO

111 Washington St.

Phone 2545

OUR CUSTOMERS . . .

all come back. There's a reason . . .  
always something different . . . always  
fresh. Courtesy — a desire to please  
. . . low prices.

FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

Quality Comes First—We Have It!

Service Comes Next—We Give It!

Satisfaction is what we all want

We Guarantee It!

LUCILLE ONORATO

THE RED AND WHITE STORE

177 Exchange Street

Phone 6363

## GROCERIES

SPECIALS — Thursday and Friday  
Maxwell House Coffee.....26c  
Ivory Soap .....05c  
Prem. Boston Bread.....17c  
3 Campbell's Beans.....19c

C. S. DADSON

70 Cherry Street

Phone 2630

## HARDWARE

LARGE SCRUB TUBS

Made of Extra Heavy

Galvanized Iron

Unlimited Quantity at 37c each

DORCHESTER & ROSE

543 Exchange Street

Phone 2496

## ICE

Made from Refiltered City Water

See the

"COOLERATOR"

Air-Conditioned Refrigerator

C. J. BRADY

110 Lake Street

Phone 2740\*

## ICE CREAM

"DAVIDSON"

Your home town manufacturer of De-  
licious Ice Cream—Bricks, Bulk, Sher-  
bets, all flavors. Artistic lettered or em-  
blem Ice Cream Cakes made to order  
for parties or social affairs.

312 Castle St. Phone 6122 We Deliver

## JEWELRY

THE NEW BRIDE

We have everything in Silverware and  
Glassware to make your home complete  
Seth-Thomas Clocks

S. A. GILBERT

510 Exchange St. Everything in Jewelry

## LAUNDRY SERVICE

WE INVITE

Grocers, Meat Markets, Restaurants, Barber  
Shops and Beauty Shops, Physicians, Den-  
tists, Nurses, Service Stations, Garages and  
others to try our complete

Uniform and Towel Service

GENEVA STAR LAUNDRY

Phone 2112 Free Calls and Deliveries

## MEAT

WHO DOESN'T LIKE

a nice tender, juicy steak with delicious  
French fried potatoes?

"WE HAVE THE STEAK"

We also dress our own Poultry

Think of it—Chicken and Hot Biscuits

WILSON & JOHNSON

261 William St. Phone We Deliver

# BUSINESS DIRECTORY SECTION

## MEAT

Here's A Treat . . .

Phone "MULVEY" — 2712

For a nice tender juicy STEAK

He sure has good meat, chops, cutlets, real sausage

70 N. Genesee St. He delivers too

## JOE'S NEW MARKET

FRIDAY & SATURDAY SPECIAL

Choice Round Steak .....22c

Tender Sirloin .....23c

Juicy Porterhouse .....25c

226 Exchange St. Phone 2027

You Phone — We'll Deliver

## MOVING & STORAGE

### UNCLAIMED FURNITURE?

Yes, we have things you need: A-1 Pianos, \$20; Vanity Dresser, \$15; Large Steel Safe, \$10; Mahogany Beds; Living Room Suites; Odd Chairs; etc. Come look them over . . . real bargains.

The GENEVA MOVING & STORAGE COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## NEWSPAPERS- MAGAZINES

— KODAK FILMS —

Developing Service

Quality and Service at Low Cost

THE CORNER NEWS

Castle & Main Street Phone 2515

## OPTOMETRY

### SCIENCE SHOWS . . .

That many of the headaches and nervous conditions noticed in children and adults are due to eye strain and weakness. We examine the eyes, fit glasses, repair broken frames, and replace broken lenses.

G. W. FLETCHER

Castle Street Opp. City Hall  
Office Phone 3401 Residence 2044

## PAINT & WALLPAPER

### FAIRFAX BROS. CO.

87 Castle Street Phone 2441

Wallpaper, Glass, Venetian Blinds

Sherwin-Williams Paint

Window Shades Glass - All Kinds

## REFRIGERATORS

### "KELVINATOR"

Commercial & Domestic Refrigerators and Milk Coolers

### MAYTAG SALES AND SERVICE

Call or Phone for Free Demonstration

431 Exchange Street Phone 2005

## RADIO REPAIR SERVICE

Others say: "Have your tubes tested", but, we say: Let us test your radio and your tubes also. You'll be better satisfied.

GEORGE F. BRUZEE

23 E. Castle St. Phone 6522\*We'll Come

## REAL ESTATE

WE HAVE IT . . .

City, Farm and Urban Properties. We buy, sell, or exchange. We'll take full charge of your property—find a tenant, collect the rent, make repairs, and relieve you of all details.

FINZAR — Real Estate Broker  
20 Linden St. (Prince's) Phone 2661

## RESTAURANTS

### CORCORAN'S RESTAURANT

59 Seneca Street Phone 2552

"The Home of Good Eats"

Good Beer and Good Ale

Full Meals - Short Orders - A la Carte  
We bake our own pies, take one home.

Don't Forget . . .

Our Delicious Sunday Dinner Specials

Will we ever forget? That delicious dinner they served at the

### TEXACO GRILLE

Lake Street Geneva, N. Y.

"I'm Sure Coming Back"

They never close and always satisfy

## SHEET METAL WORK

### THOSE LEAKY EAVES . . .

The Roof and Spouting Should Be Inspected Now!

It may save you a lot of money later

HARRY A. LEADER

Phone 3637 for Free Estimate  
Rear Carl's Shoe Repair, 111 Castle St.  
Everything in Roofing & Sheet Metal Work

## SHOES

### WORK SHOES? SURE!

We have them for every line, \$1.49 up. Mills, factories, farmers, truckmen, police and firemen. Don't forget the boots for hunting and fishing.

### TRIANGLE SHOE STORE

Exchange Street Geneva, N. Y.

## SHOE REBUILDING

Your friends and neighbors will recommend our work. You won't know the old Shoes when we return them to you.

MODERN QUICK SHOE REPAIR COMPANY

T. Lalli, Prop. 22 Linden Street

## UPHOLSTERING

### GENEVA UPHOLSTERING WORKS

S. F. KRYSINSKI, Prop.

Upholstering - Refinishing - Sterilizing

Remaking Box Springs

and Hair Mattresses

288 William St. Free Calls & Deliveries  
Phone 6261 for Free Estimate

## WINES & LIQUORS

### THIS WEEK'S SPECIALS\*

Straight Bourbon Whiskey, pt.....69c

"Silver King" Gin, pt.....69c

Brandies.....½ pt., 50c; pt., 95c

T. J. COMISKY

97 Seneca Street Phone 2635

Opposite Schine's Geneva Theater

## PETER'S LIQUOR STORE

148 Castle Street Phone 2054

Bridal Punch, qt.....65c

Downing Straight Gin,

pt., 79c; fifth, \$1.19; qt., \$1.49

## SAGLIMBENI LIQUOR STORE

Widmer's Apple Wine,  
fifth, 25c; ½ gal., 50c; gal., 85c

GINs: "Silver King", pt., 69c; "All American", pt., 69c; Crown & Anchor", fifth, 99c

"Seneca Chief" Whiskey, pt., 69c; qt., \$1.35

28 E. North Street Phone 2059

## How Could He Know?

Mose became heir to a few hundred dollars and immediately went downtown to pay a grocery account of long standing, after which he strolled down the street about two blocks into the Jones grocery store and purchased a large supply of groceries, for which he paid cash.

The groceryman with whom he had the large account saw him, and a few days later stopped him and inquired:

"Mose, why did you buy a large bill of groceries from Mr. Jones after I have carried your account so long?"

Mose looked surprised and replied: "Ma goodness, Mr. Smith, I didn't know you sold groceries for cash."

AN OPPORTUNITY is presented to every business, large or small, to keep consistently before the buyers of Geneva and vicinity in the columns of THE GENEVA COMMUNITY NEWS. Phone 2108.



## RADIO FLASHES

by Ralph Le Brun



Hal Kemp,  
whose  
orchestra  
is featured  
with  
Sanderson  
and  
Crumit  
over the  
Columbia  
network  
each  
Sunday.

Sixty-eight microphones, more than ever before used at a single event, will be employed by the Columbia Broadcasting System to cover the Republican National Convention which opens in Cleveland on Tuesday, June 9. These instruments will be connected by more than 7½ miles of wire to bring every important detail of the mammoth political gathering to the radio audience. Fifty-two microphones will be located on the floor of the convention hall, one being planted directly in front of each state and territorial delegation. From these the voting and discussion on the floor will be relayed not only to Columbia stations but also to those of the National Broadcasting Company and the Mutual Broadcasting System as well as to the public address system in the hall and the cameras of the newsreel photographers. Sixteen other microphones are to be used by CBS

### "Stewart Warner"

I have complete **FACTORY** service data on these Radios. Tubes, parts and service for any make radio.

**RALPH LE BRUN**

225 High Street

Phone 3237

in picking up additional details of the convention. They will include those on the speaker's stand, the speaker's platform, for use by a commentator, and in the master control booth nearby where four other announcers will take turns in describing various phases of the proceedings. Others also will be near the bandstand, in an emergency studio in the auditorium, in a studio at the Cleveland Hotel and in various committee rooms.

Captain Eddie Rickenbacker, World War flying ace and former auto racer will be in charge of broadcasting at the annual 500 mile Indianapolis racing classic on Memorial Day. Broadcasts will be made from the air and from a radio equipped racing car, as well as from

(Continued on page 16)

## \$ -- MONEY -- \$

deposited **ON OR BEFORE**

Wednesday, June 3

Will Earn Dividends from June 1

### Geneva Savings Bank

24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —

Finest Ford car ever built . . .

You'll want that

## New FORD V-8 FOR 1936

For DECORATION DAY

So Place Your Order Now

**\$25.00** After usual low down payment — your present car will  
A Month probably cover that finance  
or Less cost — only ½% per month.

Get complete details and a ride in a  
New Ford V-8 by calling "2255"

## PHILLIPS MOTOR COMPANY

351 Exchange Street

Geneva, N. Y.

You'll find the best

USED CARS HERE

Priced for quick sale

Open evenings until 9 p. m.

Sundays and Holidays by appointment.

# ECONOMY ★ BEAUTY ★

## Westinghouse



### *Golden Jubilee* REFRIGERATORS

A NEW STANDARD OF REFRIGERATOR VALUE

Priced \$84.50 up

**DILLINGHAM & SON, Inc.**

20-22 Castle Street

Phone 2278

## KELVINATOR

The 1936 KELVINATORS give you Revolutionary Design  
... Startling Performance ... Amazing Economy!

KELVINATOR offers you  
"Air-Conditioned" Automatic Refrigeration.  
No Down Payment ... 3 Years to Pay.

**MAYTAG SALES & SERVICE**  
431 Exchange Street

## NORGE

Better Protection ...  
10-year Warranted Rollator Compressor Unit.

Prices start at \$83.45

SEE—EXAMINE—COMPARE! Prove to Yourself the Surpass-  
ing Money-saving Values of the Sensational NORGE.

**BOLIN MUSIC HOUSE**

## LEONARD

Only LEONARD with its years of experience could build  
so much VALUE in a Refrigerator at so LOW a price.

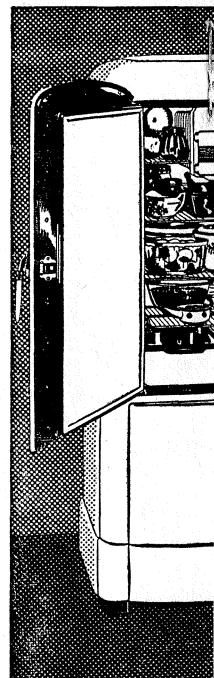
40% Less Current Consumption  
5-year Protection Plan

— Easy Terms —

**DORCHESTER & ROSE**  
HARDWARE

## AUTOMATIC REFRIGERATOR

AS LONG AS  
48 MONTHS  
TO PAY



NEW LOW COST PAYMENT PLAN (CASH)  
NOT OWNED

## AUTOMATIC REFRIGERATOR

SEE YOUR LOCAL

You are invited to visit their store

Learn about New Low Cost  
Food Savings ... Greater Food  
Automatic Defrosting, and

BUY EARLY—and enjoy the CASH  
REAL Automatic REFRIGERATOR

**EMPIRE GAS & OIL**

# CONVENIENCE ★ HEALTH

## th MATIC ERATION



FOR  
LIMITED TIME

Automatic Refrigerators can be purchased on the most liberal terms ever offered.



OVERCOMES LAST REASON FOR  
BUYING AN

## REFRIGERATOR

### ★ LOCAL DEALER

See and see the new 1936 models

Low Operating Costs  
and Storage . . . Faster Freezing  
and many other new features

Comforts and Conveniences of  
REFRIGERATION.

**ELECTRIC CO.**

## STEWART-WARNER

"SAV-A-STEP" — The Surprise Feature that doubles  
REFRIGERATOR CONVENIENCE.

BEFORE YOU BUY ANY REFRIGERATOR check the many  
exclusive "Stewart-Warner" features. A model and size to fit the  
needs of every family.

— Terms to Suit Your Convenience —

### COONEY, WATTS & COONEY

513 Exchange Street

HARDWARE

Phone 2170



Low Down Payment

1886 SEARS, ROEBUCK AND CO. 1936

479 Exchange Street

Geneva, N. Y.

## ELECTROLUX

(Gas or Kerosene)

## and FRIGIDAIRE

We Invite An Inspection

36 MONTHS TO PAY

### RIGGS & JENSEN

473-475 Exchange Street

## CROSLEY and APEX

CROSLEY . . . the world's most beautiful refrigerator . . .  
Only Crosley has the "Shelvador"

Greatly increased usable space . . . Features that can be found no-  
where else . . . Economical operation . . . Long trouble-free service.

— THE GREATEST OF VALUES —

### CHARLES WHEELER

Opposite Post Office

# \* DOROTHY GOES SHOPPING \*

"Dorothy" would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns.

—D—

Culottes are going to be very popular this summer. And they're very amusing worn with suspenders and skirt. There's cool comfort in cottons.

—D—

Of high esteem is the expert quality workmanship on watches, clocks and jewelry at **Prince's Jewelry Store, 20 Linden Street.** And prices are very reasonable. All work is guaranteed . . . **Prince's** also frame pictures.

—D—

Crisp dimity edged with fagotted piqué makes trim neckwear for summer.

—D—

**Tropical Worsteds.** For summer business suits the Tropical Worted is the biggest seller in America, and, as you would naturally expect, leads the way in Range, Style, Quality and Value . . . Ladies' Tailoring, also. **A. P. Petersen, 476 Exchange Street.**

**Decoration Day** and then a series of gay summer events. Remember them with snapshots. **McCarthy's Pharmacy, 162 Castle Street** has a complete line of Eastman Kodaks and Cameras. Brownies, low as 89c . . . **Stock up on films!**

—D—

Tub frocks are the order of the day. What used to be a housedress has developed from practicability into chic. Whether it is for play, shopping or dancing, you'll find wash frocks easy to make and most attractive.

—D—

Some of the many things seen at **Lynch's** to make your out-of-doors more enjoyable this summer: Porch Rugs, Porch Matting, Porch Shades, Window Awnings, Rag Rugs for cottage or camp, Coca Matting, Coca Mats.

—D—

Yes, if you are a winner in "Counting the Stars" (see page 4) you may have the \$1.00 in merchandise from any merchant mentioned on this page.

—D—

**Baker & Stark, Inc.** offer to the ladies of Geneva and vicinity an excellent line of Ladies' Hosiery, made by **Munsingwear.** Chiffon and Service weight, in correct summer shades. Splendid values at 89c per pair.

—D—

When you cannot afford to re-do a room, or invest heavily in new furniture or upholstery, there is nothing which will work so great a miracle as bits of mirror, cleverly used.

—D—

**The Stewart Studio** (new location, 41 Seneca Street) does picture framing and has a fine assortment of frames in metal, crystal and wood . . . all sizes. You are invited to stop in and look them over.

—D—

Net is also used for tailored dresses.

**The Hamilton Gardens, cor. of Copeland Avenue at Hamilton St.** has a fine variety of bedding plants . . . Have your porch boxes, vases, urns filled . . . Especially nice wreaths and plants for Memorial Day. Call 6368.

—D—

One pretty green with white polka dot dress has an attached bolero—with pleats, of course. It juts out above a waistline that may be belted or have a sash. A plain white collar is the finishing touch.

—D—

Living Room Suites, Easy Chairs recovered by factory trained upholsters. Your work is carefully tailored to look its best. The price for recovering is very reasonable. Ask to see the new samples. No obligation. **Seneca Furniture Mfg. Co., Middle St. . . . Phone 4990.**

—D—

All kinds of picnic supplies may be found at **The Corner News, Castle and Main Streets.** Paper plates, hot and cold drink cups, spoons, etc. And don't forget, kodak films and developing.

—D—

Printed linen is very pretty.

—D—

It's all in a summer's day—mild lady's wardrobe includes special frocks for each and every hour, fashioned to the latest styles. Likewise her beach costume. **The Golden Rule Shop, 33 Seneca Street** has a new stock of Beautiful Rubber Bathing Suits in all colors. Wool also. Prices, \$1.98, \$2.98, \$3.98, \$5.98.

—D—

Collars are no longer complicated affairs, for necklines have become demure.

—D—

**Phone 3529 . . .**  
or address **Miss Dorothy Frautz,**  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

**ILL TELL THE WORLD**  
**The Geneva**  
**Community News**  
gets results for its  
advertisers

—

Reaches thou-  
sands of buyers  
in Geneva and  
nearby commu-  
nities . . . every  
week.





"FERNside" STRAIGHT WHISKEY .....pints, 69c  
 "TOUCHDOWN" STRAIGHT WHISKEY .....pints, 75c  
 "SILVER KING" GIN.....pints, 69c

While it lasts . . .

"CROWN AND ANCHOR" GIN.....fifths, 99c

--: We Deliver --:

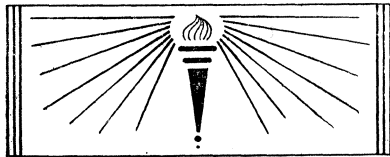
## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street

(opp. Schine's Geneva Theatre)

Phone 2635



### DO YOU KNOW?

Sponsored by the Medical Society  
of the State of New York

**Long Island** duck raisers keep electric lights burning all night. Hens scratch longer, fatten quicker.

**Carbon dioxide**, usually considered merely as a waste product, has been found by Prof. Vandell Henderson of Yale to be essential, in small quantities, as a stimulus to circulation and respiration.

Said Dr. Iago Galdston in the course of the recent annual meeting of the Medical Society of the State of New York: "The doctor has been lampooned by the clown and the wit. He has been eulogized by the best of men. But it is a fact that dealing as he does with life and death, practicing an art wherein, as Hippocrates observed, 'Experience is fallacious and judgment difficult,' he needs the sustaining fellowship of his confreres, to teach and to learn, to compare notes and to match experiences, to hold common counsel on what concerns the profession and what affects mankind, and mostly so that the great honor and the great responsibilities of the physician be never lost sight of."

**Experiments** on rabbits and cats by Drs. L. B. Nice and H. L. Katz

of Ohio State University show that the specific gravity of blood is increased by excitement.

**Babies** need sunshine, providing vitamin D which assists the body to utilize calcium and phosphorous, especially needed in the development of bones and teeth.

**Less trouble** will be experienced getting children to go to bed when they should, if a few minutes' final notice is given so that they can come to a stopping place in whatever they are doing.

**Until** a child is six years of age, he needs to sleep during the day. In general this schedule is a good one: at 6 months, 16-18 hours; at 1 year, 14-16 hours; 2-5 years, 13-15 hours; 6-7 years, 12 hours; 8-10 years, 11 hours; 11-15 years, 10-12 hours.

**Lord Horder Said:**

Science, like nature, never proceeds by leaps.

--: BUY IN GENEVA :--

### Paying for "Nothing"

"For every half-dozen shirts a man buys, he pays for a seventh one because of the diseases of cotton; for every sweet potato the housewife buys, she pays for two she doesn't get. One bean in every dozen, one apple in every seven, one peach in every eight, one bushel of potatoes in every twelve, and one bushel of wheat in every ten is destroyed by plant diseases," says E. P. Pirone, New York State college plant pathologist.

### FOR A NEW Taste Thrill

Try **WIDMER'S**  
NEW YORK STATE  
*Hillside*  
**BRANDIED**  
**WINE**  
ALCOHOL 20% BY VOLUME  
Gallons, Fifths and Pints  
AT POPULAR PRICES  
WIDMER'S WINE CELLARS, INC.  
NAPLES, N.Y.



*America's Finest Since 1888*

## GENUINE "DUO-DRAFT" Air-Conditioned McKEE ICE REFRIGERATORS

**\$30.50 and up** **CONVENIENT TERMS**

No Odor — No Failure to Function — No Drying Out of Foods —  
No Expensive Operation — All the Ice Cubes you want in 3 minutes

— 10-Day FREE TRIAL —

**Geneva Refrigerating Corp.**

Phone 2404

"The RED Trucks"

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Fresh Strawberry & Pineapple Pie

1½ cups freshly shredded pineapple

1½ cups strawberries, cut in halves

1 cup sugar

⅛ teaspoon salt

1 tablespoon minute tapioca

1 tablespoon butter

Mix salt, sugar and tapioca, add strawberries and pineapple and let stand while making crust. Fill a pastry lined plate with strawberry and pineapple mixture, add top crust, slit for escaping steam and bake for 10 minutes in hot oven 450°, then lower heat to 350° and finish baking.

G. C., Elm St.

## English Rarebit

1 cup stale breadcrumbs

2 cups milk

2 tablespoons butter

Few grains cayenne

½ cup soft mild cheese cut in small pieces

1 egg

½ teaspoon salt

1 teaspoonful Worcestershire sauce

Soak breadcrumbs in milk. Melt butter, add crumbs and cheese. When cheese is melted, add egg slightly beaten and seasonings. Cook three minutes, and pour over fried tomatoes or toasted crackers. Serves six.

L. S., Border City

**Mary L. Rogan**  
MILLINERY

52 LINDEN STREET  
(Just Around the Corner)

## Corn Bread Supreme

¾ cup corn meal

1 cup flour

½ teaspoon soda

1 tablespoon baking powder

½ teaspoon salt

1 cup buttermilk

1 egg

3 tablespoons melted fat

Sift the dry ingredients together, add the buttermilk, egg and shortening, beat well, put in buttered tin, bake 20 minutes.

E. C., Seneca Castle

## Washington Bars

1 egg white

¼ teaspoon salt

¼ cup sugar

1 cup corn flakes

1 cup chopped candied cherries

¼ cup chopped nuts

2 tablespoons shredded cocoanut.

¼ teaspoon lemon extract

Beat egg white and salt until very stiff. Add sugar gradually, beating in with egg beater. Fold in remaining ingredients and add extract.

**G. J. BRADY**

RE-FILTERED CITY WATER  
**ICE**

Let us show you the "Coolerator"  
the conditioned-air refrigerator

110 Lake St. Phone 2740

Tune in Mary Pickford

WFBL Tues. Even- WHEC  
Syracuse ings at 10 Rochester

Divide into 12 portions and form into bars with wet fingers. Bake for 10 minutes on well greased tin in moderate oven 350° to 400°.

M. M., High St.

It is not easy to make friends that are worth while. This discovery is not made until about the age of forty.

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

Phone us . . . for  
**MEMORIAL DAY FLOWERS**  
**TRAUTMAN & SMITH**  
FLOWERS OF QUALITY

North Exchange St. Phone 2026

Members F.T.D.

Flowers Telegraphed Anywhere

**Baumgartner's Food Store**

Quality Groceries at Chain Store Prices

Fresh Eggs, direct from farm,  
per doz. ....22c

Ivanhoe Potato Salad,  
15½ oz. can .....19c

Niagara Brand Whole Kernel  
Corn, No. 2 can.....14c

Queen Bess Cut Wax Beans,  
2 cans for.....23c

Swift's Premium Corned Beef  
Hash .....16c

Kellogg's Corn Flakes, 3 pkgs.  
for .....23c

Rinso, large, per pkg.....21c

Swift's Pure Wool Soap, 6 bars  
for .....25c

Plenty of Parking Space Always  
Top of Bean's Hill at edge of City

Phone 2546 Free Delivery

**L. E. HILTON**

SERVICE TO THE HOME

Ashes and Rubbish removed by the  
week or in load lots.

Building or Repairing Driveways.

Rich Top Soil for Lawn or Garden.

Fine Black Muck (best to lighten  
heavy soil).

All Size Rock Garden Stone.

DEALER IN

Best Lawn Seed. Sacco Fertilizer.

Fine Rotted Manure. Flagstone.

Crushed Stone, Cinders, Sand and  
Gravel.

Fireplace Wood.

Local and Long Distance Hauling  
at very reasonable rates.

PHONE 6102

GENEVA, N. Y.

14 CLOVER ST.

**Y. M. C. A. NOTES**

The new officers of the Y. M. C. A., elected last Friday at the regular meeting are: President, Charles A. Mitchell, Mgr. of the N. Y. Telephone Co.; Vice-President, H. E. Bartlett, Vice-Pres. of the Market Basket; Treasurer, J. R. Houston of the Geneva Permanent Loan Corporation; Secretary, A. J. McCann, Vice-Principal of Geneva High School. They took office at once and will carry on the splendid work of the association. At this meeting the Board of Directors expressed their appreciation to past President L. W. Gracey for his leadership during four most trying years.

There has been a demand for a Senior Canoe Club and a Girl's Canoe Club which the sponsors of the Junior Canoe Club at the Y. M. C. A. are taking under advisement. If enough interest is manifested, the "Y" will undertake to organize the two additional groups. Those interested should sign up at the Y. M. C. A. office.

President Charles A. Mitchell has asked Floyd Fitch, A. R. Page and H. N. Hubbs as a committee from the Board of Directors to make a trip of inspection to Camp Young, to bring definite recommendations to the next board meeting in view of the past floods and their damage.

The following boys passed the Junior Red Cross Life Saving Test under the leadership of Adolph Dittmar: Robert Moore, Arthur Edwards, Jack Muckle, Robert Lindsay, Loren Cole, Earl Brown, Wesley Derr.

People who are selfish don't recognize half of what they manifest as being selfishness at all.

**AUTOMOBILES FOR SALE**

STUDEBAKER SEDAN, 1935. Like new, driven less than 10,000 miles; completely equipped; heater; color green.

PONTIAC COUPE, 1934. Excellent conditions; low mileage; heater; color black.

FORD CABRIOLET, 1935. Driven only 16,000 miles; excellent condition. (See ad, page 7)

**PHILLIPS MOTOR COMPANY**

Used Car Dept., 291 Exchange Street  
Geneva, N. Y.

**REGENT THEATRE  
ATTRACTIONS**

**Fri. and Sat., May 29-30:** double feature show, "Panic of the Air", plus Hoot Gibson in "Lucky Terror". Continuous performance Decoration Day.

**Sun., Mon., Tues., May 31, June 1-2:** "The First Baby" an "in-law" comedy with Johnny Downs and Shirley Dean.

**Wed., Thurs., June 3-4:** "Farmer in the Dell" with Jean Parker.

**MR. MERCHANT.** Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

A Nice Assortment of  
**Annuals Perennials**  
**Rock Garden Plants**

**GRANEY'S GREENHOUSE**  
Gates Avenue

"Business Men" recognize, in the GENEVA COMMUNITY NEWS, one of the greatest values for their advertising dollars that it has ever been their opportunity to use.

**FLOWERS . . .**

for Memorial Day

**Staley Flower Shoppe**

Quality - Service - Reliability

Phone 2105

Members F.T.D.

84 Castle St.  
Geneva, N. Y.

**CARPENTER and BUILDER**

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given—free

New Cemetery Memorials  
on display

**BARDEN & SALLADIN**

Evening Appointments by Request

369 Exchange St.

Phone 2014

**A WORD to the WISE**

You'll need coal next winter.  
Just tell us what size you use and  
we'll tell you how much you can  
save by buying **D&H Cone-Cleaned**  
**Anthracite** NOW while prices are  
low.

**RAPALEE'S**

Phone 2221 or 2317

FREE HEATER INSPECTIONS



**IT WILL PAY YOU**

**TO FIND**

**"THE MISSING LINKS"**

**REWARDS ARE OFFERED**



## THE FUNNYBONE



### In a Geneva Studio

Photographer (to young man: It will make a much better picture if you put your hand on your father's shoulder.

The Father: It would be much more natural if he had his hand in my pocket.

### Lacked Capital

The first officer called a deck hand to him and said, "Go below and break up that crap-game." The sailor disappeared below and remained for the better part of an hour. Upon his return his superior officer demanded, "Did you succeed in breaking up that game?"

"Yes, sir," replied the gob.

"Well, what in thunder took you so long?"

"Well, sir," the sailor replied, "I had only two bits to start with!"

### Honest, Anyway

Jinks: Have you got your automobile paid for?

Binks: Practically. Three more payments and it will belong to the fellow that bought it from the chap I sold it to!

### Matrimony Au Gratis

Judge: "What do you wish to charge against your husband?"

Wife: "Free love, your honor, he ain't supported me for eight years."

### Located

Agitated Wife—I'm positive that was a human being we ran over.

Motorist (in thick fog)—Good. Then we are still on the road all right.

### Just as Good?

Shopper: Have you anything snappy in rubber bands?

New Clerk: No; but we have something catchy in fly-paper.

### Over His Dead Body

Poet—Do you think there is any chance of my getting my poem published in your paper?

Editor—There may be. I shan't live forever.

### Pretty Smooth

"What kind of oil do you use in your car?"

"Oh, I usually begin by telling them I'm lonely."

### Got a Raise

A visitor was looking around the settlement in Mexico.

"What's this big log cabin here?" he asked a local man.

"That's our club," said the Mexican. "We've got a new treasurer — the last was a swindler."

"So you sacked him?" asked the visitor.

"Well, replied the other, pointing to a tree, "no — we suspended him."

## GENEVA

Thurs., Fri., May 28-29

2 — GREAT FEATURES — 2

By Popular Demand

Wallace Beery	Joan Crawford
Chester Morris	Clark Gable
in	in
"THE BIG HOUSE"	"THE DANCING LADY"

Saturday, ONE DAY ONLY

Madeleine Carroll, George Brent

"THE CASE AGAINST MRS. AMES"

ADDED SHORT SUBJECTS

Continuous Show Decoration Day

Starts Sunday, THREE DAYS

UNDER THE SPELL of the DESERT MOON—!

—Magnificent Spectacle Drama of the Desert! Four Stars...42 Featured Artists, Thousands of Arabs and fighting legionnaires!

"UNDER TWO FLAGS"

with  
Ronald COLMAN  
Claudette COLBERT  
Victor McLaglen  
Rosalind Russell

## COLONEL & CHEERIO

Says:  
We Deliver Free

We have:

DOMESTIC SCOTCH .....	99c pt.
Orange, Lemon, Lime GIN.....	\$1.00 pt.
"OLD COLLINS" GIN.....	85c pt.; \$1.35 fifth; \$1.65 qt.
"SILVER PHEASANT" GIN.....	99c fifth
WHISKEYS .....	75c pt.; \$1.45 qt., up
"CHATEAU MARTIN" California Wine.....	49c qt.
N. Y. STATE CHAMPAGNE.....	\$2.25 fifth

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

We Give CHRISTMAS THRIFTIES Redeemable for Cash Next Christmas

## GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

One celebrity said: "Any success I might have had is due to the fact that I sat down to my work each day and did it to the best of my ability and let the future take care of itself."

"'Right-of-way' too often means 'Right-to-get-hurt'."

"Knowledge cannot be gained from marks on paper. Many an uneducated man or woman can be a very wise man or woman who has gained knowledge from experience."

"Who can measure goodness? It's not always the largest tree that bears the finest fruit."

"What is it to be wise but to know how little can be known."

"The higher you go the more things can happen to you and generally do."

"Intelligence behind the word gives greater length to the sword."

(To be continued)

## AMUSING

Very amusing are many of the clues or answers concerning "The Missing Links."

Some say it is a certain street, others are positive they have found the correct answer to the puzzle and name a number of merchants whose advertisements appeared in THE GENEVA COMMUNITY NEWS last Thursday; others say it is a pair of Cuff Links.

All wrong, every one of them, but wait, in the near future we are going to publish a good description of the chain and you will then have a pretty good idea of just the style and links that are missing, then it is going to be easy for every one and all will have an equal chance.

It is needless to say that you will then start looking for those "Missing Links" with a determination that will make every member of the household sit up and take notice and

## ICE COLD BEER

\$2.00 per case (plus bottle deposit)

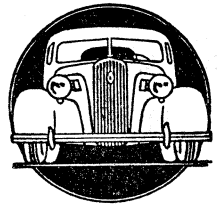
MEATS & IMPORTED GROCERIES  
Open Nights and Sundays

## C. GRINGERI GROCERY

34 Wadsworth Street Phone 4705  
We Deliver

## USED CARS

\* Honest Values \*



1935 FORD TUDOR

1934 CHEVROLET COUPE

1934 CHEVROLET COACH

1933 CHEVROLET COUPE

1932 FORD "8" COUPE

1931 STUDEBAKER SEDAN

1929 CHEVROLET COACH

1929 CHEVROLET SEDAN

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Phone 6621

Geneva, N. Y.

they will all join in and assist you in the search.

Watch every issue of THE GENEVA COMMUNITY NEWS for you don't want to miss the description.

## AMERICAN LEGION NEWS

National headquarters on May 3 reported the membership in the American Legion as being 806,331. This date was the close of the nationwide "Aerial Round-up" and planes bringing membership cards from posts throughout the country brought the membership up to over 52,000 more than the same period a year ago. It is expected memberships will reach over the million mark before the National Convention at Cleveland, Sept. 20 to 25.

This year's National Convention is expected to be the biggest and best yet. Registrations are already being made in large numbers daily. Some of the interesting features are the Great Lakes Exposition being held this summer in Cleveland in conjunction with the Legion sessions and that Drum Corps competitions will be held at the huge stadium and all parades pass thru the stadium. Registrants will secure tickets for seats in the stadium, allowing admissions to the spectacle "Drama of America", as well as to the Grand Ball and also to the Exposition and other attractions.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

D. E. MARTIN  
- ICE -

105  
Oak St.

Phone  
2706

## DRIVE WITH SAFETY

... and there's no safer way than with

GENERAL  
DUAL 10 TIRES

on the rims ... and

## "AIREX"

in the tubes.

‡ ‡ ‡

"AIREX" is new — remarkable — astonishing. Let us show you.

‡ ‡ ‡

FINK'S  
SUPER-SERVICE STATION

Lake Street

Phone 2448

—: BUY IN GENEVA :—

**CLARKE'S CHANGEABLE SIGNS—**  
Ideal for Restaurants, Real Estate,  
Stores, Church Bulletins and Calen-  
dars. Automatic Time Stop for Light  
Control.

### M. F. DEVANEY

Printing and Office Supplies  
435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

# BUY ON CREDIT

TIRES • BATTERIES  
RADIOS  
AUTO SUPPLIES

**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323 J. H. Bindeman, Mgr.

### RADIO FLASHES

(Continued from page 7)

the track. The first broadcast is scheduled for 10:45 A. M. The second will start at 3 P. M. The finish of the race is expected shortly after 4 P. M. Columbia and NBC-WEAF will carry these broadcasts.

The Davis Cup tennis matches between teams representing the United States and Australia will be described on the Columbia network by Vincent Richards, former first ten player and Davis Cup contestant. Broadcasts have been scheduled for Saturday, May 30, at 2:30 P. M.; Sunday, May 31, at 3 P. M.; and Monday, June 1, at 1:30 P. M. and 3 P. M. Columbia's portable sound-proof announcer's booth is being transported from Forest Hills to the Germantown Cricket Club in Philadelphia in order that Richards can follow the contest play-by-play as the two nations play off their previous tie. The Australian team is now engaged in final practice at the Germantown courts, while at the Merion Cricket Club nearby, the American team also is going through strenuous workouts.

A concert program of lilting popular music, starring Abe Lyman's Orchestra heard over the NBC-WJZ network on Mondays, at 7:30 P. M., will star Bernice Claire as singer. The name of the new series is "Melo-diana".

Will you kindly mention  
**GENEVA COMMUNITY NEWS**

When making purchases from our advertisers



## "How cash saved us money"

"We could buy a brand new electric ice box for practically half at a special sale if we'd pay cash. But we didn't have cash.

Then a friend told us how you lend money to married and single people—on their own signatures—so we came to your office. We got enough to buy the refrigerator and are now repaying a small amount each month." Why not use this quick, private way to get the cash you need? Telephone or see us personally, NOW.

**Loans up to \$300—20 months to repay**

3rd Floor

National Bank Bldg.

Room 304

120 Genesee St.

Phone 251

Auburn, N. Y.

**LOANS MADE IN NEARBY TOWNS**

## PERSONAL FINANCE CO.

### Saturday Special . . .

**2 DOZEN DELICIOUS DOUGHNUTS, 25c**

LOFT'S PURE QUALITY CANDIES  
Sizzling Barbecued Nuts from all over the world

≡≡≡ **ICE CREAM BAR** ≡≡≡  
74 SENECA ST.

### GLORIFY YOUR HOME

with a "COPPER-BOUND" Roof

. . . the least expensive of  
**ALL GOOD ROOFS!**

Equally good for Re-Siding!

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

### COAL and COKE

Prices are Reduced — for Spring Delivery  
**ORDER NOW!**

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phones 6186 and 6232 261 Exchange St.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., JUNE 18, 1936

**FIREWORKS**

ONLY TWO WEEKS 'TILL  
**JULY 4th**

Have a safe 4th in Geneva. Stay at home, there will be too many unsafe drivers on the road.

**MILLER'S**  
on the Lyons Road will have a complete line of Safe Fireworks.

— Watch Ads in Next Issues —

## Be "Cool as a Cucumber"

Take advantage of our  
EXCEPTIONAL SUMMER OFFERINGS

TROPICAL WORSTED SUITS	\$12.50
low as .....	
LINEN SUITS	\$13.25
low as .....	
SANFORIZED SUITS	\$8.50
low as .....	
White Flannels, \$5 & \$6.25	Polo Shirts, 50c-\$1.50
Straw Hats, \$1-\$5	Mallory Hats, \$4 & \$5

**WELCH'S**  
494 Exchange St.

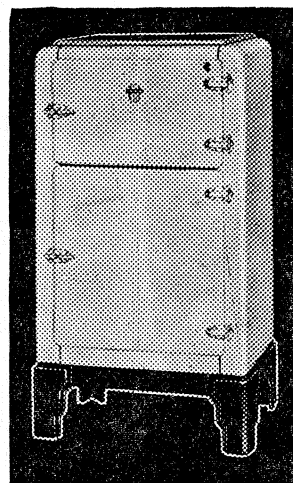
The Most Beautiful In Refrigerators of Today

## "EVER PURE" AIR CONDITIONED ICE REFRIGERATORS

These Conditioned Air Refrigerators Are Built with Ample Insulation,  
which gives you:

**3-Way  
Food Protection**

- SAFE TEMPERATURE
- CONDITIONED AIR
- BALANCED MOISTURE



**No. 405**  
Food Compartment—3 Cubic Feet,  
Insulation—2 inches

CASH PRICE

**\$37.50**

ON TIME:

\$10 down — \$1.00 per week

**No. 440**  
Food Compartment—4.6 Cubic Feet,  
Insulation—2½ Inches

CASH PRICE

**\$45.00**

ON TIME:

\$10 down — \$1.25 per week

**No. 450**  
Food Compartment—5.25 Cubic Feet,  
Insulation—3 Inches

CASH PRICE

**\$52.50**

ON TIME:

\$10 down — \$1.25 per week

REMEMBER WE WILL TAKE IN YOUR OLD ICE BOX AND MAKE ALLOWANCE  
TOWARD DOWN PAYMENT.

See Nearly 50 New and Used Ice Refrigerators on Display at Our New Show Room, 14 Clover Street,  
Just off North Street, Geneva, New York

Open Daily, 6 A. M. to 8 P. M.

Sundays, 8 A. M. to 4 P. M.

**L. E. HILTON**

If you cannot find time to come in, write or phone us and a representative will call.

PHONE 6102



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., JUNE 18, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

5100 COPIES WEEKLY

## ALMANAC



"If you desire to prosper, do not make  
too much haste to get rich."

JUNE



18—French fleet forces British  
to abandon Philadelphia,  
1778.



19—Father's Day is first cele-  
brated, 1910.



20—Spain's Queen Isabella  
frees Columbus' Indian  
slaves, 1499.



21—Hendrick Hudson's crew  
mutiny and cast him adrift  
to die, 1611.



22—Congress establishes the  
Department of Justice,  
1870.



23—Irvin S. Cobb, noted hu-  
morist, born, 1876.



24—Cabot discovers North  
American continent at  
Cape Breton, 1497. © WNU

Chrysler Plymouth  
Sales — Service

FOHL MOTORS, Inc.  
230-234 Genesee St.  
QUALITY USED CARS

## \$5.00 IN MERCHANDISE AND THEATRE TICKETS AWARDED OUR READERS EACH WEEK

Here is the list of those readers  
who successfully counted the stars  
and won merchandise and theatre  
tickets last week: (See page 12 for  
contest and conditions.)

### Merchandise

Mrs. W. W. Atchison, 31 S. Mor-  
rell Ave.

Miss Josephine Lazio, 73 Hillcrest  
Ave.

Miss Wilma Cummings, 57 Colt St.  
Mrs. E. L. Hadley, 125 William St.  
Miss Marion D. Clise, 27 Columbia  
Ave.

### Theatre Tickets

W. J. Nolan, Jr., 52 West St.  
Mrs. J. W. Wright, 67 Sherrill St.  
Agnes M. McArdle, Willard, N. Y.

Read every ad carefully—not only  
in our Business Directory Section,  
but from cover to cover. It will pay  
you well.

## RIGBY WITH MARSHALL MOTORS

Having recently sold his interests  
in Fohl Motors to Harry A. Fohl,  
Harold I. Rigby, proprietor of the  
Rigby Garage on Genesee Street for  
a number of years, has joined the  
sales organization of Marshall Mo-  
tors, local Oldsmobile dealers. Ken  
Wilgus, formerly of Fohl Motors,  
is also with the Marshall organiza-  
tion.

## WHITE FLANNELS

... and ...

## SPORT WEAR

are given our special attention.  
For satisfactory service

call

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

CUT FLOWERS DESIGNS  
for every occasion

## HAMILTON GARDENS

Cor. Hamilton & Copeland

Phone 6368

T. J. Reynolds

## Lubrication?



YES, SIR!

DRIVE 'ER IN

... and how about  
a wash job, too?

## RICKELS

SERVICE STATION

Lake Street

Phone 2920

WHEN YOU  
DON'T ADVERTISE  
and YOUR  
COMPETITORS DO

You're Doing

Just What

They Want

You to Do

THINK IT OVER



**NEW**  
Color and Beauty  
For Your Home!

ARMSTRONG INLAID

**LINOLEUM**

New Designs!  
New Coloring!  
Splendid Values!

**\$1.25**  
Square  
Yard

*Considerate Credit Terms Readily Arranged \* Store Open Saturday Evenings*

**THE LYNCH FURNITURE CO.**

485 EXCHANGE STREET

GENEVA, N. Y.

The Belvedere INNERSPRING

**MATTRESS**

Made by the Quality Mattress Co.

Well Built!

Blue or Green  
Damask Ticking!

ESPECIALLY  
PRICED

**\$24.<sup>75</sup>**

Regular Price \$29.75

### LIBRARY NEWS

Have you seen the soap sculptures on display at the Geneva Free Library?

They are the work of three local artists and show quite a bit of talent. If you have done any work of this kind the librarian would be very glad to display it along with that of other artists.

Or perhaps you have not yet attempted this rather fascinating sort of work, but would like to do so. Lester Gaba's book, "On Soap Sculpture" tells you just how to go about it and may be procured at the library.

If you should care to direct your talents in other ways there are several books on artcraft in the library which offer many suggestions. Among these are "Popular Crafts for Boys", "Handicraft for Girls" and "Tin-can-craft" by E. Hamilton; "Leather Work" by C. G. Le-land; "Needlecraft" by E. A. Archer; "Crochet Book" by Elizabeth King and "Wood Carving as a Hobby" by H. W. Faulkner.

### KINDLY MENTION

**THE GENEVA  
COMMUNITY NEWS**

WHEN MAKING PURCHASES  
FROM OUR ADVERTISERS ...

### CHATEAU DUGAS

on Lake Keuka, 2 miles south of Branchport

featuring A REAL DINNER at \$1.00

Dinner dance every evening with music and entertainment by "Billy Freeman and His Chateau Dugas Swing Band" — Radio Artists.

Also Sundays — from 4 o'clock

A la carte service at all hours in Grille

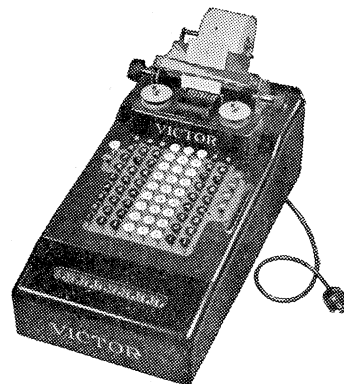
### DON'T TAKE CHANCES ... Be Sure

There's a

**VICTOR  
ADDING  
MACHINE**

to suit  
your  
business

Adding Machines-  
Typewriters  
Sales - Service




**GENEVA TYPEWRITER EXCHANGE**

17 E. CASTLE STREET

GENEVA, N. Y.

## \* DOROTHY GOES SHOPPING \*

"Dorothy" would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns.



# GENEVA

Thurs.-Fri., June 18-19


## LITTLE LORD FAUNTLEROY

FREDDIE BARTHOLOMEW  
DOLORES COSTELLO BARRYMORE

Saturday, ONE DAY ONLY  
ALICE BRADY  
"THE HARVESTER"  
From the story by Gene Stratton-Porter  
Plus SCREEN VODVIL

Sunday-Monday

Women Drove Him To War!



**JOE E. BROWN**  
IN  
"SONS OF GUNS"  
with JOAN BLONDELL  
Beverly ROBERTS  
Winifred SHAW

Extra! Extra!

The official pictures of the  
Louis-Schmelling Fight  
Blow by Blow Round by Round  
The Sporting Event of the Season

Thurs.-Fri., June 25-26  
ON THE STAGE  
"FEDERAL PLAYERS"  
10-Big Acts-10 45-Artists-45  
with CARL KRIST and  
His "Swing Band"  
Carload of Scenery  
Lighting Effects  
POPULAR PRICES

You can save \$2.00 on Kenwood Blankets by joining **Lynch's Blanket Club—now**. When stocks ordered last winter are exhausted, there will be no more of these beautiful Pure Wool Blankets at \$7.50. So join now and save. **Lynch Bros., 485 Exchange St., Geneva, N. Y.**

Velvet makes a gracious appearance for these delightful summer evenings. Velvet in shining dots and dashes form the pattern on the softest, most transparent of materials—organza, mousseline de soie, georgette. And there's transparent summer velvet, velganza and other new sheer velvet materials for wraps, gowns and jackets. Velvet in summer may be a fashion paradox, but these new materials are very lovely and effective, well worth consideration.

Let **Baker & Stark, Inc.**, solve your problem of what to give the Graduate. Silk hose for the young ladies . . . and a splendid assortment of practical gifts for the young man.

Shading accessories is a brand new vogue, key to a greater individuality in dress. For instance, an iris blue blouse, French blue gloves and navy kidskin shoes lend a summery touch to a navy suit.

Tired feet find comfort in shoes that are "broken in"—have **Carl** rebuild and repair your shoes for summer. They'll look good as new and yet have all their old comfort. **Carl's Shoe Repair Shop, Castle St.**

Tropical Worsteds. For summer business suits the Tropical Worsteds is the biggest seller in America, and, as you would naturally expect, leads the way in Range, Style, Quality and Value . . . Ladies' Tailoring, also. **A. P. Petersen, 476 Exchange St.**

Anyone — even a child — can get the best results from a **Brownie**

**Junior**. You can purchase this camera, which takes pictures in sizes 2¼"x3¼" and 2½"x4¼" at **McCarthy's Pharmacy, 162 Castle St.** McCarthy's carry a complete line of Eastman Kodaks.

Stunning accents for the black linen frock are a strawberry pink jacket and burgundy kidskin shoes and bag.

Telling time in the modern manner is telling "the correct time." That's why your watch or clock should be regulated to the very second. For expert service, **Prince's Jewelry Store, 20 Linden St. . . .** Fine picture framing.

There are many hand exercises which if done regularly, will make fingers and wrists graceful. Keep in mind that hands in repose always are lovelier than those which flutter constantly. Gestures with meaning are one thing. Nervous, jittery, useless ones are quite another.

Phone 3529 . . .

or address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS**, for information regarding the "Dorothy Goes Shopping" columns.

Leave the date of your wife's birthday with your florist and you will not forget it. It's the best way.

**MR. MERCHANT:**

**THE GENEVA  
COMMUNITY  
NEWS**

Reaches thou-  
sands of buyers  
in Geneva and  
nearby commu-  
nities . . . every  
week.





## DO YOU KNOW?

Sponsored by the Medical Society  
of the State of New York

**Raymond Briez** of Paris holds the record for blood transfusions, having supplied 98 in one year. Since 1924 he has sold 257 quarts of his blood, without suffering any ill effects.

Do not eat when very tired, or when angry or frightened.

The odor of onions can be measured by a new distillation process invented by Hans Platenius of Cornell University. The system is based on the fact that the pungency of an onion depends on a sulphur containing oil in minute quantities. Platenius measures the amount of sulphur evaporated from a given lot of onions and has a measure of the strength of the onion's "breath."

Texas State Department of Health is warning citizens against the "Black Widow" spider. This insect has evil ways. The female kills and eats the male after mating. Strong in defense of the home, she will rush out and attack any object disturbing her web. Persons bitten by this spider develop acute pain, general muscle contraction, rigidity of the abdomen. These spiders are unknown in New York State.

Self-reliance in thought and action is more important in the training of children than obedience to

arbitrary commands. The child whose every wish is anticipated, who is never allowed either the fun or the pain of learning by grand adventure, will not be well equipped to go its way alone when the time comes that paths diverge.

The parents, and not the baby, should be spanked when the child indulges in tantrums, crying, whining, or thumb-sucking, said Professor Christine Heinig of the Child Development Institute of Columbia University, the other day. "When Johnny does not behave properly, that is a sign that something is wrong," Professor Heinig said. "If the parents can't find the root of the trouble, they should seek some one who can give them educational guidance."

**Thomas Huxley Said:**

It is not who is right, but what is right, that is important.

The Greenland or white whale is now protected throughout the world.

When do circus employees sleep, did you ask? Probably next winter.

## DESIRABLE USED CARS

1935 Dodge Pick-up Truck

1935 Chevrolet Touring Sed.

1935 Pontiac Sedan

1935 Ford Fordor

**KITCHELL MOTOR CO.**

386 Exchange St. Phone 2178

## SMITH'S ANNIVERSARY

J. W. Smith's big anniversary sale is now on. Take advantage of the many savings throughout the store. (See ad on page 7.)

A man holds an office for one term and then thinks he ought to have a second for "vindication."

**ONLY 38¢ A WEEK for NEW TIRES!**

**TIRES ON TIME**

Also Low Weekly Payments.

on

**Batteries, Brakes  
Radios, Seat Covers  
Auto Supplies**

**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

## FIREWORKS!!

for the  
**4TH**

Complete NEW Stock  
Reasonable Prices

**GRIMSLEY'S GAS STA.**

cor. Castle & Preemption  
Just West of Experimental Station

FULL DESCRIPTION

**"MISSING LINKS"**

APPEARS

**NEXT WEEK**

REWARDS ARE READY

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Raspberry Muffins

- 2 cups flour
- 3 teaspoons baking powder
- 3 tablespoons sugar
- 1 egg, well beaten
- $\frac{1}{2}$  cup milk
- $\frac{1}{2}$  cup well drained canned raspberries or fresh in season
- 3 tablespoons melted shortening
- $\frac{1}{2}$  teaspoon salt

Sift flour, then measure and sift with salt and baking powder. Combine egg, shortening, sugar, berries and milk. Add dry ingredients and blend well. Fill well greased muffin tins  $\frac{3}{4}$  full and bake in hot oven  $425^{\circ}$ , 12 to 15 minutes.

Mrs. J. D., Cortland St.

## Cheese and Rice Roll

- 2 cups cooked rice
- 1 cup grated cheese
- 1 egg
- $\frac{1}{2}$  cup chopped peanuts
- $\frac{1}{3}$  cup buttered crumbs
- 1 teaspoon salt
- Pepper
- Milk

Mix the first six ingredients with enough milk to moisten (about 1 tablespoon). Shape, roll in buttered crumbs, bake in a moderate oven. Place on a hot platter, garnish with sliced olives and chopped parsley and serve with hot tomato sauce. Yield; 6 servings. Temperature  $350^{\circ}$  degrees. Time 25 minutes.

B. H., R.D. 2

## Creamed Ham Sandwiches

- 2 tablespoons butter
- 4 tablespoons flour
- $\frac{1}{4}$  teaspoon salt
- Small piece bay leaf
- $\frac{1}{2}$  teaspoon onion juice
- 1 whole clove
- $2\frac{1}{2}$  cups milk
- $1\frac{1}{2}$  cups cooked ham
- Bread

Melt butter; add flour, stir until well blended. Add seasonings. Add milk slowly, stirring constantly until thick and smooth. Bring to boil and boil two minutes. Add ham. Spread between slices of bread.

L. A., Lafayette Ave.

## Asparagus and Egg Salad

- 20 cooked asparagus stalks
- 2 hard-boiled eggs
- $\frac{1}{2}$  cup mayonnaise (serves four)

Arrange asparagus on crisp lettuce. Place slices of hard-boiled egg

around the asparagus. Garnish with thin strips of pimento. Serve with mayonnaise.

M. B., Hallenbeck Ave.

The sun is shining all around, but many will only contemplate their own shadows.

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

## Grace Wynne Tapley

SUMMER CLASSES

June 22 — Aug. 1st

Beginners in Voice  
Children's Classes  
Sight Singing and Ear Training

STUDIO—81 Maxwell Ave.

Phone 6229

## CARPENTER and BUILDER

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

Estimates cheerfully given—free

New Cemetery Memorials  
on display

**BARDEN & SALLADIN**

Evening Appointments by Request

369 Exchange St.

Phone 2014

## C. J. BRADY

RE-FILTERED CITY WATER  
**ICE**

Let us show you the "Coolerator"  
the conditioned-air refrigerator  
110 Lake St. Phone 2740

Tune in Mary Pickford  
WFBL Sunday Even- WHEC  
Syracuse ings at 10 Rochester



**"LAST CALL for  
Low Summer Prices"**

Prices on D&H Cone-Cleaned  
Anthracite will advance soon.  
Better put in your order  
today.

**RAPALEE'S**  
Phone 2221 or 2317  
**FREE HEATER INSPECTIONS**



**Mary L. Rogan**  
**MILLINERY**

52 LINDEN STREET  
(Just Around the Corner)

## Y. M. C. A. NEWS

The Hi-Y and O. Q. joint picnic will be held Friday, June 19, at Kashong. There will be games, swimming, a picnic dinner and dancing. The hours have been set from 4 to 11.

In answer to questions regarding a new "Y" building in Geneva—it is doubtful if plans would include having any dormitories and surely no stores. It would be possible to take care of many social activities because adjoining the gymnasium there would be small club rooms and a well equipped kitchen, so that the boys clubs could have their dinners or a large banquet could be served in the gym.

Plans for the renovation of the present Y. M. C. A. building and preparation for the fall work are now going on under the direction of the house committee, Dr. H. N. Hubbs, chairman. In view of the fact that this is the 50th anniversary year the committee feels that some kind of a birthday celebration should be planned and therefore is looking toward improvements of some type which will not only make the work more efficient, but make the Geneva association a better example of what the Y. M. C. A. should be.

A beginners swimming class for all prospective campers is being formed at the Y. Both local and out-of-town boys may join. Classes will be held Wednesday afternoons at 4 for the next two weeks.

Regular swimming classes will continue for the next two weeks: Tuesday afternoon and evening and Friday. Afternoons are for younger boys and evenings for the older ones.

Life rushes on so fast, most petty quarrels aren't worth mending.

Heathen can never understand why there are so many murders in Christian lands.

**SPECIAL**—Saturday and all next week

**GERANIUMS**—\$1.00 per doz.  
(at greenhouse)

**TRAUTMAN & SMITH**  
North Exchange St.

1847

J. W. SMITH'S

1936



## 89th Anniversary Sale

A great storewide event in which we offer outstanding savings in new desirable summer merchandise in every department!

**DRESS LENGTHS**

\$1.79 val.  
\$1.98

New Silks and Acetates in 3 to 5 yd. lengths, summer patterns. No two alike.

**PURE SILK HOSE**

79<sup>c</sup> val.  
\$1.00

Pure Silk — first quality chiffons in all the new shades. Regular \$1.00 quality by a famous maker of Fine Hose.

**NET CURTAINS** — Popular weave nets — in variety of patterns. Dress up all your windows at this low price!

89<sup>c</sup>  
pr.

**PASTEL BATH TOWELS**

19<sup>c</sup>

Large size, extra heavy, absorbent bath towel in dainty pastel colors. Reg. 29c.

**LINEN CRASH**

5 yd. 89<sup>c</sup>  
for

All Linen Crash with colored borders. A special value!

**GUEST SIZE BATH TOWELS**

19<sup>c</sup>

Guest size white Turkish Towel with colored borders. Reg. price 25c.

**PICNIC BASKETS**

89<sup>c</sup>

Family size picnic basket, maple finish, fitted with forks and spoons.

**FULL LENGTH MIRRORS** — Another extra special!  
14x52 clear mirror with ivory, maple or walnut frames.

89<sup>c</sup>

**SUMMER HAND BAGS**

79<sup>c</sup>

Dozens and dozens of new styles, in white and an exciting array of flower shades!

**SILK AND ACETATES**

49<sup>c</sup> yd.

A complete line of Summer Silks and Acetates in striking new designs. Values 59c to 79c yd.

**PURE SILK SLIPS** — Pure silk shadow proof panel slips — sizes 34 to 44 — lace trim or tailored. Buy several!

89<sup>c</sup>

**CANDLEWICK SPREADS**

\$1.49 val.  
\$1.79

Full size, fine quality Muslin, hand tufted in rose, blue, orchid, green, gold, rust and brown.

**SHEETS**

79<sup>c</sup>

High grade close count sheets, size 81x99 — value \$1.00. An amazing value at this low price.

# ECONOMY ★ BEAUTY ★

## Westinghouse



### *Golden Jubilee* REFRIGERATORS

A NEW STANDARD OF REFRIGERATOR VALUE

Priced \$84.50 up

**DILLINGHAM & SON, Inc.**

20-22 Castle Street

Phone 2278

## KELVINATOR

The 1936 KELVINATORS give you Revolutionary Design  
... Startling Performance ... Amazing Economy!

KELVINATOR offers you  
"Air-Conditioned" Automatic Refrigeration.  
No Down Payment ... 3 Years to Pay.

**MAYTAG SALES & SERVICE**

431 Exchange Street

## NORGE

Better Protection ...  
10-year Warranted Rollator Compressor Unit.

Prices start at \$83.45

SEE—EXAMINE—COMPARE! Prove to Yourself the Surpassing Money-saving Values of the Sensational NORGE.

**BOLIN MUSIC HOUSE**

## LEONARD

Only LEONARD with its years of experience could build so much VALUE in a Refrigerator at so LOW a price.

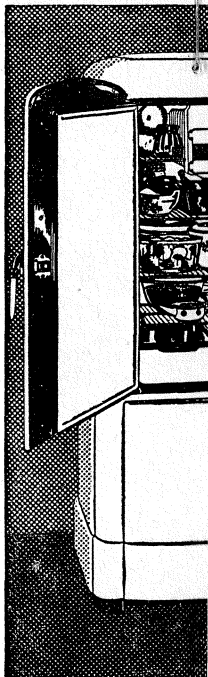
40% Less Current Consumption  
5-year Protection Plan

— Easy Terms —

**DORCHESTER & ROSE**  
HARDWARE

## wi AUTOM REFRIGE

AS LONG AS  
48 MONTHS  
TO PAY



NEW LOW COST PAYMENT PLAN (NOT OWN

## AUTOMATIC R

### SEE YOUR LO

You are invited to visit their store

Learn about New Low  
Food Savings ... Greater Food  
Automatic Defrosting, and

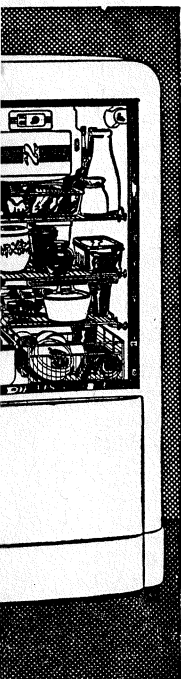
BUY EARLY—and enjoy the C  
REAL Automatic RE

## EMPIRE GAS &



# CONVENIENCE ★ HEALTH

## Automatic Refrigeration



FOR  
LIMITED TIME

Automatic Refrigerators can be purchased on the most liberal terms ever offered.



OVERCOMES LAST REASON FOR  
BUYING AN

## REFRIGERATOR

### LOCAL DEALER

See and see the new 1936 models  
Low Operating Costs  
Cold Storage . . . Faster Freezing  
many other new features  
Comforts and Conveniences of  
REFRIGERATION.

ELECTRIC CO.

## STEWART-WARNER

"SAV-A-STEP" — The Surprise Feature that doubles  
REFRIGERATOR CONVENIENCE.

BEFORE YOU BUY ANY REFRIGERATOR check the many  
exclusive "Stewart-Warner" features. A model and size to fit the  
needs of every family.

— Terms to Suit Your Convenience —

### COONEY, WATTS & COONEY

513 Exchange Street

HARDWARE

Phone 2170

DON'T SAY  
REFRIGERATION SAY  
**COLDSPOT**  
COLDSPOT SOLD ONLY AT SEARS

GOLDEN JUBILEE

Low Down Payment

1886 SEARS, ROEBUCK AND CO. 1936

479 Exchange Street

Geneva, N. Y.

## ELECTROLUX

(Gas)

## and FRIGIDAIRE

We Invite An Inspection

36 MONTHS TO PAY

### RIGGS & JENSEN

473-475 Exchange Street

## CROSLEY and APEX

CROSLEY . . . the world's most beautiful refrigerator . . .  
Only Crosley has the "Shelvador"

Greatly increased usable space . . . Features that can be found no-  
where else . . . Economical operation . . . Long trouble-free service.

— THE GREATEST OF VALUES —

### CHARLES WHEELER

Opposite Post Office



## THE FUNNYBONE



### The Blues

Landlady: I can't allow you to play the piano today. It's the Sabbath, you know.

Lodger: But it's sacred music I'm playing.

It doesn't matter. The neighbors don't know the difference.

### Generally Is

"What is there about betting on horse races that is so bad for the health?" asked young Mrs. Brown.

"I never heard of anything," answered the visitor.

"Didn't you? Every time Charles makes a bet he comes home and says there's something wrong with his system."

### No Honeymooner

A none-too-well-prepared applicant for a civil service appointment found the following question on his examination paper: "How near is the moon to the earth?"

He replied: "Not near enough to bother me in my work, if I get this job."

### Practically New

The nice lady smiled at the little girl who had been left in charge of the confectioner's shop.

"Don't you sometimes feel tempted to eat one of the cream buns, my dear?" she asked.

The little girl was quite shocked.

"Of course not. That would be stealing. I only taste them." — *London Opinion*.

Jeff: Everything comes to him who waits.

Hank: Yeah! That's how I got a ticket for "parking" today!

### SHOE REPAIRING . . .

New low prices — big reductions  
Good, honest workmanship and leather  
MEN'S SOLES & HEELS, \$1.00 up

**JOE IOCOLANO**

14 Middle St.

### No Accident

He was being medically examined preparatory to taking out an insurance policy.

"Ever had a serious illness?" asked the examiner.

"No," was the reply.

"Ever had an accident?"

"No."

"Never had a single accident in your life?"

"Never, except last spring when a bull tossed me over a fence."

"Well don't you call that an accident?"

"No, sir! He did it on purpose."

### A Business Lesson

"My boy," said the business man to his son, "there are two things that are vitally necessary if you are to succeed in business."

"What are they, dad?"

"Honesty and sagacity."

"What is honesty?"

"Always — no matter what happens, nor how adversely it may affect you — always keep your word once you have given it."

"And sagacity?"

"Never give it."

Happy medium is halfway between grouchiness and effusive vivacity.



## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

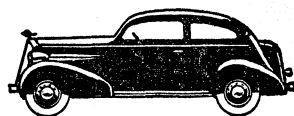
### CLARKE'S CHANGEABLE SIGNS—

Ideal for Restaurants, Real Estate, Stores, Church Bulletins and Calendars, Automatic Time Stop for Light Control.

### M. F. DEVANEY

Printing and Office Supplies  
435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

## "SAFETY TESTED" USED CARS



1934 OLDSMOBILE TOURING COUPE

1934 OLDS. TOURING SEDAN (New Tires)

1934 PLYMOUTH COACH

1934 FORD STD. TUDOR

1933 CHEVROLET SEDAN

1933 DODGE SEDAN

1932 OLDS. SEDAN

1927 BUICK (Light 6) SEDAN

# Marshall Motors

Eights — OLDSMOBILE — Sixes

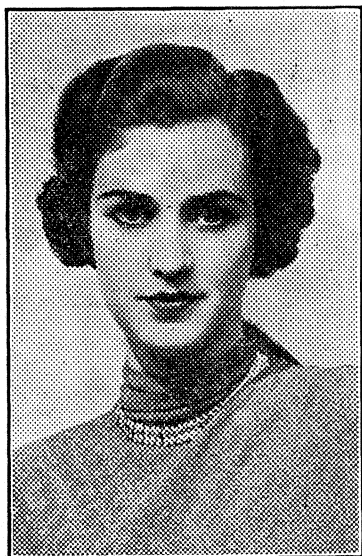
Cor. Main & Seneca Streets

Phone 6556



## RADIO FLASHES

by Ralph Le Brun



Jane Froman, lovely young soprano of the screen and radio, will be guest of Ben Bernie and All the Lads during the broadcast of the American Can program on Tuesday, at 8 P. M., over NBC-WHAM. The program will originate in the new NBC studios in Hollywood where Jane is hard at work picture-making.

Fred Waring and his popular Pennsylvanians will continue their Tuesday evening broadcasts over the Columbia network throughout the summer and fall in accordance with a contract renewal for 26 weeks of effective Tuesday, June 30. On this date, however, the program will inaugurate a new time schedule. It will be heard from 8 to 8:30 P.M. instead of from 8:30 to 9 P.M.

Plans for an ultra-modern 640-foot antenna for station WJZ, the NZC-Blue network station at Bound Brook, N. J., have been approved by the Federal Communications Commission. An application to increase WJZ's power from 50,000 to 500,000 watts is now pending before the commission.

Clem McCarthy, noted NBC sports announcer, and Edwin C. Hill, radio commentator will broadcast the ringside description of the Joe Louis-Max Schmeling heavyweight fight over combined National Broadcasting Company networks, Thursday, June 18. The bout will go on the air from the Yankee Stadium, New York, at 9 P. M. under the sponsorship of Buick Motors.

(Continued on page 14)

### Radio Service

Tubes and repair service for any radio, any make, any model, any year. Latest testing equipment. Reasonable rates.

**RALPH LE BRUN**

225 High Street

Phone 3237

### FULL DESCRIPTION APPEARS NEXT THURSDAY

Next week THE GENEVA COMMUNITY NEWS will publish clues that will assist you in finding "The Missing Links".

Don't miss next week's issue—far better to miss your dinner.

You have been looking for those "Links" for the past several weeks, so don't let someone else walk off with all the money now.

Remember all the different things you have thought of you would get if you had some extra money. Well, get busy, call in your friends or neighbors to help you, if you wish, but when you get the clues we believe you will agree that it is so easy you won't need any help. Find those "Links" yourself—keep the money to spend for yourself and thank no one except THE GENEVA COMMUNITY NEWS.

Again we say, don't fail to read next week's issue of THE NEWS carefully and then get busy.

### "White Desert" of New Mexico

Among the world's least known places is the great "white desert" of New Mexico, whose plant life is described in the *Journal of Ecology* by F. W. Emerson of New Mexico Normal university. It is an area of 250 square miles, covered with drifting crystals of snow-white gypsum. The gypsum crystals collect in dunes, so that the scene is like that of a vast extent of drifted snow. The radiation effect is blinding. In this almost moistureless waste the writer found 62 varieties of plants.

BUY YOUR USED CAR FROM

## PHILLIPS MOTOR COMPANY

Used Car Field: 291 Exchange St. Geneva, N. Y.

Authorized FORD Dealer

**FREE**  $\frac{1}{2}$  THE COST OF YOUR  
LICENSE PLATES

"ON ALL CARS PRICED OVER \$50.00"

We have the Largest and Best Stock of Good  
Used Cars and Trucks in Geneva.

"Over 70 Good Cars to Choose From"  
PRICED FOR QUICK SALE

## WAR VETERANS . . . ACT NOW!

While you have this large assortment to choose from

1935 Ford Tudor	1934 Ford Coupe
1934 Pontiac Coupe	1933 Chev. Master Cpe.
1934 Ford Sedan	1932 Ford Tudor

# BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## \$5.00 IN MERCHANDISE and THEATRE TICKETS -- FREE!

Read each advertisement in this section. Look for the (\*) Stars, which are scattered among them. Make up a list of the firms in whose ads you find stars—(copying these ads just as they appear)—and mail to "Business Directory Editor", Geneva Community News, Geneva, N. Y., as early as possible, but not later than 5 p. m. Saturday.

An award of \$1.00 IN MERCHANDISE—from any advertiser whose ad appears anywhere in this week's issue—(excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the first five nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give two tickets each to Schine's Regent Theatre.

On the bottom of your list write: "I prefer merchandise from ....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News. Mail your list at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

### ADVERTISING

If you would like a space in this

DIRECTORY SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

### AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

### AUTO LAUNDRY

EVERY CAR NEEDS

Proper scientific lubrication to prolong its life and riding comfort. Our specially trained experts, chart system, and improved equipment will benefit your car.

TED'S AUTO INN

Phone 5174 35 Tillman St.

### AUTO SALES & SERVICE

"OLDSMOBILE"

The car that has "EVERYTHING" Speed, Economy, Power, Convenience.

Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE

Main & Seneca Streets Phone 6556

### AUTO IGNITION SERVICE

"DON'T START ON A TRIP"

Without having "The Generator" checked. It's just too bad if it breaks down on the road. We specialize in Generator and Ignition work of all kinds.

AUTO ELECTRIC SERVICE

CARL E. COLE

30 Lake Street Phone 2814

This Coupon is Worth 50c in Trade.\*

### AUTO PAINTING

SNOWN'S AUTO PAINT SHOP

Duco and Dulux

Painting, Simonizing, Spotting,  
Polishing

63 Exchange St.

Phone 3993

### AUTO REPAIR WORK

Your life and the lives of others

"DEPEND ON GOOD BRAKES"

We specialize in Relining & Proper Adjustments. Also General Repair Work.

STRATTON'S BRAKE SERVICE

Lake Street

Phone 2028

### AUTO TIRES

ARE YOUR TIRES SAFE

For Hot Weather?

Don't make that Sunday trip with "worn out" tires. See "Elmer" H. Turner.

DUNLOP TIRE & RUBBER CO.

373 Exchange Street

You all know "ELMER"

### BAKED GOODS

"BUTTERFLY" QUALITY BREAD

The Favorite for Over 25 Years

Always Fresh

GENEVA BAKING CO.

### BARBER SHOPS

It pays to look well—we'll help you  
HOTEL SENECA BARBER SHOP  
Courtesy - Style - Service

Jos. O'Byrne

Anthony Alvaro

Prop.

Associate

Free Parking in Rear of Hotel

### BATTERIES

There's a BIG DIFFERENCE  
in Automobile Batteries

We Handle "THE NATIONAL"  
Exclusively—because we know they're  
dependable and stand the test.

GEORGE F. BRUZEE

"THE BATTERY MAN"

23 E. Castle Street

Phone 6522

### BEAUTY CULTURE

Fine Hair and Stubborn Hair Yield Readily  
and Beautifully To Our

New Machine-less Method

CROUIGNOLE PERMANENTS

Always Satisfy—Requires Less Setting  
Regular Permanents, \$3, \$5, \$6.50

JOHNSON'S BEAUTY SHOP

193 N. Main Street

Phone 5117

### BODY & FENDER WORK

No Matter How Bad

The Body, Fenders, or Top is wrecked or  
crumpled up, we'll remove all bumps, repaint  
and match the colors — you won't believe its  
the same car.

PETERSON

Seymour Alley

rear Geneva Loan & Savings Assn.

### COAL-COKE

Blue Coal Solvay Coke Fuel Oil  
Fast Dependable Service

P. O'MALLEY & SON

Phones 6186 - 6232

For the Best

in Fuels at the

Lowest Possible Price

RAPALEE'S

Phone 2221 or 2317

# BUSINESS DIRECTORY SECTION

## FLORISTS

### THE JUNE BRIDE

Never forgets the beautiful bouquet she wore on her wedding day.

We specialize in Bridal Bouquets

JOHN GAGLIANESE

Store, Seneca St. Phone 3144  
Greenhouses, 17 Reed St. We'll Deliver

## FLOUR - FEED - SEEDS

### GENEVA BRANCH

Phelps Co-operative G.L.F. Service, Inc.  
Middle Street Phone 2601

Complete Line—Lawn & Garden Seeds,  
bulk or package. Lawn & Garden Fer-  
tilizer & Lime.

Call or Phone Prices Right

## FRUIT & VEGETABLES

### WHEN YOU WANT

Delicious Fresh Fruit and Vegetables  
Beer - Ale, in cans or bottles  
That Never Fail to Satisfy\*

Phone 2107

THE ROCHESTER FRUIT STORE  
23 Seneca Street Free Deliveries

## FURNITURE

When you think of Furniture  
It's just natural to think of

### WHEELER'S

70 Castle Street Phone 2620

Beauty - Style - Quality - Service  
Greet you as you enter

Another Feature — "THOSE EASY TERMS"

## GAS AND OIL

### OSCAR F. RICKELS

Lake Street Phone 2920

The Complete 100% Service Station  
Star Pumps \* Star Attendants  
Star Equipment

SATISFACTION GUARANTEED

### CARROLL'S

### CENTRAL SERVICE STATION

Main St. opposite Armory Phone 2592

The Friendly Service

### SCIENTIFIC LUBRICATION

Chart System for Every Car  
Skilled Operators & Attendants

## GROCERIES

We always have bargains . . . But don't  
fail to phone 4572 now for our  
Friday and Saturday Specials  
You'll Save Money

### BRENNAN'S GROCERY

31 John St. Sure! We'll Deliver

## GROCERIES

### WE'RE NOW SERVING

Those Big Double Dip Delicious "Fro-  
joy" Ice Cream Cones.....5c

### GEORGE PHILLIPS'

### RED & WHITE STORE

111 Pulteney St. Plenty Parking Space

### EVENINGS, SUNDAYS, HOLIDAYS

You'll Find Us Open  
Plenty of parking space and a full line  
Choice Groceries, Fruit, Vegetables,  
Ginger Ale and Low Prices.

### JOHN MONACO

111 Washington St. Phone 2545  
Free Deliveries They All Come Back

### THIS WEEK'S SPECIALS

White House Coffee.....25c  
Spring Valley Flour, 24½ lb. Sack....67c  
Large Pk. Ivory Soap Flakes.....19c  
Many Other Money Savers This Week

### FLORENCE LABIGAN

### Red & White Store

261 William St. Everything in Groceries

### SPECIALS — Friday and Saturday

Certo .....23c  
No. 5 Tomato Juice.....24c  
No. 2½ Rosebud Beets.....15c  
Prem. Vegetable & Tomato Soup, 5c ea.

### C. S. DADSON

70 Cherry Street Phone 2630

### Our Friday & Saturday Specials

Boscul Coffee, drip or steel cut,  
2 lbs. ....55c  
Ivanhoe Salad Dressing, qt.....29c  
Matches, 6 boxes.....19c

### L. J. McCANN'S GROCERY

144 High St. Phone 2653 We'll Deliver

## HARDWARE

### LARGE SCRUB TUBS

Seen in Our Windows

Made of Extra Heavy

Galvanized Iron

Unlimited Quantity at 37c each

### DORCHESTER & ROSE

543 Exchange Street Phone 2496

## ICE

Made from Refiltered City Water

See the

"COOLERATOR"

Air-Conditioned Refrigerator

### C. J. BRADY

110 Lake Street Phone 2740

## ICE CREAM

### THE JUNE BRIDE

And all who attend the wedding will admire  
and enjoy eating a piece of our delicious spe-  
cially Decorated Ice Cream, Wedding Cakes.

Phone DAVIDSON 6122

312 Castle Street

He'll Deliver When You Say

## JEWELRY

### THE NEW BRIDE

We have everything in Silverware and  
Glassware to make your home complete  
Seth-Thomas Clocks

### S. A. GILBERT

510 Exchange St. Everything in Jewelry

## LAUNDRY SERVICE

### WE INVITE

Grocers, Meat Markets, Restaurants, Barber  
Shops and Beauty Shops, Physicians, Den-  
tists, Nurses, Service Stations, Garages and  
others to try our complete

Uniform and Towel Service

### GENEVA STAR LAUNDRY

Phone 2112 Free Calls and Deliveries

## MEAT

### WHO DOESN'T LIKE

a nice tender, juicy steak with delicious  
French fried potatoes?

### "WE HAVE THE STEAK"

We also dress our own Poultry  
Think of it—Chicken and Hot Biscuits

### WILSON & JOHNSON

261 William St. Phone We Deliver

Here's A Treat . . .

Phone "MULVEY" — 2712

For a nice tender juicy STEAK

He sure has good meat, chops, cutlets,  
real sausage

70 N. Genesee St. He delivers too

### JOE'S NEW MARKET

### SPECIALS THIS WEEK

Fresh Made Hamburg.....12½c  
Finest Pork Liver.....12½c

We Dress Poultry while You Wait

226 Exchange St. Phone 2027  
You Phone — We'll Deliver

## MOVING & STORAGE

### UNCLAIMED FURNITURE?

Yes, we have things you need: A-1 Pianos, \$20;  
Vanity Dresser, \$15; Large Steel Safe, \$10;  
Mahogany Beds; Living Room Suites; Odd  
Chairs; etc. Come look them over . . .  
real bargains.

The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

# BUSINESS DIRECTORY SECTION

## NEWSPAPERS- MAGAZINES

SPECIALS for FATHER'S DAY

June 21st

CIGARETTES, \$1.20 Carton.  
Box of 50 Book Matches FREE  
CIGARS, all 5c brands, \$2.25 box of 50  
Better Grades Priced Accordingly

### THE CORNER NEWS

Castle & Main Street Phone 2515\*

## OPTOMETRY

SCIENCE SHOWS . . .

That many of the headaches and nervous conditions noticed in children and adults are due to eye strain and weakness. We examine the eyes, fit glasses, repair broken frames, and replace broken lenses.

G. W. FLETCHER

Castle Street Opp. City Hall  
Office Phone 3401 Residence 2044

## RADIO REPAIR SERVICE

Others say: "Have your tubes tested", but, we say: Let us test your radio and your tubes also. You'll be better satisfied.

GEORGE F. BRUZEE

23 E. Castle St. Phone 6522. We'll Come

Merchants appreciate it when you say: "I saw your ad in THE GENEVA COMMUNITY NEWS."

## REAL ESTATE

When you think of Real Estate in Town or Country THINK of

FINZAR

20 Linden St. (Prince's) Phone 2661

## RESTAURANTS

### CORCORAN'S RESTAURANT

59 Seneca Street Phone 2552

"The Home of Good Eats"

Good Beer and Good Ale

Full Meals - Short Orders - A la Carte  
We bake our own pies, take one home.

Don't Forget . . .

Our Delicious Sunday Dinner Specials

Last night we all stopped at the

TEXACO GRILLE  
(Lake Street)

and had a nice  
Tender, Juicy Porterhouse Steak  
with French Fried Potatoes  
only 50c, and was IT good

## SHOES

WORK SHOES? SURE!

We have them for every line, \$1.49 up.  
Mills, factories, farmers, truckmen, police and firemen. Don't forget the boots for hunting and fishing.

TRIANGLE SHOE STORE

Exchange Street Geneva, N. Y.

## WINES & LIQUORS

THIS WEEK'S SPECIALS

Creme De Cacao, ½ pt., 50c; pt., 95c  
Creme De Mint, ½ pt., 50c; pt., 95c  
Lemon, Orange or Lime Gin, pt., \$1.00

T. J. COMISKY

97 Seneca Street Phone 2635  
Opposite Schine's Geneva Theater

### PETER'S LIQUOR STORE

148 Castle Street Phone 2054  
California Brandied Wine  
quart, 75c  
½ gallon, \$1.35  
1 gallon, \$2.50

Silver Pheasant Gin..... fifth, 99c

### SAGLIMBENI LIQUOR STORE SPECIAL FOR THIS WEEK

Gold Seal Gin,  
pt., 69c; fifth, 99c; qt., \$1.29  
Plantation Whiskey....pt., 75c; qt., \$1.45  
Seneca Chief Whiskey, pt., 69c; qt., \$1.35

28 E. North Street Phone 2059

Persistent advertising, even in a small way, is surely a lot better than no advertising at all.

(Continued from page 11)

The Democratic National Convention which opens in Philadelphia, Tuesday, will be carried by the same networks of stations that carried the Republican conclave a week ago.

The broadcasting of special short-wave programs especially for American listeners is gaining abroad. English and German stations abound with such features, while countries such as France, Spain, Holland, and Italy set aside one or more periods a week for the convenience of listeners on this side of the Atlantic. The Paris station TPA is one of the latest to add such a service. Every night, at 7 P. M., it broadcasts news reports in English. EAQ, Madrid, has a special broadcast for American listeners every Tuesday and Saturday evenings, at 7. 2RO, Rome, has the popular "American Hour", at 6 P. M., every Monday, Wednesday and Friday. Holland transmits the special program for this hemisphere every night at 7; and on Wednesdays at the same hour broadcasts the "Happy Programs" from Eindhoven. Both programs are carried by PCJ.

When Lowell Thomas, NBC's news commentator, bought his Upstate New York estate for \$15,000 he had only \$15 in his pocket. This financial feat was performed by faith in himself. Knowing the amount needed, the author hustled around to publishers and collected ad-

vance royalties, committing them to unwritten books on the strength of his scenarios and other writings.

Of the many newspapermen to win distinction on the NBC airways, two, Goodman Ace, of Easy Aces, and Allen Prescott, The Wife Saver, were literally forced into broadcasting by orders of their managing editors. Ace was assigned to read the Sunday comics for his Kansas City paper and Prescott was made a newscaster by his paper. At the time, neither welcomed the assignment but today both are grateful to their M. E.'s for having been instrumental in remolding their careers.

5100 COPIES  
WEEKLY

**Advertise  
Every Week**  
in the

5100 COPIES  
WEEKLY

**Geneva Community News**

"An Advertising Medium of Distinction"

Distributed in GENEVA, WATERLOO, PHELPS,  
OVID, WILLARD, STANLEY, HALL and  
SENECA CASTLE

P. O. Box 146

Phone 2108

**FREE**

... Touring Information  
Complete routing and full information — where to stop — points of interest, etc.—through Esso Tourist Service.

May we be of  
service to you?

**WILSON'S ESSO STATION**

Lake Street Phone 4082

"Happy Motoring" starts at the  
Esso Sign



THURS., FRI. and SAT.

PEB-O-MIX HOUSE PAINT	\$1.89
\$2.25 value .....	gal.
4-HOUR QUICK-DRYING	90 <sup>c</sup>
ENAMEL, \$1.25 value.....	qt.
QUICK-DRYING FLOOR	75 <sup>c</sup>
ENAMEL, 95c value.....	qt.
FLAT WALL PAINT	60 <sup>c</sup>
85c value .....	qt.
SEMI-GLOSS WALL PAINT	75 <sup>c</sup>
90c value .....	qt.
BLACK SCREEN ENAMEL	49 <sup>c</sup>
65c value .....	qt.

SPECIAL PRICES ON ALL  
KINDS OF PAINT

Complete Buy Now  
Fresh Stock and Save Money!

**Dillingham & Son, Inc.**

—: Hardware —:

20-22 Castle St. Phone 2278

## ADVERTISING SPACE

in next week's issue must  
be reserved by Saturday  
noon. All copy must be  
in by Monday noon . . .



More and more parents are  
sending their children to business school or college  
because they know the extra training helps them to  
get better jobs later on. Many of these parents get  
the extra cash they need from us—on their own  
signatures—and actually find it easy to repay. You  
will, too! If you need money for educational or  
other purposes, come in or telephone us TODAY.

Loans up to \$300—20 months to repay

3rd Floor

National Bank Bldg.

Room 304

120 Genesee St.

Phone 251

Auburn, N. Y.

### LOANS MADE IN NEARBY TOWNS

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday  
and Friday, at 6 P. M.

## PERSONAL FINANCE CO.

### GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"Learn what not to do."—Edison.

"Probably the most appealing motif  
in human life is to be wanted, to  
be needed. The stimulus of being  
banked on is very powerful."

"Pride is as loud a beggar as want  
and often more saucy."

"If you are depressed in bed, get  
up."

"Even the head of a tack keeps it  
from going too far."

"You can't get people interested  
in something they understand."

"Never mind the gallery, but keep  
playing your own game."

"One generation plants the trees;  
the next generation sits in their  
shade."

"Enthusiasm, like any other fire,  
needs both feeding and watching."

"Today was tomorrow yesterday.  
Do it now."

(To be continued)

### REGENT THEATRE ATTRactions

Friday and Saturday, June 19-  
20: Jimmie Allen in "The Sky  
Parade"; also Ken Maynard in  
"Avenging Waters".

Sunday, one day only, June 21:  
Robert Young and Betty Furness in  
"Three Wise Guys".

### COME IN . . .

have your headlights  
checked by the

### WEAVER "MAGIC EYE"

The newest, most scientific  
machine for head-  
light testing.

Compulsory testing by this  
machine in ten states

Absolutely no "guess work"

### FINK'S SUPER-SERVICE STATION

Lake Street Phone 2448



## **\$5.00** **in Merchandise**

given to our readers  
EACH WEEK

MR. MERCHANT:—

Advertise—Every Week.

Contestants cannot specify YOUR STORE if your ad does not appear.

Ads in "The News" are well read . . . we have conclusive proof of that.

Advertising in "The News" is much cheaper than not advertising in it . . . You are paying for it many times over in lost business.

## **FREEDMAN'S FINE FURS** **ADVANCE SUMMER SALE** **Veterans . . .**

NO BETTER INVESTMENT  
NO MORE APPRECIATED GIFT

For someone you care for  
than a

### **FINE FUR COAT**

AND . . . NOW IS THE BEST TIME TO BUY  
. . . FURS WILL BE MUCH HIGHER IN AUGUST

COATS MADE FROM FRESH PELTS —

With plenty of their natural oils and complete elasticity . . . no last season's drier pelts that will soon crack and wear.

Styles are advance-season . . . with their new, straighter swagger lines . . . new flared collars and slim reefer-like fitted lines . . . handsomely lined and styled for either WOMEN or MISSES.

Purchases may be made on our Budget Plan . . . a small deposit will hold any Coat until wanted in our Frigid Cold Storage.

### **FINE FREEDMAN'S FURS**

114 Seneca Street

Phone 2172

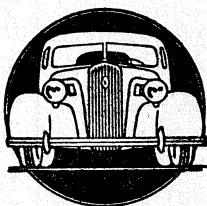
"The Only Practical Furrier in Geneva"

— All Freedman Furs and Linings Guaranteed for Two Years —

## **USED CARS**

\* \*

### **HONEST VALUES**



1935 CHEVROLET MASTER COUPE  
1935 CHEVROLET MASTER SEDAN  
1933 CHEVROLET MASTER COACH  
1932 CHEVROLET MASTER COACH  
1929 CHEVROLET COUPE

Our stock is constantly changing, so if we do not list a car that appeals to you, let us know your preference. We probably will have it soon.

### **RUSSELL-HART CHEVROLET, Inc.**

South Exchange Street

Geneva, N. Y.

Phone 6621

### **Saturday Special . . .**

2 DOZEN DELICIOUS DOUGHNUTS, 25c

LOFT'S PURE QUALITY CANDIES  
Sizzling Barbecued Nuts from all over the world

**ICE CREAM BAR**  
74 SENECA ST.

### **GLORIFY YOUR HOME**

with a "COPPER-BOUND" Roof

. . . the least expensive of  
**ALL GOOD ROOFS!**

Equally good for Re-Siding!

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

### **ADVANCE IN COAL PRICES**

— Very Soon —

ORDER IMMEDIATELY

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phones 6186 and 6232 261 Exchange St.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., JUNE 25, 1936

## PROOF?

*Yes, Indeed!* PLENTY OF PROOF!

It Pays to Advertise — Every Week — in the  
GENEVA COMMUNITY NEWS.

In our files we have hundreds and hundreds of letters from "News" readers, giving positive, indisputable proof that these people are regular "News" readers — and that they regularly READ THE ADS IN "THE NEWS".

Letters from EVERY CITY STREET . . . from nearly every home on some of these streets, and in addition a large number of letters from surrounding territory. Consistent "News" Advertisers know that we are doing an excellent job for them.

Are YOU, Mr. Merchant, availing yourself of our unequaled service . . . or are you still a "Doubting Thomas"?

## FREE \* \* ATTRACTIONS \* \* FREE

Starting June 29 — Three Shows Daily . . . at 4, 7:30 and 10 p. m.

### ROSELAND PARK

CANANDAIGUA LAKE

Change of Shows each Monday for  
TEN WEEKS

#### FINEST CIRCUS ACTS AVAILABLE

Performing Bears, Dogs, Ponies,  
High Diving Acts, Daring High  
Trapeze Acts, Comedy Acts. All  
for your entertainment — FREE.



#### DANCE

Under the Stars  
at

#### ROSELAND

OPEN AIR BALLROOM

Dancing EVERY NIGHT  
until Labor Day

MIDWAY ATTRACTIONS — Five Thrilling Rides, Skee Roll, Fish Pond, Bingo, Shooting Gallery, Ball Games, Speed Boats, Row Boats, Bathing, Photo Gallery . . . and, don't forget the Delicious Frozen Custard.

See our Monkey Zoo . . . new born Baby Monkey.

FREE PICNIC TABLES

FIREPLACES

FREE PARKING

Booking Picnics Now — Phone Canandaigua 113 for Reservations

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., JUNE 25, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

Chrysler Plymouth  
Sales — Service  
**FOHL MOTORS, Inc.**  
230-234 Genesee St.  
QUALITY USED CARS

**\$5.00**

**in Merchandise**

given to our readers

EACH WEEK

(See page 12)

**MR. MERCHANT:—**

Advertise—Every Week.

Contestants cannot specify **YOUR STORE** if your ad does not appear.

Ads in "The News" are well read . . . we have conclusive proof of that.

Advertising in "The News" is much cheaper than not advertising in it . . . You are paying for it many times over in lost business.

## VISIT ROSELAND

The ever popular Roseland Park, amusement center of the Finger Lakes, gets under full swing for its 1936 summer season on June 29. That date marks the beginning of ten weeks of Free Outdoor Vaudeville attractions—the best acts available.

New Midway attractions have also been installed and the most popular of last season's attractions retained, so that of the midway it can be truly said: "Bigger and better than ever."

The attractive outdoor ballroom has now been opened and there will be dancing every night until Labor Day, with music by excellent orchestras.

More free picnic space, fireplaces and parking space are also available. Without question Roseland is Western New York's ideal place for any picnic—large or small.

## WE'RE TOO MODEST

"You're too modest in your claims," recently advised one of our advertisers. "If other merchants knew of the results we have obtained by advertising in your paper, they would all be with you, 100%."

## Lip-Reading Not Difficult

Contrary to general opinion it is not difficult for the deaf to learn to interpret speech by the mouth movement and facial expression. According to the New York League for the Hard of Hearing there are only 15 movements of the speech organs. Children are the most apt and adept but many elderly persons have become expert lip-readers.

## "YOUR PERSONAL VALET"

Let us rejuvenate your exhausted wardrobe with a rest cure and cleansing. Here your garments will receive careful exacting attention and return fully recuperated for continuous service.

**FOOTE'S CLEANERS**

HARRY D. TARBELL

78 Castle Street

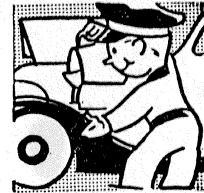
Phone 2910

A woman's promise to be on time carries a lot of wait.

Only one murderer in every 100 in this country is executed.

## Introducing . . .

A Great NEW  
Texaco Motor Oil



Crankcase "stays full longer"  
. . . using less oil.

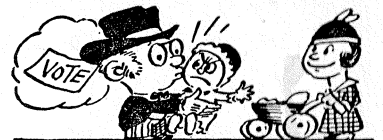
The highest quality motor oil  
selling at "a quarter a quart".

**RICKELS**  
SERVICE STATION

Lake Street

Phone 2920

## ALMANAC



"He who takes a child by the hand takes the mother by the heart."

JUNE

25—Fire destroys 1,000 buildings at Salem, Mass., 1914.



26—Clarkson patents the curricule, later named the bicycle, 1819.



27—Rebel General Morgan starts raids on Ohio and Indiana, 1863.



28—Chicago's first theatre is opened, 1847.



29—First California-Hawaii airplane flight ends, 1927.



30—Apples are first imported into the United States.

JULY

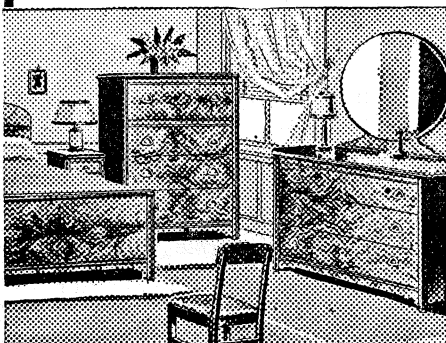


1—Start of decisive battle of Gettysburg, 1863. © WNT

## THREE-PIECE BEDROOM SUITE

(Similar to Illustration)

Large Dresser, Bed and  
Four Drawer Chest —



\$95

Usually  
Priced \$120

Other Suites  
Priced from

\$39<sup>75</sup>  
up

## SALE

Nationally Famous  
AMERICAN

## ORIENTAL RUGS

\$89

From the Looms of

MOHAWK and GULLISTAN

Size 9 x 12

These Rugs Actually  
WORTH \$130

Size \$85  
8.3 x 10.6

— Considerate Credit Terms Readily Arranged —

STORE OPEN SATURDAY EVENINGS

# THE LYNCH FURNITURE CO.

485 EXCHANGE STREET

GENEVA, N. Y.

### REGENT THEATRE ATTRACTIONS

Friday and Saturday, June 26-27: Otto Kruger in "Dracula's Daughter"; also Hoot Gibson in "Frontier Justice".

Sunday, June 28: Helen Broderick in "Murder on the Bridal Path."

### "THE MISSING LINKS"

This week we offer some real clues as to the whereabouts of those "Missing Links", for which we have been offering rewards and about which we have been getting many "tips" during the past few weeks.

Our readers will, we are sure, have lots of fun during the next five weeks following the progress of this interesting case . . . to say nothing of the worth-while financial rewards.

Read carefully the instructions on page 8 and then look closely for the "Links" on pages 8 and 9.

### Unique Army Post

The only army post in the United States which is not named after some American army officer is Fort Kamehameha, which guards the entrance channel to Pearl Harbor, Hawaii.

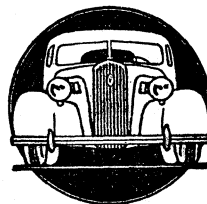
### The Sahara Desert

Geologists are not of the opinion that the Sahara desert was a former sunken sea, and the precise reason that it became a desert has not been determined fully. Some parts of the Sahara are below sea level, while the highest point is 8,800 feet. Many sections are 1,000 feet high.

## USED CARS

\* \*

## HONEST VALUES



1934 FORD CABRIOLET

1932 FORD COUPE

1934 CHEVROLET SEDAN

1934 CHEVROLET COUPE

1931 CHEVROLET COACH

Several others. They are coming in and going out fast. If we haven't got what you want, we will soon have it.

## RUSSELL-HART CHEVROLET, Inc.


South Exchange Street

Geneva, N. Y.

Phone 6621

# \* DOROTHY GOES SHOPPING \*

"Dorothy" would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns.



## GENEVA

---

Thursday-Friday, June 25-26  
ON THE STAGE  
**"FEDERAL VARIETIES"**  
45 ARTISTS 45  
10-Big Acts-10 Hot Swing Band

---

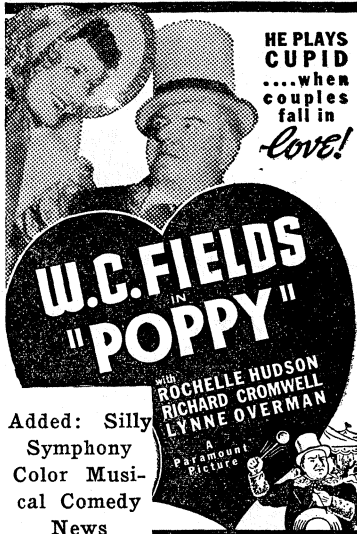
ON THE SCREEN  
Charles Ruggles Mary Boland  
**"EARLY TO BED"**

---

Saturday, ONE DAY ONLY  
GUY KIBBEE  
**"THE BIG NOISE"**  
He takes a mob to the cleaners!  
SCREEN VODVIL

---

Sunday - Monday



**W.C. FIELDS**  
IN  
**"POPPY"**  
with  
ROCHELLE HUDSON  
RICHARD CROMWELL  
LYNNE OVERMAN  
A Paramount Picture

Added: Silly  
Symphony  
Color Musical  
Comedy  
News

---

Tuesday - Wednesday  
ON THE STAGE  
**"WILLIAMS ENTERTAINERS"**  
CAST OF 60  
Clever Songs, Dances, Novelties

---

ON THE SCREEN  
Jessie Mathews  
**"ITS LOVE AGAIN"**

**The Golden Rule Shop, 33 Seneca Street**, exclusive agency for Beautiful Swim Suits, offers **Special for July Fourth**, regular \$5.00 suits for \$3.98. All the latest styles in all the newest fabrics of Wool, Lastex Rubber and Celanese . . . Slacks and Sport Shirts, also.

—D—

For evening gowns, white combined with parma violet, with wisteria mauve or with a certain strawberry pink seems to be the latest mode. All white or all black gowns are topped by jackets, swagger or redingote type, in a contrasting bright color and of a different fabric.

—D—

Telling time in the modern manner is telling "the correct time." That's why your watch or clock should be regulated to the very second. For expert service, **Prince's Jewelry Store, 20 Linden St. . . .** Fine picture framing.

—D—

To achieve the successful ensemble, personality, color of hair and eyes, complexion, and mode of life must be considered. Also, there are shades which are best for daylight, and those which are best for artificial beams.

—D—

Living Room Suites — Easy Chairs — recovered or made-to-order by carefully trained upholsterers. Prices are very reasonable. Ask to see the new samples. No obligation . . . **Phone 4990. Seneca Furniture Mfg. Co., Middle St.**

—D—

According to Paris, it's no longer smart to choose black. If worn at all, it has to be teamed up with two, three or even four vivid colors.

—D—

Ethel: "I wish we had some **Fresh Pop Corn.**"

Friend: "We can get some at **The Corner News, cor. of Castle and Main Street**, and it's always fresh!"

—D—

Pastels must also be offset by bold touches of color.

**Tropical Worsteds . . .** For summer business suits, the Tropical Worsted is the biggest seller in America, and, as you would naturally expect, leads the way in Range, Style, Quality and Value . . . Ladies' Tailoring, also. **A. P. Petersen, 476 Exchange St.**

—D—

Another very new color is a peacock blue with a greenish tint.

—D—

You will find it convenient to shop for your **Picnic Supplies** at **McCarthy's Pharmacy, 162 Castle St.** All your picnic needs—napkins — cups — plates — thermos bottles and jugs.

—D—

Cartwheels are the most flattering of all summer hats, for daytime hours. Individuality is achieved in the straws of which they are made and the way in which they are trimmed and tilted.

—D—

The **Porch Covering** being shown at **Lynch's** is the most complete selection you could hope to find . . . Beautiful Chinese Rugs — plaids and borders . . . Fibre Rugs — the new plaid . . . Very beautiful Grass and Coca Matting, by the yard. **Basement Bargain** — Grass Rugs, 6x9, \$1.49. **Lynch Bros., 485 Exchange St.**

—D—

Every vacation wardrobe needs at least one felt, white or pastel. If you favor felt at all, go the whole way, and get the biggest one you can find. Wear it tilted far downward over one eye, if your face is long — upward in halo effect, if you have small, delicate features.

—D—

Naturalness takes a new stride in charm. This applies to the color of the hair, to the eyebrows and makeup.

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS**, for information regarding the "Dorothy Goes Shopping" columns.





## DO YOU KNOW?

Sponsored by the Medical Society  
of the State of New York

**Proof** that hay fever is caused by pollen was first offered in England so long ago as 1873.

**Hay** fever patients must co-operate with their physicians in conducting a systematic search for the guilty agent. Hay fever patients practically never have fever, and hay causes only a small proportion of the difficulty and is not at all an element in the fall months. The ailment is usually due to pollen, but not always.

**Thunderstorms** occur only once or twice a season on the Pacific Coast.

**Unsafe** water supplies near camping sites may be rendered suitable for use by chlorination. Seek the advice of the nearest health officer.

**Pain** or signs of impaired health is not a symptom in the early stages of cancer, except the type which affects the bones. Painless lumps, persistent ulceration, cracks, warts and moles should receive attention if they grow larger, and this is also the case with small sores on the tongue, lip or cheek which refuse to heal.

**Land** snails travel at a speed of a mile a month.

## FIREWORKS!!

for the  
**4TH**

Complete NEW Stock  
Reasonable Prices

**GRIMSLEY'S GAS STA.**

cor. Castle & Preemption  
Just West of Experimental Station

Foreman: "What are you two fellows doing?"

Workman: "We're carrying these boards across the road."

Foreman: "But where are the boards?"

Workman: "Hey — George! — what d'you think — we forgot the boards!"

**Gold** was so common in South America before the arrival of the Spaniards that the Incas used the metal to make pins and nails.

## Dr. Foster Kennedy Said:

Shakespeare is not a psychoanalyst. George Moore and Thomas Hardy are not psychoanalysts, but I venture to say that their understanding may be better than our knowledge.

## Shadows

Every shadow has its light, every night has its morning, every pang of pain has its thrill of pleasure, every salt tear has its crystal beauty, every weakness has its element of strength, every loss has its gain. So all through life these balancings run.

## The Cactus Buck

A cactus buck is a steer of the deer family. His name originates in a popular superstition that his plight is the result of inadvertent contact, in fawnhood, with some of the bristling growth of the southwestern ranges.

... BUY IN GENEVA ...



\$142.95 Model Illustrated —  
GAQ-50  
OTHER SHELVAADOR MODELS  
from \$94.50 up

The World's Most Beautiful  
Refrigerator

**WHEELER'S**  
OPPOSITE P. O.

DESIRABLE  
USED CARS

1935 Pontiac Sedan  
1935 Chevrolet Touring Sed.  
1935 Ford Fordor  
1935 Dodge Pick-up Truck

**KITCHELL MOTOR CO.**  
386 Exchange St. Phone 2178

*Use Your*  
**Don't WAIT**  
**TILL YOU HAVE CASH**  
**TO BUY TIRES**  
**AND OTHER AUTO NEEDS**  
**CREDIT**  
EASY TERMS  
AVERAGE  
PAYMENT  
**39¢**  
PER WEEK

**Firestone Auto Supply and Service Stores**

Cor. Lake & Exchange Streets  
COMPLETE CAR SERVICE

Phone 2323  
J. H. BINDEMAN, Mgr.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Creole Casserole

1 cup rice  
2 cups canned tomatoes  
½ pound hamburger  
Paprika, salt and pepper to season  
Green pepper chopped  
2 onions, chopped  
4 cloves  
2/3 cup chopped celery  
Dash of allspice

Boil rice in salted water, drain, then let it fluff apart in a warm oven. Add the hamburger, which has been pan fried slightly, then the green pepper, onions, celery, and tomatoes. Season well, cover and bake 30 minutes in a moderate (350°F.) oven.

E. H., R.D. No. 2

## Peanut Brittle Dessert

½ pint whipping cream  
¼ pound peanut brittle  
1 tablespoon lemon juice  
Grind peanut brittle in food chopper. Whip cream. Combine. Add lemon juice. Put mixture in freezing pan and freeze. Five to six servings.

E. C., Genesee St.

## Prune and Apricot Whip

1 cup cooked prunes  
1 cup cooked apricots  
3 eggs (separated)  
Dash of cinnamon and nutmeg  
Pinch of salt

Rub apricots and prunes thru sieve, add cinnamon, nutmeg, salt and

sugar to taste. Add beaten yolks of eggs, beating continuously and add a little lemon juice. Fold in beaten egg whites and place in mold. Set in hot oven for five minutes. Chill, whip thoroughly and serve with whipped cream.

R. B., Colt St.

## French Peach Dessert

1 can peaches (No. 2)  
Short piece stick cinnamon  
4 slices bread  
1 egg, beaten  
1 cup milk  
Butter or frying fat

Boil peaches in their juice with cinnamon stick for 10 minutes. Dip slices of bread in egg and milk mixture and brown on both sides in fat. Pour peaches and syrup over sauted bread and serve at once.

M. B., Hallenbeck Ave.

Keep your head when you win and your heart when you lose.

## C. J. BRADY

RE-FILTERED CITY WATER  
ICE

Let us show you the "Coolerator" the conditioned-air refrigerator  
110 Lake St. Phone 2740

Tune in Mary Pickford  
WFBL Sunday Even- WHEC  
Syracuse ings at 9 Rochester

Sooner or later the clock stops for the man who goes on the theory that there is a sucker born every minute.

## CARPENTER and BUILDER

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

Estimates cheerfully given—free

New Cemetery Memorials  
on display

**BARDEN & SALLADIN**

Evening Appointments by Request

369 Exchange St. Phone 2014

## Baumgartner's Food Store

Quality Foods at Chain Store Prices

Niagara Brand Golden Bantam

Corn, No. 2 can, 2 cans for....23c

McGrath's Tomatoes, No. 2 can,  
3 for .....25c

Forman's Dill Pickles, 22 oz. jar,  
2 for .....27c

Albro Sweet Pickles, 16 oz. jar, 17c

Sun-Graze Corned Beef, 1's,  
per can .....18c

Sun-Graze Potted Meat, ½'s,  
2 for .....15c

Shredded Wheat, 2 pkgs. for....23c

Kellogg's Corn Flakes,  
3 pkgs. for .....23c

Potatoes per pk., 55c; per bu., \$1.65

Plenty of Parking Space Always

Phone 2546 Top of Bean's Hill  
We'll Deliver at edge of City

**Mary L. Rogan**  
MILLINERY

52 LINDEN STREET  
(Just Around the Corner)



**"LAST CALL for  
Low Summer Prices"**

Prices on D&H Cone-Cleaned  
Anthracite will advance soon.  
Better put in your order  
today.

**RAPALEE'S**  
Phone 2221 or 2317  
FREE HEATER INSPECTIONS







## RADIO FLASHES

by Ralph Le Brun



Cecil B. DeMille, world famous motion picture director, was recently engaged to produce the Lux Radio Theater programs broadcast over the Columbia network.

Richard Himber and his Studebaker Champions will present their dancing tunes on a new schedule. They will be heard weekly on Monday, at 8:30 P. M., over the NBC-WEAF network.

Presenting Rupert Hughes, famous novelist, soldier and playwright, as master-of-ceremonies and two famous bands in an hour-long program direct from Hollywood, a new summer series of the Camel Caravan will be inaugurated over the Columbia network on Tuesday, June 30, at 8:30 P. M. Starred with Hughes will be Benny Goodman's famous "swing" band and Nat Shilkret's Orchestra. The new programs will offer a wide variety of entertainment and talent direct from the nation's film capital.

"Fibber McGee and Molly," who have risen to radio stardom in little more than a year over the NBC-WJZ network will bring their unique brand of comedy to the NBC-WEAF network, beginning Monday, June 29, at 7:00 P. M. The McGees, whose parts are played by

(Continued on page 10)

### Radio Service

Tubes and repair service for any radio, any make, any model, any year. Latest testing equipment. Reasonable rates.

**RALPH LE BRUN**

225 High Street

Phone 3237

### Soul Symbols

Among ancient peoples the soul has been frequently and variously imagined as a butterfly, a moth, bee, firefly, as well as symbolized with sparks, flames and stars.

### CHATEAU DUGAS

on Lake Keuka, 2 miles south of Branchport

featuring A REAL DINNER at \$1.00

Dinner dance every evening with music and entertainment by "Billy Freeman and His Chateau Dugas Swing Band" — Radio Artists.

Also Sundays — from 4 o'clock

A la carte service at all hours in Grille

### "COMFORT WEAR" for Summer

May we call your attention to our

EXCEPTIONAL SUMMER OFFERINGS

SANFORIZED SUITS ..... \$8.50

low as .....

TROPICAL WORSTED SUITS ..... \$12.50

low as .....

LINEN SUITS ..... \$13.25

low as .....

White Flannels, \$5 & \$6.25 Polo Shirts, 50c-\$1.50  
Straw Hats, \$1-\$5 Mallory Hats, \$4 & \$5

**WELCH'S**

494 Exchange St.

### FREE LICENSE PLATES FOR THE LAST 1/2 of 1936

— WITH ANY USED CAR OVER \$50.00 —

8 CARS \$19.00; Down \$2.00 \$1.00 For  
Payment 20 Weeks

3 CARS \$39.00; Down \$5.00 \$1.50 For  
Payment 26 Weeks

7 CARS \$69.00; Down \$10.00 \$2.00 For  
Payment 34 Weeks

6 CARS \$89.00; Down \$15.00 \$2.50 For  
Payment 34 Weeks

45 CARS AND TRUCKS PRICED FOR  
\$125.00 to \$545.00

The Largest and Best Assortment in Geneva —  
Priced For Quick Sale.

**PHILLIPS MOTOR COMPANY**

USED CAR PARK, 291 Exchange Street

Open Evenings Until 9 P. M.

Sunday, June 28, 9 A. M. Until Noon

**\$25.00****WILL****BE****PAID****IN****CASH****The****"Missing  
Links"****will be found  
in the  
Ads below**

## READ THE CONDITIONS

This feature will appear every Thursday for a period of FIVE WEEKS. Read each advertisement carefully and find the words that are missing. They are the "MISSING LINKS" that are necessary to form the complete chain in the ads found in this section. Each Thursday a number of words will be missing from the different advertisements. Cash prizes will be paid for complete lists showing the words that are missing and from whose ads they have been omitted. It will be necessary to READ EVERY AD in order to be sure of finding ALL the missing words or "links".

The first prize will be given for the first nearest correct list received; second prize for the next nearest, and so on. Lists will be opened in the order received. MAIL YOUR LIST to "The Missing Links Editor", care Geneva Community News, any time after 9 a. m., Friday, July 24 (but not before that time) and all answers must be in by Tuesday, July 28.

Make up your list each week and you will have a big start when the last issue appears; otherwise someone else may beat you to it. Use a separate sheet of paper each week, with the proper date at the top and your name and address at the bottom. Answers received in any other form will not be considered. Pin all sheets together and enclose in a sealed envelope.

This contest is open to the entire public excepting associates of the Geneva Community News. Post office box numbers and General Delivery addresses will not be considered.

(Copyright by Fred I. Cook, Scranton, Pa.)

**FIND  
THE  
MISSING  
LINKS**

**1st Prize  
\$15.00**

**2nd Prize  
\$4.00**

**3rd Prize  
\$2.00**

**Four Prizes  
\$1.00 each**




**SWP**  
**HOUSE PAINT**  
*Costs less  
Covers more*  
**PROTECTS  
BETTER**

**SHERWIN-WILLIAMS**  
**PAINT HEADQUARTERS**  
**FAIRFAX BROS. CO.**  
87 Castle St. Phone 2441

## YOUR BONUS

When invested in our guaranteed Diamond Rings, Watches, Silverware, etc. will give you a valuable possession that never depreciates.

—o—

**IT WILL YOU**

To come in and look over our large and varied line.

**S. A. GILBERT**

510 Exchange St.

*Everything in Jewelry*

**LADIES:—**

We want you to know

**THAT WE**

Are Fully Equipped to

**MATCH**

Any color dress with the latest style

**TINTED SANDALS**

See Our Windows!

**Triangle Shoe Store**

488 Exchange St. Phone 2636

## SMART PEOPLE

Are Buying Their  
Next Winter's Fuel  
**NOW**

Have you ordered  
yours? We handle  
only the best . . .

**D & H COAL**  
**SEMET-SOLVAY COKE**

"Try Our Service"

**PHONE 2221**

**RAPALEE**

**COKE & COAL CORP.**

## T. J. COMISKY

**WINE AND LIQUOR STORE**

97 Seneca St. Phone 2635

Opp. Schine's Geneva Theatre

**THIS WEEK'S SPECIALS:**

Brandies..... $\frac{1}{2}$  pt., 50c; pt., 95c  
Apricot, Peach, Cherry or Blackberry

**GIN WEEK and GIN SPECIALS**

All American.....pt., 69c; qt., \$1.35  
Crown & Anchor, fifths.....99c

**YOU Phone WE'LL Deliver**

## "COOLERATOR"

The Air Conditioned Refrigerator.

Insures Cold, Washed, Humidified,  
Circulated Air That Removes Food  
Odors Prevents Drying Out.

**C. J. BRADY**

Refiltered City Water

**ICE**

110 Lake St.

Phone 2740

# THE MISSING LINKS---Continued

## GEORGE F. BRUZEE

The

"Battery Man & Radio Expert"

23 E. Castle St. Phone 6522

COMPLETE STOCK

Repair Parts, Tubes, Aerials, etc.

SOUND EQUIPMENT

All Styles Sizes

FOR RENT

Suitable for Picnics, Fairs, Parties,  
Weddings, Boat Races, and  
Conventions.

## Saglimbeni Liquor Store

28 E. North St. Phone 2059

HERE'S SPECIALS  
YOU'VE BEEN WAITING

Plantation Whiskey

.....pt., 75c; qt., \$1.45

Seneca Chief.....pt., 69c; qt., \$1.35

Cream of Kentucky

.....pt., \$1.15; qt., \$2.12

Town Tavern (15 months old)

.....pt., 99c; qt., \$1.90

Empire Club Gin, pt., 69c; 5th, 99c

Gold Seal Gin

.....pt., 69c; 5th, 99c; qt., \$1.29

WE DELIVER

To All Parts of Geneva

**PHONE 2127**

•

OUR MOTTO: Quality Meat,

Prompt Deliveries, Customers  
Must be Satisfied.

**WILSON & JOHNSON**

261 William St.

— We Dress Own Poultry —

When you buy  
BREAD

Insist upon

**"BUTTERFLY"**

Because it is

Built to a standard

You'll surely want more

You may not find

"THE MISSING LINKS"

But . . . You will find

Good Food & Good Service

When you eat at

**The Texaco Grille**

Lake St.

Geneva, N. Y.

Full Meals

A la carte - Short Orders

Quick Service and a Real Chef  
Plenty Parking Space

When You're Hungry  
we'll supply

"THE MISSING LINKS"

Needed to Satisfy Your Taste

**Corcoran's Restaurant**

59 Seneca St.

Phone 2661

Home Cooked Meals — Our Own Pies

Table - Counter - Grill Service

Don't miss our  
SPECIAL SUNDAY DINNERS

Fresh Lake Trout

Good Beer & Good Ale

We Have  
"THE MISSING LINKS"

Needed for Your Car

**CARROLL'S**

**Central Service Station**

Main St. Opp. Armory. Phone 2592

Geneva's Complete Service Station  
Noted for "Friendly Service"

Socony - Mobilgas - Mobiloil

U. S. Royal Tires

Scientific Lubrication

Skilled Operators and Attendants  
Ready to Serve You

**FRENCH "75"**

?

ASK ABOUT IT

**GEO. M. PETERS**

LIQUOR STORE

148 Castle St.

Phone 2054

::: We Deliver :::

Everything in Wines and Liquors

**JOE'S MARKET**

226 Exchange St.

Phone 2027

THIS WEEK'S SPECIALS:

Home Dressed Milk Fed Veal

Shoulder Chops, 15c

Rib Chops, 18c

Quality Steaks and Roasts

PHONE  
YOUR  
ORDER

We Deliver Every Hour

**RADIO FLASHES**

(Continued from page 7)

Jim and Marian Jordan, were first heard by a coast-to-coast audience, April 16, 1935. They scored an immediate hit and have risen steadily in fame and favor until the decision was made to bring their humor to a new and enlarged listening group.

Tim Ryan and Irene Noblette, popular comedy team of stage, screen and radio, will be headliners of a new series of summer variety programs that will occupy Jack Benny's spot when the comedian goes on his vacation. The new series, which will also feature Morton Bowe, tenor, an orchestra under the direction of Don Voorhees, and Don Wilson, Benny's jovial sports-announcing stooge, as master-of-ceremonies, will get under way over an NBC-WHAM network on Sunday, at 6:00 P. M.

"Ma and Pa," and their artistic niece, Penelope, make their first appearance over CBS in a series of dramatic sketches with the coast of Maine as its locale. Parker Fennelly and Effie Palmer in the title role, and Ruth Russell as Penelope, on Sunday, at 6 P. M.

Acting will be added to the microphone accomplishments of Frank Crumit and Julia Sanderson, one of radio's most popular melody teams, when they take over Phil Baker's spot along with the Seven G's and Hal Kemp's Orchestra over the Columbia network, Sundays, at 6:30 P. M. starting Sunday. A special feature of the summer programs will be burlesque song dramas, satirical black-outs kidding the lyrics of some of our more popular tunes.

**Saturday Special . . .****2 DOZEN DELICIOUS DOUGHNUTS, 25c****LOFT'S PURE QUALITY CANDIES**

Sizzling Barbecued Nuts from all over the world

=== **ICE CREAM BAR** ===  
74 SENECA ST.

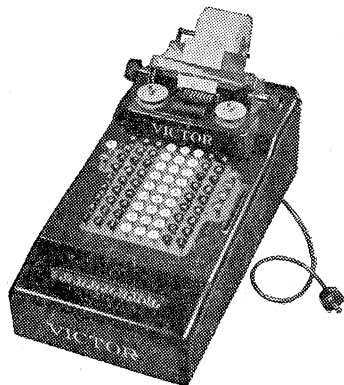
**DON'T TAKE CHANCES . . .**  
**Be Sure**

There's a

**VICTOR**  
**ADDING**  
**MACHINE**

to suit  
your  
business

Adding Machines-  
Typewriters  
Sales - Service

**GENEVA TYPEWRITER EXCHANGE**

17 E. CASTLE STREET

GENEVA, N. Y.

**ADVANCE IN COAL PRICES**

— Very Soon —

**ORDER IMMEDIATELY**

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phones 6186 and 6232 261 Exchange St.

**"COPPER-BOUND" ROOFS**

. . . provide advantages not found  
in ordinary Asphalt Shingle Roofs.

*Greater Security - Richer - Massive Appearance*  
at the Lowest Cost for a Good Dependable Roof.

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

**KINDLY MENTION**

**THE GENEVA**  
**COMMUNITY NEWS**

**WHEN MAKING PURCHASES**  
**FROM OUR ADVERTISERS . . .**

**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Monday, July 13

Will Earn Dividends from July 1

**Geneva Savings Bank****24 LINDEN STREET**

— "Put Your Savings in a Savings Bank" —

5100 COPIES  
WEEKLY

**Advertise**  
**Every Week**

5100 COPIES  
WEEKLY

in the

**Geneva Community News**

"An Advertising Medium of Distinction"

Distributed in GENEVA, WATERLOO, PHELPS,  
OVID, WILLARD, STANLEY, HALL and  
SENECA CASTLE

P. O. Box 146

Phone 2108

**WINNERS OF MERCHANDISE  
AND THEATRE TICKETS**

The successful contestants last week in our Star counting contest are as follows:

**Winners of Merchandise:**

L. M. Cooley, 320 Washington St.  
Mrs. Harvey Eggleston, 26 West Ave.

Dorothy L. Toombs, 166 Pultney St.

A. H. Johnson, 62 Grove St.  
Miss Dorothy O'Malley, 11 Folger St.

**Winners of Theatre Tickets:**

Miss Clara Heckman, 8 Richards Ave.

G. M. Henning, 22 Argyle St.  
Mrs. James Iorio, 83 N. Genesee St.

It pays to read every ad in THE NEWS carefully — every week.

It pays to advertise in THE NEWS — every week.

**Ship Names Important**

The choice of a name for a ship was considered of paramount importance in ancient days and they often were named after gods and goddesses.

**SPECIAL SALE**

GERANIUMS, 10c each

POTTED PETUNIAS, 25c doz.

CARNATIONS, 5c each

ANNUALS, 25c doz.

CANNAS, 10c each

**TRAUTMAN & SMITH  
FLOWERS OF QUALITY**

149 No. Exchange St. Phone 2026  
(Member F. T. D.)

**NORGE**

The Electric Refrigerator with  
10-year protection

**\$83.45** up

Several used boxes . . .

Electric and Ice . . .

at Bargain Prices

**BOLIN MUSIC HOUSE****Tree Rivals Distillery**

In Paraguay, the Guatoan Indians cultivate the Akuri palm tree, thought to be the only complete liquor-producing plant in existence. Its sap is made to drop into little cups in which it soon ferments into a highly intoxicating beverage.

**Ruthenians of Europe**

The Ruthenians are a Slavonic people inhabiting eastern Galicia, Bukowina and the neighboring dis-

tricts of Hungary. One of the divisions of Czechoslovakia is also known as Ruthenia. These people are not of Jewish race or descent but are very closely related to the Ukrainians.

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

**FIREWORKS!!**

DIRECT FACTORY STOCK

at

— WHOLESALE PRICES —

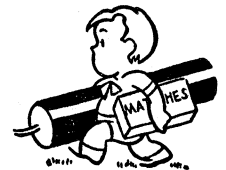
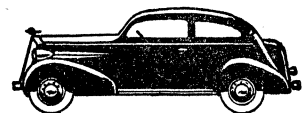
**OH! KIDS! LOOK!**

**... BALLOON RACE ...**

Watch for the Balloons we're sending up THIS WEEK. Bring in the slips attached, entitling the holder to FREE FIREWORKS. Catch the Balloons with the "Pots of Gold".

**MILLER'S**

LYONS ROAD Just Outside City Limits

**"SAFETY TESTED"  
USED CARS**

1934 OLDSMOBILE TOURING COUPE

1934 PLYMOUTH COACH

1933 DODGE SEDAN

1932 OLDSMOBILE SEDAN

1929 PEERLESS COUPE

1928 CHEVROLET SEDAN

1927 CHRYSLER COUPE

1927 BUICK 4-pass'g. COUPE

**Marshall Motors**

Eights — OLDSMOBILE — Sixes

Cor. Main & Seneca Streets

Phone 6556

# BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## \$5.00 IN MERCHANDISE and THEATRE TICKETS -- FREE!

Read each advertisement in this section. Look for the (\*) Stars, which are scattered among them. Make up a list of the firms in whose ads you find stars—(copying these ads just as they appear)—and mail to "Business Directory Editor", Geneva Community News, Geneva, N. Y., as early as possible, but not later than 5 p. m. Saturday.

An award of \$1.00 IN MERCHANDISE—from any advertiser whose ad appears anywhere in this week's issue—(excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the first five nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give two tickets each to Schine's Regent Theatre.

On the bottom of your list write: "I prefer merchandise from .....—" (naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News. Mail your list at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

## ADVERTISING

If you would like a space in this

DIRECTORY SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page

Lake & Exchange Sts. Phone 2323

## AUTO LAUNDRY

EVERY CAR NEEDS

Proper scientific lubrication to prolong its life and riding comfort. Our specially trained experts, chart system, and improved equipment will benefit your car.

TED'S AUTO INN

Phone 5174 35 Tillman St.

## AUTO SALES & SERVICE

"OLDSMOBILE"

The car that has "EVERYTHING" Speed, Economy, Power, Convenience.

Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE

Main & Seneca Streets Phone 6556

## AUTO IGNITION SERVICE

"DON'T START ON A TRIP"

Without having "The Generator" checked. It's just too bad if it breaks down on the road. We specialize in Generator and Ignition work of all kinds.

AUTO ELECTRIC SERVICE

CARL E. COLE

30 Lake Street Phone 2814

This Coupon is Worth 50c in Trade.

## AUTO PAINTING

SNOWN'S AUTO PAINT SHOP

Duco and Dulux

Painting, Simonizing, Spotting,  
Polishing

63 Exchange St.

Phone 3993

## AUTO REPAIR WORK

Your life and the lives of others  
"DEPEND ON GOOD BRAKES"

We specialize in Relining & Proper Adjustments. Also General Repair Work.

STRATTON'S BRAKE SERVICE

Lake Street

Phone 2028

## AUTO TIRES

ARE YOUR TIRES SAFE

For Hot Weather?

Don't make that Sunday trip with "worn out" tires. See "Elmer" H. Turner.

DUNLOP TIRE & RUBBER CO.

373 Exchange Street

You all know "ELMER"

## BARBER SHOPS

It pays to look well . . .

"KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50

HOTEL SENECA BARBER SHOP

Jos. O'Byrne

Anthony Alvaro

Prop.

Associate

Free Parking in Rear of Hotel

MR. MERCHANT. Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

## BEAUTY CULTURE

Fine Hair and Stubborn Hair Yield Readily and Beautifully To Our

New Machine-less Method

CROQUIGNOLE PERMANENTS

Always Satisfy—Requires Less Setting

Regular Permanents, \$3, \$5, \$6.50

JOHNSON'S BEAUTY SHOP

193 N. Main Street

Phone 5117

## BODY & FENDER WORK

No Matter How Bad

The Body, Fenders, or Top is wrecked or crumpled up, we'll remove all bumps, repaint and match the colors — you won't believe it's the same car.

PETERSON

Seymour Alley

rear Geneva Loan & Savings Assn.

## COAL-COKE

Blue Coal Solvay Coke Fuel Oil

Fast Dependable Service

P. O'MALLEY & SON

Phones 6186 \* 6232

## FLORISTS

THE JUNE BRIDE

Never forgets the beautiful bouquet she wore on her wedding day.

We specialize in Bridal Bouquets

JOHN GAGLIANESE

Store, Seneca St.

Phone 3144

Greenhouses, 17 Reed St. We'll Deliver

## FLOUR - FEED - SEEDS

GENEVA BRANCH

Phelps Co-operative G.L.F. Service, Inc.  
Middle Street Phone 2601

Complete Line—Lawn & Garden Seeds, bulk or package. Lawn & Garden Fertilizer & Lime.

Call or Phone

Prices Right

# BUSINESS DIRECTORY SECTION

## FRUIT & VEGETABLES

### WHEN YOU WANT

Delicious Fresh Fruit and Vegetables  
Beer - Ale, in cans or bottles  
That Never Fail to Satisfy

Phone 2107

**THE ROCHESTER FRUIT STORE**  
23 Seneca Street Free Deliveries

## FURNITURE

When you think of Furniture  
It's just natural to think of

### WHEELER'S

70 Castle Street Phone 2620

Beauty - Style - Quality - Service  
Greet you as you enter

Another Feature - "THOSE EASY TERMS"

## GAS AND OIL

### OSCAR F. RICKELS

Lake Street Phone 2920

The Complete 100% Service Station  
Star Pumps - Star Attendants  
Star Equipment

**SATISFACTION GUARANTEED**

## GROCERIES

We always have bargains . . . But don't  
fail to phone 4572 now for our  
Friday and Saturday Specials  
You'll Save Money

### BRENNAN'S GROCERY

31 John St. Sure! We'll Deliver

## WE'RE NOW SERVING

Those Big Double Dip Delicious "Fro-  
joy" Ice Cream Cones.....5c

### GEORGE PHILLIPS'

### RED & WHITE STORE

111 Pulteney St. Plenty Parking Space

## EVENINGS, SUNDAYS, HOLIDAYS

You'll Find Us Open  
Plenty of parking space and a full line  
Choice Groceries, Fruit, Vegetables,  
Ginger Ale and Low Prices.

### JOHN MONACO

111 Washington St. Phone 2545

Free Deliveries They All Come Back

## THIS WEEK'S SPECIALS

Early Riser Coffee .....12½c  
Macaroni\* .....5c  
Granulated Sugar, 10 lbs.....49c

### FLORENCE LABIGAN Red & White Store

261 William St. Everything in Groceries

## GROCERIES

### SPECIALS — Friday and Saturday

White House Coffee .....23c  
Premier 2-lb. Cocoa .....17c  
Post Toasties, 3 for .....25c

### Picnic Time:

Plates, Napkins, Coffee Cups

### C. S. DADSON

70 Cherry Street Phone 2630

### Our Friday & Saturday Specials

Kirkman's Granulated Soap,  
2 boxes .....25c  
Ovaltine .....31c  
Bliss Coffee, 2 lbs. ....45c

### L. J. McCANN'S GROCERY

144 High St. Phone 2653 We'll Deliver

## HARDWARE

### LARGE SCRUB TUBS

Seen in Our Windows

Made of Extra Heavy

Galvanized Iron

Unlimited Quantity at 37c each

### DORCHESTER & ROSE

543 Exchange Street Phone 2496

## ICE CREAM

### THE JUNE BRIDE

And all who attend the wedding will admire  
and enjoy eating a piece of our delicious spe-  
cially Decorated Ice Cream, Wedding Cakes.

Phone DAVIDSON 6122

312 Castle Street

He'll Deliver When You Say

## LAUNDRY SERVICE

### HOT DAYS ARE HERE

"Give Mother a Treat", send the whole  
wash to GENEVA STAR LAUNDRY.

Saves her time, money, labor.

Rough Dry Wash only 8c per lb.

Phone 2112 — We'll Call and Deliver

## MOVING & STORAGE

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.

The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## LOST

A BUSINESS. Wonderful op-  
portunity, but owner didn't believe  
in advertising. Don't make the same  
mistake. Phone 2108. GENEVA COM-  
MUNITY NEWS.

## NEWSPAPERS- MAGAZINES

Fresh Pop Corn

Fro-joy Ice Cream

Picnic Supplies

Tobacco & Candy

### THE CORNER NEWS

Castle & Main Streets Phone 2515

## OPTOMETRY

### SCIENCE SHOWS . . .

That many of the headaches and nervous con-  
ditions noticed in children and adults are  
due to eye strain and weakness. We examine  
the eyes, fit glasses, repair broken frames,  
and replace broken lenses.

### G. W. FLETCHER

Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044

## REAL ESTATE

When you think of Real Estate in Town  
or Country THINK of

### FINZAR

20\* Linden St. (Prince's) Phone 2661

## RESTAURANTS

Last night we all stopped at the  
**TEXACO GRILLE**  
(Lake Street)

and had a nice  
Tender, Juicy Porterhouse Steak  
with French Fried Potatoes  
only 50c, and was IT good

**WHEN YOU  
DON'T ADVERTISE  
and YOUR  
COMPETITORS DO**

You're Doing  
Just What  
They Want  
You to Do

**THINK IT OVER**





## THE FUNNYBONE



### Fool With Flashlight

Burglar: "What are you laughing at?"

Householder: "That you come at night without a light to look for money where I can't find any in broad daylight."

### Might Have Been Right

Young Doctor: "I'm afraid I made a mistake in filling in a death certificate today."

Old Doctor: "How was that?"

Young Doctor: "I absent-mindedly signed my name in the space left for 'cause of death'."

### Betwixt

Visitor: And how old are you, Bobbie?

Bobbie: I'm just at the awkward age.

Visitor: Really? And what do you call the awkward age?

Bobbie (bitterly): I'm too old to cry an' too young to swear.

Motorist: These chickens in the road cause a lot of accidents.

Farmer: But not as many as the chickens beside the driver.

### SHOE REPAIRING . . .

New low prices—big reductions  
Good, honest workmanship and leather  
**MEN'S SOLES & HEELS, \$1.00 up**

**JOE IOCOLANO**

14 Middle St.

### Modern Youth

Teacher: We should never be discouraged too easily. Look at Napoleon. He would stop for no obstacle, he refused to be turned aside by anything, but kept on relentlessly to his destination. And what do you think he became?

Pupil: A truck driver.

### Heroic Measures

"Bill had a bad cold and he was undecided as to whether he should stuff or starve it."

"What did he finally do?"

"Flooded it."

### Dangerous Dan M'crobe

A bunch of germs were hitting it up  
In the bronchial saloon;

Two bugs in the edge of the larynx  
Were jazzing a ragtime tune.

Back in the teeth, in a solo game,

Sat dangerous Ack-Kerchoo;

And watching his pulse was his light  
of love,

The lady who's known as Flu.

### Confused

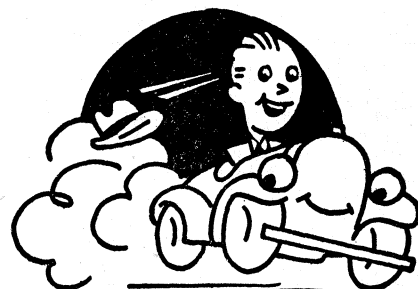
Lawyer: "Now, sir, did you, or did you not, on the date in question, or at any other time previously or subsequently, say or even intimate to the defendant or anyone else, whether friend or mere acquaintance, or, in fact, a stranger, that the statement imputed to you, whether just or unjust, and denied by the plain-

tiff was a matter of no moment or otherwise? Answer me, yes or no."

Witness: "Yes or no what?"

Merchants appreciate it when you say: "I saw your ad in THE GENEVA COMMUNITY NEWS."

### LUBRICATED AT WILSON'S



Let us properly prepare your car  
for Summer Touring.

### WILSON'S ESSO STATION

Lake Street

Phone 4082

"Happy Motoring" starts at the  
Esso Sign

### G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### CLARKE'S CHANGEABLE SIGNS—

Ideal for Restaurants, Real Estate,  
Stores, Church Bulletins and Calendars. Automatic Time Stop for Light Control.

### M. F. DEVANEY

Printing and Office Supplies  
435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

### Dress Up . . . Men

Invest your money in "Gilt-edge" Security —  
"CLOTHES". We have every size, style and  
color in Suits.

**SUITS \$24.50 TROPICAL \$19.50**  
SUITS

**HOSE 35c TIES 35c SHIRTS 1.65**

—: See Our Windows —:

**CASEY & SON**

71 Seneca Street

Geneva, N. Y.

### PAINT NOW . . . PAY LATER

NO DOWN PAYMENT

### Acme Quality House Paint

Payments as low as \$4.19 a month

See us for estimate on your house  
requirements before you buy.

**Cooney, Watts & Cooney**

513 Exchange St. (Hardware) Phone 2170

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"Idle money makes idle men."

"When the fight begins with himself a man's done something."

"I came upon this life too late and thus my life's accursed. I find that what I wish to say Shakespeare said it first."

"Philosophy is being able to tell why you're happy even tho you're poor."

"A man can do wonders with himself, but he must be careful what he tries to do to others."

"Make them think they're needed."

"All the animals except man know that the main idea in life is to enjoy it."

"When in doubt, tell the truth."

"No good friend has yet been found who'll carry your burdens if you lie down."

"Don't worry if they talk about you — it's the tree with the best fruits at which the sticks and stones are thrown."

(To be continued)



## ADVERTISING SPACE

in next week's issue must be reserved by Saturday noon. All copy must be in by Monday noon . . .

# Make this your Debt Independence Day

## JULY 4th

FREE yourself from money worries.

Pay old bills—buy new things with a cash loan from us. Hundreds of people are getting the cash they need this way—on their own signatures—and they actually find it easy to repay. You will, too! Add up your cash needs and come in or phone us TODAY.

Loans up to \$300—20 months to repay

Room 304—Third Floor National Bank Bldg.

120 Genesee Street Phone 251 Auburn, N. Y.

### Personal Finance Co.

### LOANS MADE IN NEARBY TOWNS

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday and Friday, at 6 P. M.

### VALUE vs. PRICE

Don't try to buy a thing too cheap  
From those with things to sell;  
Because the goods you'll have to keep,  
And time will always tell.

The price you paid you'll soon forget,  
The goods you get will stay;  
The price you will not long regret,  
The quality you may.

They ought to cut this "price" word out  
Of dictionaries red,  
Make value what men talk about,  
Not just the price instead.

In inks or books, in metals or woods,  
Remember this advice:  
Don't let the price control the goods,  
But goods control the price.

### First Drinking Cups in Europe

The first drinking cups of Europe were the horns of animals, richly ornamented. Sipping, however, was considered unmanlike. Etiquette called for draining the flagon in a single draught even though it contained a quart of strong wine.

### Let Us Bray

The husband and wife had quarrelled.

As they drove along the country road a mule suddenly brayed.

"One of your relatives?" asked the husband.

"By marriage," was the reply.

Learn what it is to have

**REAL HEADLIGHTS**

Have yours checked by the

**Weaver "Magic Eye"**

. . . newest, most scientific machine for headlight testing.

**FINK'S  
SUPER-SERVICE STATION**

Lake Street Phone 2448

# Wills Annual 1/2 Price Sale

# WALL PAPER

## ENDS TUESDAY, JUNE 30

5c WALL PAPERS.....2 1/2c Roll  
 10c WALL PAPERS..... 5c Roll  
 15c WALL PAPERS.....7 1/2c Roll  
 22c WALL PAPERS..... 11c Roll  
 25c WALL PAPERS.....12 1/2c Roll

35c WALL PAPERS.....17 1/2c Roll  
 50c WALL PAPERS.....25c Roll  
 65c BIRGE WALL PAPERS.....32 1/2c Roll  
 95c BIRGE WALL PAPERS.....47 1/2c Roll  
 \$1.20 BIRGE WALL PAPERS.....60c Roll

**GENUINE GOLD SEAL CONGOLEUM  
FLOOR COVERING**

Reg. 59c Quality. 6 feet wide

**44<sup>c</sup>** sq. yd.

### ROOM SIZE RUGS

**GOLD SEAL - ARMSTRONG - SANDURA - BIRD NEPONSET**

6 x 9  
Size

**\$2.98**

7 1/2 x 9  
Size

**\$4.59**

9 x 9  
Size

**\$5.48**

9 x 10 1/2  
Size

**\$5.98**

9 x 12  
Size

**\$6.98**

9 x 15  
Size

**\$8.98**

#### OAK GRAIN RUG BORDER

Looks like fine Oak Flooring

**24** inch width **29<sup>c</sup>** yard

**36** inch width **39<sup>c</sup>** yard

#### SHINGLE STAIN

All  
Colors;  
Reg.  
\$1.95



GALLON  
**\$1.65**

#### SARGENT'S REALCOTE AUTO ENAMEL

Regularly \$1.95

Made with Chinese Tung Oil ...  
covers in one coat ... does not  
leave brush marks.

**\$1.25** Quart

#### SCREEN ENAMEL

Rich Black for  
Wood and Wire  
Quart—

**39<sup>c</sup>**

#### MEX REMOVER

Removes Paint, Varnish and Shel-  
lac; Dissolves Dirt;  
Bleaches Wood;  
Lb.—

**50<sup>c</sup>**

#### BRUSH CLEANER

Softens and Cleans  
Old Hard Brushes;  
Package—

**10<sup>c</sup>**

#### Porch and Deck ENAMEL PAINT

Inside or Out.  
Long Wearing.  
Gal., \$2.89. Quart

**85<sup>c</sup>**

#### Johnson's Glo-Coat Wax

**57<sup>c</sup>**  
Pint

**FREE**  
A Bottle of  
Furniture  
Polish and a  
large jar of  
Silver Polish  
with a pint of  
GLO-COAT

#### Gloss House Paint

A Durable Paint for Outside or  
Inside. All Colors and White.  
\$2.75 Gal.

ANOTHER GALLON FOR 1c  
**2 gallons \$2.76**

# E. A. WILL'S

## WALL PAPER AND PAINT STORES

368 EXCHANGE ST. — GENEVA

Stores at Tonawanda, N. Tonawanda, Lockport, Medina, Niagara Falls, Geneva, Newark and Rome.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., JULY 9, 1936

## GENERAL DUAL-10 TIRES

prevent  
Accidents

"AND SUDDEN DEATH"

. . . the perfect  
"car-stopping" tire  
on any pavement—dry or wet.

—o—

## FINK'S SUPER-SERVICE STATION

Lake Street Phone 2448

## \$5.00 in Merchandise

given to our readers

EACH WEEK

(See page 8)

MR. MERCHANT:—

Advertise—Every Week.

Contestants cannot specify YOUR  
STORE if your ad does not appear.

Advertising in "The News" is  
much cheaper than not advertising  
in it . . . You are paying for it many  
times over in lost business.



*BE Thrifty*  
This much more in a  
SHELVADOR

**\$142.95**

**CROSLY  
SHELVADOR**  
Model Illustrated—GAQ-50.  
Other Shelvador Models  
from \$94.50 up

The World's Most Beautiful  
Refrigerator

## WHEELER'S

OPPOSITE P. O.

# SALE!

**CHANGE OF OWNERSHIP**  
STARTING THURSDAY, July 9, at 9:00 A. M.  
— THE REASON FOR THIS SALE —

# SALE!

Having purchased the Fitzwater Shoe Store, 502 Exchange St., from Patton & Hall, and desiring to serve well the people of Geneva and vicinity, we have thought best to clear our shelves of several lines of Shoes heretofore carried. We have gone over the stock, **DRASTICALLY REDUCED PRICES**, and said Good-bye to profits.

You are acquainted with the high standard of quality footwear this store has always carried and when you see the prices quoted we know you'll agree that this is a **REAL, HONEST-TO-GOODNESS SALE**. All regular lines of Arch-Preservers, Vitality's, Vani-Tred and Simplex Shoes for Women and Children, as well as Bostonians, Friendly's and Faithful's for Men, are included in this "Change of Ownership Sale."

ONE LOT OF . . .

**143 Pairs, \$1.00 per pr.**

LADIES' SHOES — including

"VIRGINIA LEE and "STYL-EEZ"

(Values to \$5.50)

ONE LOT OF . . .

**211 Pairs, \$1.88 per pr.**

LADIES' SHOES — including

"VITALITY" and "STYL-EEZ"

(Values to \$6.85)

THIS GIVES YOU JUST A LITTLE IDEA OF THE

## Big Reductions on Entire Stock

BOTH MEN'S AND WOMEN'S SHOES

## SMITH'S QUALITY SHOE STORE

502 EXCHANGE ST.

(formerly Patton & Hall)

GENEVA, N. Y.

**STATEMENT OF POLICY:** It will be the policy of this store to carry the best lines of Footwear obtainable for the entire family . . . have them moderately priced . . . and assure you that each and every foot will be fitted correctly. Also to render courteous and efficient service.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., JULY 9, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

5100 COPIES WEEKLY



give  
**YOUR  
CHILD**  
this  
chance  
with a

BALDWIN, HAMILTON  
OR HOWARD PIANO  
**BOLIN MUSIC HOUSE**

**STOP**  
**BRAKES RELINED**  
*Convenient Terms*  
PAY ONLY  
**81c**  
WEEKLY

**Firestone**  
AUTO SUPPLY & SERVICE STORES  
COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323 J. H. Bindeman, Mgr.

BUY IN GENEVA

## SUCCESSFUL CONTESTANTS

... awarded merchandise and  
theatre tickets this week in connec-  
tion with offer made in our "Busi-  
ness Directory Section" (see page 8)  
are as follows:

Winners of Merchandise:

Mrs. J. C. Hening, 738 Castle St.  
Mrs. Lewis Edwards, 316 Washing-  
ton St.  
Mrs. T. R. Robson, 48 Hoffman  
Ave.  
Georgia M. Clayton, 26 Columbia  
Ave.  
Mrs. G. S. Means, 730 South Main  
St.

Winners of Theatre Tickets:

Betty Hodge, 11 Goodelle Terrace  
Mrs. James Madia, 69 Cherry St.  
Miss Una S. Trautman, 85 Grove  
St.

Are you sleuthing for "Missing  
Links"? Prepare your lists EACH  
WEEK, as soon as THE NEWS  
reaches you, but follow instructions  
in regard to mailing. And some-  
one is going to win those CASH  
AWARDS. Why not YOU?

Watch future issues of THE NEWS  
for some interesting information on  
how to win some "Easy Money".

## CARD PARTY

Queen Christina Court, Order of  
the Amaranth, are sponsoring a  
Card Party, Wednesday, July 15,  
at 2:30 p. m., at the cottage of Mrs.  
Earl Serven, East Lake Road.  
Bridge and 500 will be played.  
Tickets, 25c.

"When money talks it is in the  
form of a money-logue."

## CLEANED PROPERLY

We get many compliments on our clean-  
ing of Palm Beach, Linen, Mohair and  
Flannel Wear. You will be particularly  
pleased with our careful pressing and  
finishing.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

**WHEN YOU  
DON'T ADVERTISE  
and YOUR  
COMPETITORS DO**

You're Doing

Just What

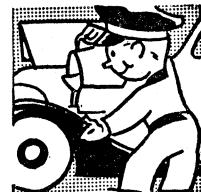
They Want

You to Do

**THINK IT OVER**

Chrysler Plymouth  
Sales — Service  
**FOHL MOTORS, Inc.**  
230-234 Genesee St.  
QUALITY USED CARS

**Have You Tried . . .**  
THAT GREAT NEW  
TEXACO MOTOR OIL



The highest quality motor oil  
selling at "a quarter a quart".

... and more economical —  
Crankcase "stays full longer".

**RICKELS**  
SERVICE STATION

Lake Street

Phone 2920

# Important SAVINGS in LYNCH'S SALE of Summer Furniture

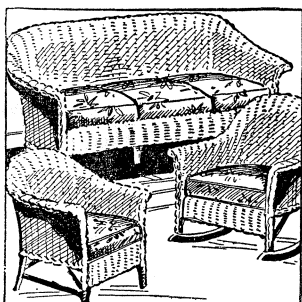
GLIDERS

METAL CHAIRS

LAWN &amp; DECK CHAIRS

REED FURNITURE

REFRIGERATORS



## 20 % OFF

## GRASS and FIBRE RUGS

AT SENSATIONAL REDUCTIONS

FOR IMMEDIATE CLEARANCE

— *Considerate Credit Terms Readily Arranged* —

STORE OPEN SATURDAY EVENINGS

THE LYNCH FURNITURE CO.

485 Exchange Street

Geneva, N. Y.

### LIBRARY NOTES

A great many new books, including both fiction and non-fiction, have recently been added to the Geneva Free Library. There is quite an assortment—enough to satisfy all sorts of tastes.

Some of the new fiction includes:

"South Riding" by Winifred Holtby  
 "Winchester House" by Anne Green  
 "Mother of the Bride" by Alice Grant Rosman  
 "San Felice" by Vincent Sheean  
 "Sleeping Death" by G. D. H. and Margaret Cole  
 "Beyond Sing the Woods" by Trygve Gulbrandsen

The new non-fiction include books on all subjects—travel, biography, science and contemporary affairs—and here are just a few of them:

"Away to Cape Breton" by Gordon Brinley  
 "The Spell of Tyrol" by W. D. MacCracken  
 "Inside Europe" by John Gunther  
 "Camper's Handbook" by Dillon Wallace  
 "This Flying Game" by H. H. Arnold  
 "Practical Everyday Chemistry" by Harry Bennett  
 "Hitler" by Konrad Heiden  
 "How to Draw Cartoons Successfully" by Carl Anderson

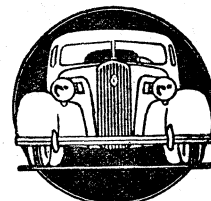
"Through the Telescope" by E. A. Fath

These are only a few of the many interesting books which may be obtained at the Library. And remember—it is YOUR library, maintained to be of service to YOU.

—O—

In age one prefers no events to exciting ones.

## NOT MANY Used Cars



... but a very fast moving stock — constantly changing. And this, because we CONSCIENTIOUSLY RECONDITION THEM, at once, and then PRICE THEM RIGHT.

If we do not have what you want we will not try to sell you something you do not want but will list your requirements — "It won't be long" before we get it.

### RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

**\$25.00**  
**WILL**  
**BE**  
**PAID**  
**IN**  
**CASH**  
  
**The**  
**"Missing**  
**Links"**  
**will be found**  
**in the**  
**Ads below**

## READ THE CONDITIONS

This feature will appear every Thursday for a period of FIVE WEEKS. Read each advertisement carefully and find the words that are missing. They are the "MISSING LINKS" that are necessary to form the complete chain in the ads found in this section. Each Thursday a number of words will be missing from the different advertisements. Cash prizes will be paid for complete lists showing the words that are missing and from whose ads they have been omitted. It will be necessary to READ EVERY AD in order to be sure of finding ALL the missing words or "links".

The first prize will be given for the first nearest correct list received; second prize for the next nearest, and so on. Lists will be opened in the order received. MAIL YOUR LIST to "The Missing Links Editor", care Geneva Community News, any time after 9 a. m., Friday, July 24 (but not before that time) and all answers must be in by Tuesday, July 28.

Make up your list each week and you will have a big start when the last issue appears; otherwise someone else may beat you to it. Use a separate sheet of paper each week, with the proper date at the top and your name and address at the bottom. Answers received in any other form will not be considered. Pin all sheets together and enclose in a sealed envelope.

This contest is open to the entire public excepting associates of the Geneva Community News. Post office box numbers and General Delivery addresses will not be considered.

(Copyright by Fred I. Cook, Scranton, Pa.)

**FIND**  
**THE**  
**MISSING**  
**LINKS**

**1st Prize**  
**\$15.00**

**2nd Prize**  
**\$4.00**

**3rd Prize**  
**\$2.00**

**Four Prizes**  
**\$1.00 each**





# Beauty

AND

## PROTECTION



*All you need to know about Paint*

**SHERWIN-WILLIAMS**  
**PAINT HEADQUARTERS**  
**FAIRFAX BROS. CO.**  
 87 Castle St. Phone 2441

**GOOD DIAMONDS**  
 at this time are a good investment.

### YOUR BONUS

Invested in a "Gilbert" Stone gives you a lasting protection against poverty and old age.

See

**S. A. GILBERT**

Geneva's Diamond Expert

510 Exchange St.

Everything in Diamonds and Jewelry

## WORK SHOES?

Sure: We have them — all sizes, all kinds.

For

Farmers, Dairymen, Garages,  
 Mills, Factories, Policemen,  
 Firemen.

ARCH SUPPORTER STYLE

\$1.19 to \$2.98

**Triangle Shoe Store**

488 Exchange St. Phone 2636

**LAST CALL**

for

**COAL and COKE**

at Lowest Summer  
 Prices

Better call now  
 before it's  
 too late

PHONE 2221

**RAPALEE'S**

D & H Coal

Solvay Coke

**T. J. COMISKY**  
**WINE LIQUOR STORE**

97 Seneca St. Phone 2635

Opp. Schine's Geneva Theatre

**THE GIN SEASON IS HERE:**

"Crown & Anchor".....fifth, 99c

"Silver King"....pt., 69c; qt., \$1.35

"All American"....pt., 69c; qt., \$1.35

"Lancaster".....pt., 80c; qt., \$1.50

"Silver Swallow"

.....pt., 75c; qt., \$1.45

YOU Phone

WE'LL Deliver

## "COOLERATOR"

The Air Conditioned Refrigerator.

Insures Cold, Washed, Humidified,  
 Circulated Air That Removes Food  
 Odors and Prevents Drying Out.

**C. J. BRADY**

Refiltered City Water

**ICE**

110 Lake St.

Phone 2740



# THE MISSING LINKS---Continued

## GEORGE F. BRUZEE

The

"Battery Man & Radio Expert"

23 E. Castle St. Phone 6522

COMPLETE STOCK

Repair Parts, Tubes, Aerials, etc.

SOUND EQUIPMENT

All Styles and Sizes

FOR RENT

Suitable Picnics, Fairs, Parties,  
Weddings, Boat Races, and  
Conventions.

## Saglimbeni Liquor Store

28 E. North St. Phone 2059

THIS WEEK'S SPECIALS:

Widmer's Apple Wine  
fifth, 25c; ½ gal., \$1.50; gal., \$1.85

Plantation Whiskey  
.....pt., 75c; qt., \$1.45

Seneca Chief.....pt., 69c; qt., \$1.35

Mr. Boston Apricot Nectar,  
.....special, fifth, \$1.55

Windsor 18-Month Whiskey  
pt. ....99c

Green River Whiskey, pt.....99c

Brandies, 18-K, ½ pt., 49c; pt., 95c

Norvarre Cognac Brandy  
.....pt., 95c; ½ pt., 49c

WHERE QUALITY MEAT  
REIGNS SUPREME

If, you not pleased in every way —  
phone us immediately, we'll sure  
make it right.

## WILSON & JOHNSON

261 William St.

WE DELIVER

To All Parts of Geneva

PHONE 2127

When you buy  
BREAD

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

THOSE NICE YOUNG  
TENDER BROILERS

they're now serving at

## The Texaco Grille

Lake St. Geneva, N. Y.

Sure do hit spot. You  
wouldn't begrudge a hun-  
dred mile trip to get one.

Think of it only 50 cents.

## COLONEL CHEERIO

SAYS — We Have

"SILVER PHEASANT GIN"  
.....69c pt.; 99c 5th

ORANGE and LEMON GIN  
.....\$1.00 pt.

TOM COLLINS and GIN  
RICKEY.....45c bottle

FRUITED WINES  
.....39c pt.; 90c ½ gal.

Whiskeys, Brandies, Rums  
and Cordials.

Have you tried French 75?

## GEO. M. PETERS

LIQUOR STORE

148 Castle St. Phone 2054

::: We Deliver :::

We Have  
"THE MISSING LINKS"  
Needed For Your Car

## CARROLL'S Central Service Station

Main St. Opp. Armory. Phone 2592

Geneva's Complete Service Station  
Noted for "Friendly Service"

Socony - Mobilgas - Mobiloil

U. S. Royal Tires

Scientific Lubrication

Skilled Operators and Attendants  
Ready to Serve You

## JOE'S MARKET

226 Exchange St. Phone 2027

THIS WEEK'S SPECIALS

25-lb. Bag Salt.....22½c

Hamburg Steak, lb.....12½c

Washing Fluid, gal.....15c

Big Ben Laundry Soap,  
6 large bars.....25c

Club Frankfurters, lb.....15c

Watermelons on Ice

PHONE YOUR ORDER

We Deliver Every Hour

## You Have Now

Had a full description of

# "THE MISSING LINKS"

Did you find all the links?

Better read the ads again.

BE SURE

YOU'RE RIGHT!

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Soft Ginger Bread

- 1 cup of molasses
- 1/3 cup of butter
- 1 1/4 tsps. of soda
- 1/2 cup of sour milk
- 1 egg
- 2 cups of flour
- 2 tsps. of ginger
- 1/2 tsp. of salt

Combine butter and molasses in agate pan and bring to a boil. Remove from the fire and add soda, beating well. Add milk to a well beaten egg. Then add the dry ingredients, mixed and sifted. Bake 15 minutes.

I. B., N. Exchange St.

## Pineapple and Shrimp Sandwiches

Mix equal parts of canned shrimp and chopped pineapple with enough salad dressing to spread. Use between buttered bread for a sandwich that is different and tasty.

Mrs. W. H., R. D. No. 2, Geneva

## Prune Cake

- 1 1/4 cups sugar
- 2 eggs
- 3/4 cup shortening
- 1 cup prune juice (unsweetened)
- 1 cup chopped prunes
- 1 teaspoon soda, a little salt
- 1 teaspoon each, cinnamon and cloves
- 2 1/2 cups flour

Mix in order given, dissolving soda in prune juice and mixing spices in the flour. Bake in loaf in moderate oven.

Mrs. C. A., Elm St.

## SPECIAL SALE

GERANIUMS, 10c each

## TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

## Strawberry Sherbet

- 1 cup white sugar
- 3 cups water
- 1 pkg. strawberry flavor gelatine dessert
- 1 cup crushed berries
- 2 tablespoons lemon juice

Boil sugar and water together for 2 minutes. Add gelatine and stir until dissolved. Add the strawberries, lemon juice and two cups water and cool. Turn into freezing trays, set control to its coldest degree. After about 30 minutes turn into a bowl and beat until smooth with a hand beater. Return to trays and replace in refrigerator and stir every 30 minutes until mixture holds its shape; then freeze until set. Serves about 6.

B. H., Prospect Hill

## Savory Baked Ham

- A center cut of smoked ham
- 1 pint ginger ale
- 1/2 cup brown sugar
- 1 dozen whole cloves
- 1/4 cup chili sauce

Place the center cut of ham in a sauce pan and pour a pint bottle of ginger ale over it. Add enough water to cover the ham. Boil from 20 to 30 minutes. Remove and place in baking pan or casserole. Spread thickly with brown sugar. Stick in cloves, and then cover with a layer of chili sauce. Pour boiling water in the pan (about halfway up the slice). Bake in moderate oven 375° for 45 minutes.

F. T., E. William St.,  
Waterloo, N. Y.

You can't tell. Maybe the fish goes home and brags about the size of the bait he stole.

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator" the conditioned-air refrigerator

110 Lake St. Phone 2740

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

## CARPENTER and BUILDER

Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given—free

New Cemetery Memorials  
on display

## BARDEN & SALLADIN

Evening Appointments by Request

369 Exchange St.

Phone 2014

## Baumgartner's Food Store

Quality Foods at Chain Store Prices

Ivanhoe Potato Salad, per can....19c

Forman's Sweet Pickles,

16 oz. jar .....17c

Forman's Dill Pickles, 22 oz. jar,

2 for .....25c

Niagara Golden Bantam Corn,

No. 2 can, 2 for.....23c

Buffalo Tomatoes, No. 2 can,

3 for .....25c

Niagara Tomato Juice, No. 1 1/2,

2 for .....15c

Kellogg's Corn Flakes, 3 pkgs.

for .....23c

Shredded Wheat, 2 pkgs. for....23c

Plenty of Parking Space Always

Phone 2546

Top of Bean's Hill

We Deliver

at edge of City

## WHEN YOUR DRAIN IS CLOGGED or SLOW



Phone me for a can of MULE-KICK DRAIN CLEANER. It acts quickly. Is more powerful. Will not bubble or spit causing dangerous gases and fumes. Is odorless. Approved by Good Housekeeping. It's the kind we plumbers use.



SENECA PLUMBING and HEATING

Phone 6574

41 Wadsworth St.



## RADIO FLASHES

by Ralph Le Brun



Freeman F. Gosden (Amos, of Amos 'n Andy) is making arrangements to convert the entire sum he received from the federal government as a soldier's bonus into a fund to provide for the education of four Negro youths. Gosden, who served as a wireless operator in the navy during the World War, has designated the editor of the *Chicago Defender*, Negro newspaper, to select the four students who will be aided in their education. As yet unchosen, they will be selected from the ranks of the students at Tuscaloosa and Hampton Institutes.

Marion Davies will perform for the first time on the Radio Theatre program, to be heard over the Columbia network Monday, at 8 P. M., in a radio adaptation of Maude Fulton's famous play, "The Brat". Joel McCrea will play opposite her.

Concluding events in the two-day competition between America's best track, field and swimming stars, to determine the teams which will represent this country at the Olympic games this summer, will be broadcast on the Columbia network Sunday, at 1 P. M., 3 P. M., and probably 4 P. M.

Five leading Hollywood stars will make their postponed appearance on the "Hollywood Hotel" program in an hour's broadcast over the Columbia network, Friday, at 8 P. M. The famous quintet, will enact scenes from their new musical picture, "Sing, Baby, Sing". They are Adolphe Menjou, Alice Faye, Patsy Kelly, Ted Healy, and Gregory Ratoff.

Fibber McGee (Jim Jordan) and his spouse, Molly (Marian Jordan), are now heard over the NBC-WEAF network with Ted Weems' orchestra each Monday, at 7 P. M.

### Tomorrow

Finish every day and be done with it. You have done what you could. Some blunders and absurdities no doubt crept in; forget them as soon as you can. Tomorrow is a new day; begin it well and serenely and with too high a spirit to be cumbered with your old nonsense. This day is all that is good and fair. It is too dear, with its hopes and invitations, to waste a moment on the yesterdays.

## Radio Service

Tubes and repair service for any radio, any make, any model, any year. Latest testing equipment. Reasonable rates.

**RALPH LE BRUN**

225 High Street

Phone 3237

Will you kindly mention  
GENEVA COMMUNITY NEWS  
When making purchases from our advertisers

## CHATEAU DUGAS

on Lake Keuka, 2 miles south of Branchport

featuring  
A REAL DINNER at \$1.00

Dinner dance every evening with music and entertainment by "Billy Freeman and His Chateau Dugas Swing Band" — Radio Artists.

Also Sundays — from 4 o'clock

Service at all hours in Grille.

Legal Beverages.

## HOT WEATHER NEEDS

Electric Fans .....\$1.29 to \$12.50  
Screen Windows, adjustable sizes.....25c to 75c  
Folding Steamer Chairs, sturdy built 69c to \$1.39  
Garden Hose, 50 ft. lengths, 5/8 size.....\$3.25  
Thermos Jugs, 1 gal. size.....\$1.39  
Camp Grids, heavy wire.....\$1.00

## Cooney, Watts & Cooney

513 Exchange St. (Hardware) Phone 2170

## Free Attraction...

THIS WEEK — including, Sunday, July 12

PALLENBERG'S WONDER BEARS—"A Bear of an Act." Almost human in their actions. Skating, cycling, rowing boats, etc., etc.

—Daily Performances: 4:00, 7:30, and 10:00 P. M.—

## ROSELAND PARK

CANANDAIGUA LAKE

## DANCING -- EVERY NIGHT

Large Open Air Starlight Ballroom

## \$ -- MONEY -- \$

deposited ON OR BEFORE

Monday, July 13

Will Earn Dividends from July 1

## Geneva Savings Bank

24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —

# BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## \$5.00 IN MERCHANDISE and THEATRE TICKETS -- FREE!

Read each advertisement in this section. Look for the (\*) Stars, which are scattered among them. Make up a list of the firms in whose ads you find stars—(copying these ads just as they appear)—and mail to "Business Directory Editor", Geneva Community News, Geneva, N. Y., as early as possible, but not later than 5 p. m. Saturday.

An award of \$1.00 IN MERCHANDISE—from any advertiser whose ad appears anywhere in this week's issue—(excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the first five nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from ....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News. Mail your list at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

### ADVERTISING

If you would like a space in this

DIRECTORY SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

### AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

### AUTO LAUNDRY

EVERY CAR NEEDS

Proper scientific lubrication to prolong its life and riding comfort. Our specially trained experts, chart system, and improved equipment will benefit your car.

TED'S AUTO INN

Phone 5174 35 Tillman St.

### AUTO SALES & SERVICE

"OLDSMOBILE"\*

The car that has "EVERYTHING" Speed, Economy, Power, Convenience. Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

### AUTO IGNITION SERVICE

"DON'T START ON A TRIP"

Without having "The Generator" checked. It's just too bad if it breaks down on the road. We specialize in Generator and Ignition work of all kinds.

AUTO ELECTRIC SERVICE

CARL E. COLE

30 Lake Street Phone 2814  
This Coupon is Worth 50c in Trade.

### AUTO REPAIR WORK

Your life and the lives of others  
"DEPEND ON GOOD BRAKES"

We specialize in Relining & Proper Adjustments. Also General Repair Work.

STRATTON'S BRAKE SERVICE

Lake Street Phone 2028

### LERKIN'S GARAGE

16 Davis Street Phone 6782

General Repair Work - Batteries  
Brakes Relined & Adjusted

NORWALK \* FIRESTONE

Tires & Tubes

### AUTO TIRES

"TIRES ARE GOING UP"

Come in Now—See Elmer  
He'll Give You A Guarantee

DUNLOP TIRE & RUBBER CO.

"Elmer" H. Turner, Mgr.

373 Exchange St. Easy Terms

### BARBER SHOPS

It pays to look well . . .

"KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50

HOTEL SENECA\* BARBER SHOP

Jos. O'Byrne

Anthony Alvaro

Prop.

Associate

Free Parking in Rear of Hotel

### BEAUTY CULTURE

Fine Hair and Stubborn Hair Yield Readily and Beautifully To Our

New Machine-less Method

CROQUIGNOLE PERMANENTS

Always Satisfy—Requires Less Setting  
Regular Permanents, \$3, \$5, \$6.50

JOHNSON'S BEAUTY SHOP

193 N. Main Street Phone 4340

### BODY & FENDER WORK

No Matter How Bad

The Body, Fenders, or Top is wrecked or crumpled up, we'll remove all bumps, repaint and match the colors — you won't believe its the same car.

PETERSON

Seymour Alley

rear Geneva Loan & Savings Assn.

### COAL-COKE

Blue Coal Solvay Coke Fuel Oil  
Fast Dependable Service

P. O'MALLEY & SON

Phones 6186 & 6232

### FLORISTS

GAGLIANESE FLOWER SHOPPE

"Everything In Flowers"

We rent Palms, Ferns, Plants, Decorate the Church, Club Room, Ball Room, etc. As you like it. Cut Flowers, Bouquets, Set Pieces.

38 Seneca St. Greenhouse: 17 Reed St.  
WE DELIVER Phone 3144

### FLOUR - FEED - SEEDS

GENEVA BRANCH

Phelps Co-operative G.L.F. Service, Inc.

Middle Street Phone 2601

"G.L.F." Higher Grade Flour  
goes farther — we have it.

Cereals that build health and strength,  
lower prices.

### FRUIT & VEGETABLES

WHEN YOU WANT

Delicious Fresh Fruit and Vegetables  
Beer - Ale, in cans or bottles  
That Never Fail to Satisfy  
Phone 2107

THE ROCHESTER FRUIT STORE

23 Seneca Street Free Deliveries

# BUSINESS DIRECTORY SECTION

## FURNITURE

When you think of Furniture  
It's just natural to think of

### WHEELER'S

70 Castle Street Phone 2620

Beauty - Style - Quality - Service  
Greet you as you enter

Another Feature - "THOSE EASY TERMS"

## GAS AND OIL

### OSCAR F. RICKELS

Lake Street Phone 2920

The Complete 100% Service Station  
Star Pumps - Star Attendants  
Star Equipment

SATISFACTION GUARANTEED

## GROCERIES

Your neighbor will surely recommend

### BRENNAN'S GROCERY

For

Quality, Low Prices, Quick Service  
Phone 4572 for this week's specials

31 John St. Sure—We Deliver

EVENINGS, SUNDAYS, HOLIDAYS

You'll Find Us Open  
Plenty of parking space and a full line  
Choice Groceries, Fruit, Vegetables,  
Ginger Ale and Low Prices.

### JOHN MONACO

111 Washington St. Phone 2545

Free Deliveries They All Come Back

### THIS WEEK'S SPECIALS

Red & White Floating Soap, 3 for.....13c  
1 R & W Cleaner free with 2 purchases  
Wheaties, special .....10c  
Green & White Soap, 4 for.....13c

### FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

## GROCERIES

SPECIALS — Fri.-Sat., July 10-11

Dadson's Coffee .....25c  
Table Garden Salad Dressing.....29c  
Premier Soup.....5c  
1 lb. Marshmallows .....19c  
Picnic Plates, Napkins, Coffee Cups

### C. S. DADSON

70\*Cherry Street Phone 2630

### SPECIALS THIS WEEK

Swan's Down Cake Flour.....25c  
Baker's Chocolate ½-lb. Cake.....15c  
Imitation Vanilla, 6 oz. bottle.....12c

### L. J. McCANN'S GROCERY

144 High St. Phone 2653. We'll Deliver

## HARDWARE

### CROQUET TIME IS HERE

Complete Sets

\$1.25 - \$2.25 - \$3.25 - \$3.75

Deluxe Set \$4.25

### DORCHESTER & ROSE

543 Exchange Street Phone 2496

## ICE CREAM

You will enjoy eating

### DAVIDSON'S ICE CREAM

It does not leave your throat  
all dry and parched.

### DAVIDSON'S

312 Castle Street Phone 6122

## LAUNDRY SERVICE

### HOT DAYS ARE HERE

"Give Mother a Treat", send the whole  
wash to GENEVA STAR LAUNDRY.

Rough Dry Wash only 8c per lb.  
Shirts in this bundle approximately  
10c each

Phone 2112 — We'll Call and Deliver

## MOVING & STORAGE

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.

The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## NEWSPAPERS- MAGAZINES

Bring your kodak films to us  
We'll develop and print them

### QUICK SERVICE

Fro-joy Ice Cream, all flavors  
Soft Drinks, Popular Brands Ginger Ale

### THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

## OPTOMETRY

### SCIENCE SHOWS . . .

That many of the headaches and nervous con-  
ditions noticed in children and adults are  
due to eye strain and weakness. We examine  
the eyes, fit glasses, repair broken frames,  
and replace broken lenses.

### G. W. FLETCHER

Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044

## REAL ESTATE

When you think of Real Estate in Town  
or Country THINK of

### FINZAR

20 Linden St. (Prince's) Phone 2661

Persistent advertising, even in a  
small way, is surely a lot better than  
no advertising at all.

—o—

Merchants appreciate it when you  
say: "I saw your ad in THE GENEVA  
COMMUNITY NEWS."

## REGENT THEATRE ATTRactions

Friday and Saturday, July 10-  
11: John Arledge and Louise Lati-  
mer in "Two in Revolt", plus Fran-  
ces Farmer and Roscoe Karns in  
"Border Flight".

Sunday, one day only: Owen  
Davis, Jr. in "Bunker Bean".

## WANTED . . .

### ALL KINDS OF JUNK

Old Rags—1½c lb. (subject to change)  
Magazines, Papers, etc.

PHONE 5454

We'll Call

## Nothing Lost

Prof: "You missed my class yes-  
terday, didn't you?"

Student: "Not in the least, sir, not  
in the least." —o—

## Just Renovated

Teacher—I believe this is a new  
face?

Freshie—No, sir, I just washed it.  
—o—

## On Their Honor

Professor: "This examination will  
be conducted on the honor system.  
Please take seats three apart and in  
alternate rows."

## BANK IN GENEVA


## DESIRABLE USED CARS

1935 Pontiac Sedan  
1935 Chevrolet Touring Sed.  
1934 Ford Conv. Coupe  
(with Radio)  
1933 Olds Coupe  
1935 Dodge Pick-up Truck

**KITCHELL MOTOR CO.**  
386 Exchange St. Phone 2178

# \* DOROTHY GOES SHOPPING \*

"Dorothy" would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns.



## GENEVA

---

Friday-Saturday


He wins an heiress in his search  
for smugglers!

**George O'Brien**  
"The  
**BORDER PATROLMAN**"

Plus Screen  
— V O D V I L —

---

Sun., Mon., July 12-13




MERCY MADE HER  
*Immortal!*  
Her nation gave  
her glory!

KAY  
FRANCIS

portraying the great Florence Nightingale in

THE WHITE  
ANGEL

with  
Donald WOODS  
Ian HUNTER  
Warner Bros.-First National Picture



Added:  
Oddity  
Popeye Cartoon  
News

---

Tuesday-Wednesday

ON THE STAGE

Bell's  
**HAWAIIAN FOLLIES**  
of 1936

15 Native Stars  
Every Act a Headliner!  
Singers, Dancers, Instrumental-  
ists in a beautiful presentation!

ON THE SCREEN

Margaret Lindsay Warren Hull  
**"THE LAW IN HER HANDS"**

**Gentlemen:** I have the finest line of Summer Haberdashery ever produced and assembled. Now is the time to buy it. Wear it through the summer months. **A. P. Petersen, 476 Exchange St., "Ladies' and gentlemen's tailoring."**

When spirits falter on a drowsy summer afternoon or a breathless evening, come to the rescue with frosty frozen tomato juice and tiny sandwiches, ingeniously contrived and artfully flavored.

At **McCarthy's Pharmacy, 162 Castle St.**, I found a splendid bargain—a large jar of **Yardley English Complexion Cream** and trial jars of **Night Cream** and **Foundation Cream** for \$1.10.

Paris chooses lace stockings for summer starlight and formal afternoons.

Telling time in the manner of today is telling "the correct time". That's why your watch or clock should be regulated to the very second. For expert service, **Prince's Jewelry Store, 20 Linden St.** . . . Remember **Prince's** for excellent picture framing.

Brightly colored, today's peasant-inspired clothes are gaining an increasingly large place in our modern wardrobe.

If you shampoo your own hair, after the usual water rinsing, use a special rinse to bring out the hidden highlights.

Printed taffeta tunic blouses are very popular.

Big sleeves, set high-on-the-shoulder, are new.

There is nothing that makes you look so uncomfortably hot in summer as a fussy dress—which puts a premium on simplicity of design for all occasions.

**Phone 3529 . . .**

or address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS**, for information regarding the "Dorothy Goes Shopping" columns.

### Habit

"Where did you work last?"

"In a pretzel factory."

"No wonder you get things twisted."—*Philadelphia Bulletin.*

### Possibility of Error

"I always speak well of Smith."

"He doesn't speak well of you."

"Well, may be we are both mistaken."

### Matter of Addition

Pat: "I hear your brother-in-law is very bad off."

Patrita: "Oh, he's good for another year yet."

Pat: "As long as that?"

"Yes. He's had four different Doctors, and each one of them gave him three months to live."

### MR. MERCHANT:

#### THE GENEVA COMMUNITY NEWS

Reaches thou-  
sands of buyers  
in Geneva and  
nearby commu-  
nities . . . every  
week.



## ANNUAL REGATTA SATURDAY AND SUNDAY

Record crowds are expected for the Ninth Annual Geneva-on-Seneca Lake Powerboat Regatta to be held Saturday and Sunday, July 11th and 12th.

A number of additional entries have been made since those mentioned in these columns last week, including another girl entry.

At the time of our going to press entries have not been closed, so that a complete list is not available. However, races will start at 1:30 p. m. each day and free programs will be available at the lake front on both days.

### In Keeping

"Did he furnish his whole house with second-hand stuff?"

"Yes—he even married a widow."  
—*Stray Stories Magazine.*

Big He-Man: I developed these big muscles by working in a boiler factory.

Innocent Young Thing: Oh, you great big wonderful man! And what do you boil?

### MEN! SOMETHING NEW!

#### "SLIP-KNOT" TIES

They hold your collar where it belongs.

On Sale at . . .

#### THE CORNER NEWS

Main & Castle Streets

### SHOE REPAIRING . . .

New low prices — big reductions  
Good, honest workmanship and leather  
MEN'S SOLES & HEELS, \$1.00 up

#### JOE IOCOLANO

14 Middle St.

### LISTED FOR SALE:—

Beauty Shop Outfit including Pedestal Lavatory with Shampoo attachment; two floor cases; two wall cases; Koken Barber Chair; hair-dressing outfit, manicure table and chair. Two tables and sewing machine for tailors. Adding Machine.

### INQUIRIES FOR:—

Mimeograph or other duplicating outfit. Two Standard Typewriters—one wide carriage.

#### M. F. DEVANEY

Printing and Office Supplies

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

### GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"Transform imagination into reality."

"False pride never gets one anywhere."

"Dare yourself to do what you should do."

"A successful farmer is one who makes hay while the sun shines—on the back of his neck."

"Be thou the proud master of thine own destiny."

"An undesirable alien is one who makes more money than we do."

"One way to break off bad habits is to forget them and let them die a natural death."

"Congress is a body of men entirely surrounded by hopes of reelection."

"Most people like to talk away their worries."

"There's nothing more heartening than the gratitude of a child."

(To be continued)

### Head Man

"If it wasn't for me, you'd be the biggest fool in this business."

"Oh, so you're on top."

### So Descriptive

"How old should you say she is?"

"Oh, somewhere in the middle firties."—*Everybody's Weekly.*

Can the pretzel be improved? Nobody has ever tried.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## \$15,500.00 IN PRIZES

Everybody Has a Chance To Win  
There's No "Hooey" About This  
. . . It's "on the level"

First 4 Awards—University Tuition Scholarships worth \$2,000.00 each or full value in cash

Next 4 Awards—Cash Prizes of \$1,000.00 each

Next 10 Awards—Cash Prizes of \$100.00 each

Next 20 Awards—Cash Prizes of \$50.00 each

Next 40 Awards—Cash Prizes of \$25.00 each

Next 50 Awards—Cash Prizes of \$10.00 each

Interested? Who wouldn't be?  
Come in for further information.

## WILSON'S ESSO STATION

Lake Street

Phone 4082

"Happy Motoring" starts at the  
Esso Sign

## After Everything Has Been Said . . .

there is nothing Better  
or Cheaper than I-C-E

Enjoy the MOST ECONOMICAL REFRIGERATION

with a new

## "Duo-Draft" Top-Icer Refrigerator

Use for 10 Days (Free)

Ask the Ice Man on the RED TRUCK for Further Details.

And — Use . . .

DIAMOND CRYSTAL ICE

made with Refiltered City Water

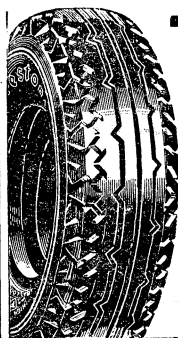
## GENEVA REFRIGERATING CORP.

Eddie Wittwer

— Phone 2404 —

Eddie Norman





# TIRES

on

# TIME

AS LOW AS **37c**

PER WEEK

**Firestone** AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

## ADVERTISING SPACE

in next week's issue must be reserved by Saturday noon. All copy must be in by Monday noon . . .

# LOANS

on your own

# NOTE

## CASH

to single and married people  
—on their own  
SIGNATURES

**LOANS UP TO \$300 -  
- 20 MONTHS TO PAY**

Room 304—Third Floor National Bank Bldg.

Phone 251

120 Genesee Street Auburn, N. Y.

## PERSONAL FINANCE COMPANY

**LOANS MADE IN NEARBY TOWNS**

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday and Friday, at 6 P. M.

KINDLY MENTION

## THE GENEVA COMMUNITY NEWS

WHEN MAKING PURCHASES  
FROM OUR ADVERTISERS . . .

Complete Line Portable

## TYPEWRITERS

Also Rebuilt  
Standard Machines

• VICTOR  
ADDING  
MACHINES

There's one to  
suit your  
business.



**GENEVA TYPEWRITER EXCHANGE**

17 E. Castle St. Sales - Service Geneva, N. Y.

## Saturday Special . . .

**2 DOZEN DELICIOUS DOUGHNUTS, 25c**

LOFT'S PURE QUALITY CANDIES

Sizzling Barbecued Nuts from all over the world

=== **ICE CREAM BAR** ===  
74 SENECA ST.

## ADVANCE IN COAL AND COKE PRICES

— Very Soon —

**ORDER NOW**

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phones 6186 and 6232 261 Exchange St.

## "COPPER-BOUND" ROOFS

. . . provide advantages not found  
in ordinary Asphalt Shingle Roofs.

*Greater Security - Richer - Massive Appearance*  
at the Lowest Cost for a Good Dependable Roof.

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., JULY 16, 1936

THE WORLD'S MOST BEAUTIFUL REFRIGERATOR

*The NEW GROSLEY*  
**SHELVADOR**

\$142.95

Model Illustrated  
GAQ-50.  
Other  
Shelvador  
Models  
from \$94.50 up

*This much more in a SHELVADOR*

The World's Most Beautiful Refrigerator

**WHEELER'S**  
OPPOSITE P. O.

MR. MERCHANT:

THE GENEVA  
COMMUNITY  
NEWS

Reaches thou-  
sands of buyers  
in Geneva and  
nearby commu-  
nities . . . every  
week.



## BE SURE YOUR HEADLIGHTS ARE RIGHT

. . . and the "Surest Way"  
to Be Sure is to have them  
tested with the

WEAVER "MAGIC-EYE"

The latest, most amazing  
equipment available.

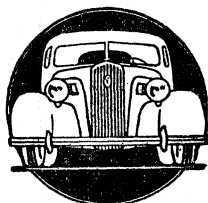
—o—

## FINK'S SUPER-SERVICE STATION

Lake Street

Phone 2448

## USED CARS -Honest Values-



1934 CHEVROLET TOWN SEDAN

1932 CHEVROLET COUPE

1930 CHEVROLET SEDAN

1933 GRAHAM SPORT COUPE  
(with Radio)

1931 BUICK SEDAN

1931 PONTIAC SEDAN

Several other cars, with down payment  
from \$50 down.

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

## COOL CLOTHES . . . Swim Suits

### SWIM TRUNKS

All Wool Blue and Brown  
Trunks with Supporter

**\$1.95-\$2.45**

### SHIRTS

Change that wilted shirt for  
a fresh cool white shirt

**\$1.95**

Deep Tones of Brown, Blue  
or Green

**\$1.50 Up**

### SPORT SHIRTS

The largest assortment in  
Geneva to choose from

**\$1.00**

### SWIM SUITS

All Wool Wilson Suits  
Black - Blue - Maroon

**\$2.45-\$2.95**

### TIES

Take off that Dark Tie for  
a Bright Silk Figure or  
Stripe Number

**65¢ Up**

WASH TIES ARE IT

**35¢ — 3 for \$1.00**

### HOSE

JUST ARRIVED

New Whites with Clocks

**35¢**

### NEW SUMMER PAJAMAS

Change to a Cool-Breezy Pajama....\$1.65 and \$1.95

SPORT BELTS.....50c - 75c - \$1.00

## CASEY & SON

71 Seneca Street

Geneva, N. Y.

FREE PARKING IN REAR OF STORE

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., JULY 16, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

5100 COPIES WEEKLY

### USED ELECTRIC REFRIGERATORS

Kelvinator  
Leonard  
Norge

—: BARGAINS :—

### BOLIN MUSIC HOUSE

### Firestone BATTERIES

AS LOW AS

51c

PER WEEK



**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

BUY IN GENEVA

### Y. M. C. A. NOTES

#### Educational Tours

Friday, July 17, at 2 p. m. the  
boys will meet at the Y. M. C. A.  
for a trip through the Market Bas-  
ket Bakery.

Monday, July 20, they will leave  
the "Y" at 9:30 for a trip through  
the new Sewerage Disposal Plant.

Definite dates have not yet been  
arranged for visiting the many  
other places of interest.

#### Directors' Meeting

At a recent meeting of Directors,  
Chairman Dr. H. N. Hubbs of the  
House Committee and Mr. L. L.  
McGuigan, Chairman of the Fi-  
nance Committee, made their re-  
port to the Board with reference to  
redecorating, refurbishing and re-  
arranging the lobby floor, chang-  
ing the Business Men's Club from  
the basement to the floor above the  
office, repainting the swimming  
pool, fixing the shower room and  
other general repairs.

#### Camp Young

The fire at Camp Young leveled  
the hotel, leaving only the garage  
standing. What the future policy  
will be has not yet been determined.  
It will depend largely on what the  
State Flood Relief policy will be.

#### Older Girls' Swimming Class

A demand has been made for an  
older girls' swimming class twice  
a week. If enough are interested  
and will sign up at the Y. M. C. A.,  
the pool will be made available at  
the small sum of 10c per girl. They  
will furnish their own equipment.

### QUALITY CLEANING ONLY

Certainly there is a difference in clean-  
ing. In inferior work every process can  
be rushed through — some even omitted.  
Our production is planned for quality  
work only and the result shows it.

### FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

### SQUARE DANCE

to the Rambling Rangers  
Every Saturday Night  
OAKS CORNERS

60c per couple Air Conditioned Hall  
First TEN Ladies FREE

### CHRYSLER — PLYMOUTH Sales-Service

Watch this paper for a "Surprise  
Announcement" which will soon  
appear.

We are handicapped by construc-  
tion work, but can take care of  
you on QUALITY USED CARS.

'35 FORD TUDOR  
'34 GRAHAM SEDAN  
'34 CHRYSLER SEDAN  
'33 CHEVROLET COACH  
'31 CHEVROLET COACH  
'31 CHRYSLER SEDAN  
'32 PLYMOUTH SEDAN  
'31 CHEVROLET CONV.  
'30 OLDS COUPE

Also:

CARS BELOW \$100.00

Let us explain our 30-day guar-  
antee on Used Cars.

### Fohl Motors, Inc.

230 GENESEE ST.

Phone 2811

Open Evenings

### Have You Tried . . .

THAT GREAT NEW  
TEXACO MOTOR OIL



The highest quality motor oil  
selling at "a quarter a quart".

. . . and more economical —  
Crankcase "stays full longer".

### RICKELS

SERVICE STATION

Lake Street

Phone 2920

# Quality and Value Predominate at LYNCH'S

THAT'S WHY SO MANY WOMEN ARE MAKING IT THEIR STORE

## SALE OF SUMMER RUGS

### CHINESE BACK BAY RUGS

6 x 9 — was \$6.90.....NOW \$5.90

6 x 12 — was \$9.90.....NOW \$8.50

### 50 JAPANESE GRASS RUGS

8 x 10 Priced for quick sale.....\$2.75 ea.

4 x 7.....89c

6 x 9.....\$1.49

6 x 12.....\$1.98

## ANOTHER SHIPMENT OF

"Big Loungy-Comfortable"

## ARM CHAIRS

Just the chair you've wanted for relaxing. Deep seated, Luxurious-ly upholstered spring seats and backs in a vast selection of covers to choose from. Specially priced at

**\$23.75**

### GRASS RUGS

6 x 9.....\$2.98

### COCOA MATTING

36" wide — yd. 80c

ALL SUMMER FURNITURE and REFRIGERATORS, Closed Out at

**20% off**

CONSIDERATE CREDIT TERMS READILY ARRANGED

# THE LYNCH FURNITURE CO.

485 EXCHANGE STREET

GENEVA, N. Y.

## GENEVA FREE LIBRARY

The "Story Hour", which was held at the Geneva Free Library last Thursday morning, was attended by around sixty children.

Since the experiment has worked out well the "Story Hour" will be continued during the rest of the Summer and will be held at the same time—every Thursday, at 9:30 A. M. It is hoped that all children who came last Thursday will come again, and that those who did not come for the first Hour will come for the others.

Many new children's books have also recently been added to the Library; books for children of all ages. Here are a few of them:

"Scout to Explorer" by Paul Siple

"Gold Laced Coat" by H. F. Orton

"Billy and Blaze" by C. W. Anderson

"Seven Beads of Wampum" by Elizabeth Gale

"Year of Promise" by Adele De Leenro

"Those Plummer Children" by C. N. Govan

"From on the Hill" by M. D. Horn.

## CHATEAU DUGAS

on Lake Keuka, 2 miles south of Branchport

featuring

A REAL DINNER at **\$1.00**

Dinner dance every evening. Also Sundays, from 4 P.M. Service at all hours in Grille. Legal Beverages.

## CONTINUING OUR CHANGE OF OWNERSHIP

# S - A - L - E

DRASTICALLY REDUCED PRICES  
ON ENTIRE STOCK

### SHOES FOR MEN

Bostonian

Friendly

Faithful

Values to \$5.50 \$1.95  
at.....

### SHOES FOR WOMEN

Arch-Preserver

Vitality

Vani-Tred

Selby Styl-Eez

Values to \$6.50 \$1.88  
at.....

### SIMPLEX SHOES — FOR CHILDREN

The Above Are All "Up-to-the-Minute" Styles

### SPECIAL FOR FRIDAY AND SATURDAY

**150** PAIRS

WOMEN'S SHOES

**88c** per  
pair

## SMITH'S QUALITY SHOE STORE

(formerly Patton & Hall)

502 Exchange Street

Geneva, N. Y.

# BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## \$5.00 IN MERCHANDISE and THEATRE TICKETS -- FREE!

Read each advertisement in this section. Look for the (\*) Stars, which are scattered among them. Make up a list of the firms in whose ads you find stars—(copying these ads just as they appear)—and mail to "Business Directory Editor", Geneva Community News, Geneva, N. Y., as early as possible, but not later than 5 p. m. Saturday.

An award of \$1.00 IN MERCHANDISE—from any advertiser whose ad appears anywhere in this week's issue—(excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the first five nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from ....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News. Mail your list at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

## ADVERTISING

If you would like a space in this

DIRECTORY SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page

Lake & Exchange Sts. Phone 2323

## AUTO LAUNDRY

EVERY CAR NEEDS

Proper scientific lubrication to prolong its life and riding comfort. Our specially trained experts, chart system, and improved equipment will benefit your car.

TED'S AUTO INN

Phone 5174 35 Tillman St.

## AUTO SALES & SERVICE

"OLDSMOBILE"

The car that has "EVERYTHING" Speed, Economy, Power, Convenience.

Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE

Main & Seneca Streets Phone 6556

## AUTO IGNITION SERVICE

This Coupon is Worth 50c in Trade.

"DON'T START ON A TRIP"

Without having "The Generator" checked. It's just too bad if it breaks down on the road. We specialize in Generator and Ignition work of all kinds.

AUTO ELECTRIC SERVICE

CARL E. COLE

30 Lake Street Phone 2814

## AUTO REPAIR WORK

Your life and the lives of others  
"DEPEND ON GOOD BRAKES"

We specialize in Relining & Proper Adjustments. Also General Repair Work.

STRATTON'S BRAKE SERVICE

Lake Street

Phone 2028

## LERKIN'S GARAGE

16 Davis Street

Phone 6782

General Repair Work - Batteries  
Brakes Relined & Adjusted

NORWALK - FIRESTONE

Tires & Tubes

## AUTO TIRES

"TIRES ARE GOING UP"

Come in Now—See Elmer  
He'll Give You A Guarantee

DUNLOP TIRE \* RUBBER CO.

"Elmer" H. Turner, Mgr.

373 Exchange St.

Easy Terms

## BARBER SHOPS

It pays to look well . . .

"KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50

HOTEL SENECA BARBER SHOP

Jos. O'Byrne

Anthony Alvaro

Prop.

Associate

Free Parking in Rear of Hotel

## BEAUTY CULTURE

Fine Hair and Stubborn Hair Yield Readily  
and Beautifully To Our

New Machine-less Method

CROQUIGNOLE PERMANENTS

Always Satisfy—Requires Less Setting

Regular Permanents, \$3, \$5, \$6.50

JOHNSON'S BEAUTY SHOP

193 N. Main Street

Phone 4340

## BODY & FENDER WORK

No Matter How Bad

The Body, Fenders, or Top is wrecked or crumpled up, we'll remove all bumps, repaint and match the colors — you won't believe its the same car.

PETERSON

Seymour Alley

rear Geneva Loan & Savings Assn.

## COAL-COKE

Blue Coal Solvay Coke Fuel Oil

Fast Dependable Service

P. O'MALLEY & SON

Phones 6186 & 6232

## FRUIT & VEGETABLES

WHEN YOU WANT

Delicious Fresh Fruit and Vegetables

Beer \* Ale, in cans or bottles

That Never Fail to Satisfy

Phone 2107

THE ROCHESTER FRUIT STORE

23 Seneca Street

Free Deliveries

VISIT OUR NEW STORE

Delicious Watermelons, Cantalopes,  
Cherries, Berries, Oranges, Vegetables,  
Complete Line Fresh Fruit.

CAITO'S FRUIT STORE

380 Exchange St.

Phone 5374

Phone Your Order — We'll Deliver

## FURNITURE

When you think of Furniture  
It's just natural to think of

WHEELER'S

70 Castle Street

Phone 2620

Beauty - Style - Quality - Service  
Greet you as you enter

Another Feature — "THOSE EASY TERMS"



**MOST  
SENSATIONAL  
IRON OFFER  
EVER MADE!**

**5 IRONS in 1... when you get  
the new Westinghouse Streamline  
Adjust-O-Matic Iron**

For a  
Limited Time Only

**\$1 for your old iron**

**Adjust-O-Matic Iron \$8.95**

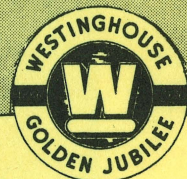
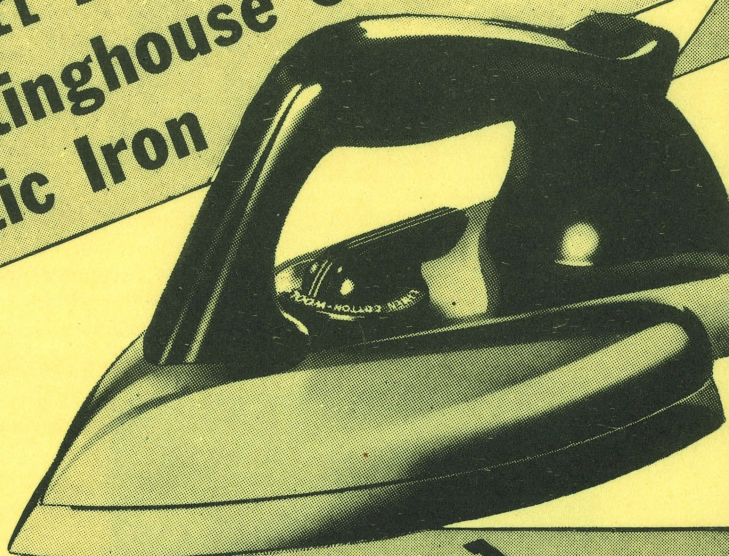
**Allowance For Old Iron \$1.00**

**Cost to you only \$7.95**

**I**F IT were just an ordinary iron, this offer would still be sensational. But this is the wonderful new 1000 Watt, super-speed, Westinghouse Streamline Adjust-O-Matic—"5-irons-in-1"—that gives you five precise temperatures for ironing everything from rayons to linens, *safely!* And saves you  $\frac{1}{4}$  ironing time and effort. From 200° low (for rayons) to 300° high (for linens) you can select the right heat for the fabric—and maintain that heat!—thanks to the million-dollar Built-in-Watchman thermostat.

No scorched pieces—unbelievable speed—amazing ironing ease. Its weight only 4 lbs., has 100% cooler handle, a tapered point for plaits, steady heel rest, and an extra large mirror-smooth ironing surface that gives a perfect finish.

**SEE YOUR DEALER OR  
EMPIRE GAS & ELECTRIC CO.**



### Compare Adjust-O-Matic Feature by Feature

**Finger Tip Heat Control**... clearly marked for every fabric. Sensitive, Built-in-Watchman Thermostat gives this 1000 Watt iron the most accurate heat control ever achieved.

**Fatigue-Proof Ironing**... comfortable, sloping, 100% cooler handle, for natural ironing ease. Forged steel, chrome surface glides over fabrics. Beveled edge gets under buttons all around. Tapered

point gets into tucks, plaits, ruffles. Iron weighs only 4 lbs.

**Safety**... Adjust-O-Matic can be forgotten, left with current on, without danger of heating beyond temperature you have set.

**Permanently-Attached Cord**... highest test, wear-resisting, permanently-attached cord, with unbreakable, soft rubber plug, guaranteed for one year.

**Westinghouse**  
EVERY HOUSE NEEDS WESTINGHOUSE



MOST  
SENSATIONAL  
IRON OFFER  
EVER MADE!

5 IRONS in 1... when you get  
the new Westinghouse  
Adjust-O-Matic Iron



For a  
Limited Time Only

\$1 for your old iron

Adjust-O-Matic Iron \$9.85

Allowance For Old Iron \$1.00

Cost to you only \$7.95

IF IT were just an ordinary iron, this offer would not be sensational. But this is the wonderful new Westinghouse Adjust-O-Matic. It gives you five precise temperatures for ironing everything from rayon to linen, nylon! And saves you 14 ironing time and effort. From 200° low (for rayons) to 300° high (for linens) you can select the right heat for the fabric—and maintain that heat—thanks to the million-dollar built-in Westinghouse thermostat.

No scorching pieces—unbelievable speed—meaning ironing ease. Its weight only 4 lbs., has 100% cooler handle, a tapered point for sharp, ready-handled iron, and an extra large mirror-scratch ironing surface that gives a perfect finish.

Compare Adjust-O-Matic Feature by Feature

**Light To Heat Control**... clearly marked for every fabric. Sensitive built-in Westinghouse Thermostat gives the iron Westinghouse's most accurate heat control ever achieved.

**Light-to-Heat Control**... automatically adjusts iron's heat to match the fabric being ironed. No need to fiddle with knobs or dials. Simply select fabric on the control knob. The iron adjusts heat automatically. No need to fiddle with knobs or dials. Simply select fabric on the control knob. The iron adjusts heat automatically.

**Thermometer-Attached Cord**... highest heat, lowest ironing temperature. Cord, with thermometer, permanently attached cord, with indicator, this not only gives guarantee for one year, but also gives you the most accurate heat control ever achieved.

**Light to Heat Control**... clearly marked for every fabric. Sensitive built-in Westinghouse Thermostat gives the iron Westinghouse's most accurate heat control ever achieved.

Westinghouse

EVERY HOUSE NEEDS WESTINGHOUSE

SEE YOUR DEALER OR  
EMPIRE GAS & ELECTRIC CO.



# BUSINESS DIRECTORY SECTION

## GAS AND OIL

OSCAR F. RICKELS

Lake Street Phone 2920

The Complete 100% Service Station  
Star Pumps - Star Attendants  
Star Equipment

SATISFACTION GUARANTEED

## GROCERIES

Your neighbor will surely recommend  
BRENNAN'S GROCERY

For

Quality, Low Prices, Quick Service  
Phone 4572 for this week's specials

31 John St. Sure—We Deliver

## EVENINGS, SUNDAYS, HOLIDAYS

You'll Find Us Open  
Plenty of parking space and a full line  
Choice Groceries, Fruit, Vegetables,  
Ginger Ale and Low Prices.\*

JOHN MONACO

111 Washington St. Phone 2545

Free Deliveries They All Come Back

## THIS WEEK'S SPECIALS

Red & White Corn Beef, 2 for.....35c  
Red & White Corn Beef Hash.....15c  
Granulated Sugar, 10 lbs.....49c  
Kenilworth Dog Food, 3 for.....20c  
R & W Ass't Relishes, 7 oz. jar.....10c

FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

## SPECIALS — Fri.- Sat., July 16-17

3 lbs Macaroni.....25c  
Kellogg Corn Flakes, 3 for.....25c

Picnic Specials

— Free Delivery —

C. S. DADSON

70 Cherry Street Phone 2630

## GROCERIES

### SPECIALS THIS WEEK

Grape Fruit Juice, 2 cans.....25c  
Dole's Pineapple Juice\*.....15c  
Swift's Tomato Juice, 2 cans.....15c

L. J. McCANN'S GROCERY

144 High St. Phone 2653. We'll Deliver

## HARDWARE

### CROQUET TIME IS HERE

Complete Sets  
\$1.25 - \$2.25 - \$3.25 - \$3.75  
Deluxe Set \$4.25

DORCHESTER & ROSE

543 Exchange Street Phone 2496

## ICE CREAM

You will enjoy eating

DAVIDSON'S ICE CREAM

It does not leave your throat  
all dry and parched.

DAVIDSON'S

312 Castle Street Phone 6122

## LAUNDRY SERVICE

### HOT DAYS ARE HERE

"Give Mother a Treat", send the whole  
wash to GENEVA STAR LAUNDRY.

Rough Dry Wash only 8c per lb.  
Shirts in this bundle approximately  
10c each

Phone 2112 — We'll Call and Deliver

## MOVING & STORAGE

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.  
The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## NEWSPAPERS- MAGAZINES

We Are Now Serving

Delicious Ice Cream Sundaes  
All Flavors

Table and Counter Service

THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

## OPTOMETRY

### SCIENCE SHOWS . . .

That many of the headaches and nervous con-  
ditions noticed in children and adults are  
due to eye strain and weakness. We examine  
the eyes, fit glasses, repair broken frames,  
and replace broken lenses.

G. W. FLETCHER

Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044

## POTATO CHIPS

"SEE THEM MADE"

OUR CHIPS ARE FRESH

Stop in, receive a sample free and be  
convinced.

101 Seneca St. Top of the Hill

## REAL ESTATE

When you think of Real Estate in Town  
or Country THINK of

FINZAR

20 Linden St. (Prince's) Phone 2661

Persistent advertising, even in a  
small way, is surely a lot better than  
no advertising at all.

—o—

Merchants appreciate it when you  
say: "I saw your ad in THE GENEVA  
COMMUNITY NEWS."

## The Mystery

He—My father weighed only four  
pounds when he was born.

She—Mercy me! Did he live?

Mum

"Why don't children use the old-  
fashioned name of 'Mother?'" asks  
a writer. Mums the word.

## WANTED . . .

ALL KINDS OF JUNK

Old Rags—1½c lb. (subject to change)  
Magazines, Papers, etc.

PHONE 5454

We'll Call

-- COMING --

A NEW MYSTERY

"EASY MONEY"

HERE'S YOUR CHANCE

Keep Your Eye on the

COMMUNITY NEWS

For Further Details

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Delicious Cole Slaw

Shred 1 head new cabbage and let stand in ice water for ½ hour to crisp. Drain well, then add ½ cup chopped green pepper, salt and cream dressing, made by beating together 1 cup thick cream, either sweet or sour, 2 tablespoons vinegar, 1 teaspoon salt and 2 teaspoons sugar.

Mrs. J. M., 99 West St.

## Raspberry-Cherry Jam

1 cup pitted sour cherries  
1 cup black raspberry pulp  
2 cups sugar

Cook cherries in small amount of water until skins are tender. Add raspberry pulp and sugar and boil until mixture is thick and clear. Seal in sterilized jars.

M. O. C., Exchange St.

## TRIXY FOUNDATIONS

See the Lightweight Trixy before buying your next Foundation Garment. No obligation for demonstration.

L. S. LOMAN

233 Washington St. Phone 3184



Phone me for a can of MULE-KICK DRAIN CLEANER. It acts quickly. Is more powerful. Will not bubble or spit causing dangerous gases and fumes. Is odorless. Approved by Good Housekeeping. It's the kind we plumbers use.

SENECA PLUMBING and HEATING

Phone 6574 41 Wadsworth St.



## Blueberry Griddle Cakes

2 cups flour  
1½ teaspoons baking powder  
Pinch of salt  
2 cups milk  
2 eggs (separated)  
1 teaspoon sugar, if desired

Mix together flour, salt, baking powder, sugar and milk. Add beaten egg yolks, fold in beaten egg whites and lastly 2 cups of well-floured blueberries. Bake on well-greased griddle.

R. W. B., Colt St.

## Cherry Whip

1 cup whipping cream  
1 cup canned red cherries  
12 graham crackers (crushed)

Sweeten cherries to taste, add graham cracker crumbs and carefully fold in stiffly beaten cream. Pour in tray of refrigerator and freeze about three hours.

Mrs. J. P. D., Cortland St.

## Plain Enough

Hightower—I wonder why Crabshaw is lucky at cards and nearly always loses when playing the horses?

Cheek—That's easy; he can't shuffle the horses.—*Pathfinder Magazine*.

## The Turning Point

Squire to Villager—So you're married, Tom?

Tom—Well, zur, I tuk a fancy to she 'cause of 'er looks; 'er's purty like. When I heerd she was doin' steady washin' for seven families, then and there I surrendered, zur.

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator" the conditioned-air refrigerator

110 Lake St. Phone 2740

## Natural

"That's a flaming tie you have on."

"Sure. I got it at a fire sale."—*Washington Star*.

Governments always spend money as if nobody had to work hard for it.

SPECIAL SALE  
GERANIUMS, 10c each

## TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street Phone 4189

## CARPENTER and BUILDER

Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given—free

## New Cemetery Memorials on display

## BARDEN & SALLADIN

Evening Appointments by Request  
369 Exchange St. Phone 2014

## Baumgartner's Food Store

Specials for Thurs., Fri., Sat.

Marvel Mix Salad Dressing,  
per qt. ....27c  
Forman's Sweet Pickles,  
22 oz. jar .....17c  
Maunaloa Brand Pineapple,  
No. 2 can.....17c  
Dromedary Grapefruit,  
No. 2 can .....14c  
Queen Bess Tomato Juice,  
5 cans for.....25c  
Scott Bros. Pork & Beans,  
large can .....10c  
Monroe Catsup, large, 2 for.....25c  
Good Luck Can Rubbers, 3 for 25c

Plenty of Parking Space Always

Phone 2546 Top of Bean's Hill  
Delivery Free at edge of City



## RADIO FLASHES

by Ralph Le Brun



When Cornelia Otis Skinner portrays her various characters on the air each week, do listeners visualize them the same way as Miss Skinner herself? Here's a way to make an interesting check-up. Miss Skinner has had herself photographed in costume as "Phyllis" the demure debutante in "Motoring in the 90's" heard on last Sunday's broadcast. Does this correspond with your own mental picture?

Scenes from the forthcoming screen production of "Anthony Adverse" will be re-enacted by Claude Rains, Olivia de Havilland, Steffi Duna, Donald Woods and Gail Sondergaard on the Hollywood Hotel program over the Columbia network on Friday, at 8 P. M.

The nation's school children will hear the NBC Music Appreciation Hour conducted by Walter Damrosch, at a new hour next fall, when the program inaugurates its ninth consecutive season of weekly broadcasts. Beginning on Friday, October 2, NBC-WHAM will carry the

### Radio Service

Tubes and repair service for any radio, any make, any model, any year. Latest testing equipment. Reasonable rates.

**RALPH LE BRUN**

225 High Street

Phone 3237

programs from 2:00 to 3:00 P. M. As before, the Instructor's Manual and the Students Notebook will be available to schools and the general public at the cost of production and distribution. Anyone interested should get in touch with the National Broadcasting Co., 30 Rockefeller Center, New York.

A salute to WBT, Columbia's 50,000 watt transmitter in Charlotte, N. C., honoring its fifteenth anniversary of continuous broadcasting and the opening of its new studios, will be presented on the Columbia network, Thursday, at 8 P. M.

(Continued on page 12)

### Why not be Comfortable?

LINEN, TROPICAL WORSTED and  
"KEEP COOL" SUITS.....\$12.50 up

WASH TROUSERS.....\$1.00 to \$2.95

POLO SHIRTS, starting at.....50c

Interwoven ANKLE SOCKS.....35c; 3 pr. \$1.00

Trubenized SHIRTS, white and collars.....\$1.65 up

HOT WEATHER UNDERWEAR

**WELCH'S**

494 Exchange St.

### STEWART-WARNER

"Sav-A-Step"

... The Surprise Feature that Doubles  
**REFRIGERATOR CONVENIENCE.**  
And many other Features. See the New  
**STEWART-WARNER REFRIGER-**  
**ATOR** before you buy. Easy Terms.

—: Priced \$124.50 up :—

**Cooney, Watts & Cooney**

513 Exchange St. (Hardware) Phone 2170

### Free Attraction . . .

**THIS WEEK** — including, Sunday, July 19

**KANAZAWA TRIO** — A unique Japanese act of juggling, acrobatics, etc. Don't miss seeing one member perform dangerous feats on a bicycle supported atop a pole by another member.

—Daily Performances: 4:00, 7:30, and 10:00 P. M.—

**ROSELAND PARK**

CANANDAIGUA LAKE

**DANCING -- EVERY NIGHT**

Large Open Air Starlight Ballroom

**\$25.00**  
**WILL**  
**BE**  
**PAID**  
**IN**  
**CASH**  
  
**The**  
**"Missing**  
**Links"**  
**will be found**  
**in the**  
**Ads below**

## READ THE CONDITIONS

This feature will appear every Thursday for a period of FIVE WEEKS. Read each advertisement carefully and find the words that are missing. They are the "MISSING LINKS" that are necessary to form the complete chain in the ads found in this section. Each Thursday a number of words will be missing from the different advertisements. Cash prizes will be paid for complete lists showing the words that are missing and from whose ads they have been omitted. It will be necessary to READ EVERY AD in order to be sure of finding ALL the missing words or "links".

The first prize will be given for the first nearest correct list received; second prize for the next nearest, and so on. Lists will be opened in the order received. MAIL YOUR LIST to "The Missing Links Editor", care Geneva Community News, any time after 9 a. m., Friday, July 24 (but not before that time) and all answers must be in by Tuesday, July 28.

Make up your list each week and you will have a big start when the last issue appears; otherwise someone else may beat you to it. Use a separate sheet of paper each week, with the proper date at the top and your name and address at the bottom. Answers received in any other form will not be considered. Pin all sheets together and enclose in a sealed envelope.

This contest is open to the entire public excepting associates of the Geneva Community News. Post office box numbers and General Delivery addresses will not be considered.

(Copyright by Fred I. Cook, Scranton, Pa.)

**FIND**  
**THE**  
**MISSING**  
**LINKS**

**1st Prize**  
**\$15.00**

**2nd Prize**  
**\$4.00**

**3rd Prize**  
**\$2.00**

**Four Prizes**  
**\$1.00 each**



The right finish for every surface

**SHERWIN-WILLIAMS**  
**PAINT HEADQUARTERS**  
**FAIRFAX BROS. CO.**  
87 Castle St. 2441

DEAR READER —

You may find a Missing Link in this ad but you'll find nothing missing when you buy your fuel from us.

Yours for Best  
at  
Lowest  
Possible Prices.

**RAPALEE'S**

PHONE 2221

D & H Coal

Solvay Coke

**GOOD DIAMONDS**  
at this time are a good investment.

### YOUR BONUS

Invested in a "Gilbert" Stone gives a lasting protection against poverty and old age.

See

**S. A. GILBERT**

Geneva's Diamond Expert

510 Exchange St.

Everything in Diamonds and Jewelry

**T. J. COMISKY**

WINE and LIQUOR STORE

97 Seneca St. Phone 2635

Opp. Schine's Geneva Theatre

### THIS IS GIN WEEK

Seagram Gin.....pt., 85c; qt., \$1.60  
Gilby's Gin.....fifth, \$1.35  
Silver King Gin, pt., 69c; qt., \$1.35  
Orange-Lemon-Lime Gin, pt., \$1.00

Don't Fail

To See Our Marvelous Line

BEACH SANDALS

—WE DYE Them in 20 Minutes—

Guaranteed FAST COLORS

ANY SHADE YOU DESIRE

79c to \$1.98

**Triangle Shoe Store**

488 Exchange St. Phone 2636

**"COOLERATOR"**

The Air Conditioned Refrigerator.

Insures Cold, Washed, Humidified,  
Circulated Air Removes Food  
Odors and Prevents Drying Out.

**C. J. BRADY**

Refiltered City Water

**ICE**

YOU Phone

WE'LL Deliver

110 Lake St.

Phone 2740

# THE MISSING LINKS---Continued

## GEORGE F. BRUZEE

The

"Battery Man & Radio Expert"

23 E. Castle St. Phone 6522

COMPLETE STOCK

Repair Parts, Tubes, Aerials, etc.

SOUND EQUIPMENT

All Styles and Sizes

FOR RENT

Suitable for Picnics, Fairs, Parties,  
Weddings, Boat Races, and  
Conventions.

## Saglimbeni Liquor Store

28 E. North St. Phone 2059

THIS WEEK'S SPECIALS:

Widmer's Apple Wine

fifth, 25c; ½ gal., 50c; gal., 85c

Plantation Whiskey

.....pt., 75c; qt., \$1.45

Seneca Chief.....pt., 69c; qt., \$1.35

Mr. Boston Apricot Nectar,

.....special, fifth, \$1.55

Windsor 18-Month Whiskey

pt. ....99c

Green River Whiskey, pt.....99c

Brandies, 18-K, ½ pt., 49c; pt., 95c

Norvarre Cognac Brandy

.....pt., 95c; ½ pt., 49c

YOU DON'T NEED

To Come Out in the Hot Sun

PHONE 2127

We Deliver FREE to all parts of  
Geneva

We Guarantee Your Order will be  
Filled as You Want It

## WILSON & JOHNSON

Everything in Quality Meat  
261 William St.

When you buy

BREAD

Insist upon

# "BUTTERFLY"

Because it is

Built to a standard

You'll surely want more

Those Delicious

Cold Plate Dinners & Lunches

they are now serving at

## The Texaco Grille

Lake St.

Geneva, N. Y.

Sure Do Satisfy on a Hot Day

30c—40c—50c

P.S. Have you noticed the big cooling  
fan they've just installed? It  
helps a lot.

## COLONEL CHEERIO

Says

Have you tried  
FRUITED WINES  
this hot weather?

Blackberry, Peach, Apricot and  
Cherry.....39c pt.; 90c ½ gal.

GIN

69c pt. up; 99c 5th up; \$1.49 qt. up  
Whiskey, Brandies, Rum,  
Ready-made Cocktails.

## GEO. M. PETERS

LIQUOR STORE

148 Castle St.

Phone 2054

--: We Deliver --:

We Have

"THE MISSING LINKS"

Needed For Your Car

## CARROLL'S

### Central Service Station

Main St. Opp. Armory. Phone 2592

Geneva's Complete Service Station

Noted for "Friendly Service"

Socony - Mobilgas - Mobiloil

U. S. Royal Tires

Scientific Lubrication

24-Hour Service

## JOE'S MARKET

226 Exchange St.

Phone 2027

### SATURDAY ONLY SPECIALS

Boiled Sliced Ham, ½ lb.....22½c

Kenny's Coffee, 1-lb pkg.....15c

Friday & Saturday Specials

Mayfield Peas, 4 cans.....25c

Spunky Dog & Cat Food,

4 cans.....25c

Broilers Dressed While You Wait.  
Tender Steaks, Chops, Cold Meats  
for the picnic. Watermelons on ice.

Phone your order, delivery every hour

## You Have Now

Had a full description of

## "THE MISSING LINKS"

Did you find all the links?

Better read the ads again.

BE SURE

YOU'RE RIGHT!

# \* DOROTHY GOES SHOPPING \*

"Dorothy" would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns.



**GENEVA**

Thur.-Fri., July 16-17

**MURDER WILL OUT!**

**WILLIAM POWELL**

IN

**THE Ex-MRS. BRADFORD**

Added: Musical Comedy, News

---

Saturday ONE DAY ONLY

MARGARET GRAHME

CHESTER MORRIS

**"COUNTERFEIT"**

Plus: Screen VODVIL

---

Sunday-Monday



**RACKETEERING RULERS REVEALED!**

**ROBINSON BULLETS or BALLOTS**

with **JOAN BLONDELL**

and **Barton MacLANE**

Added: Charley Chase, Silly Symphony, News.

---

Tuesday-Wednesday

Barbara Gene

STANWYCK RAYMOND

**"The Bride Walks Out"**

Carl says, "If your feet could talk, they would probably say, 're-build those worn, broken-in shoes to avoid aching feet.'" Carl, the Shoe Doctor, will rebuild your old shoes as good as new, retaining the same comfort. **Carl's Shoe Repair Shop**, next to Empire Gas Office.

They say that people who have to be up and doing all the time, rushing hither and yon in a frenzy of efficiency, feel the heat much less than those who have nothing to do but sit around and brood over it.

If you are in need of cool clothing for these warm days, we would suggest that you visit **Baker & Stark, Inc.**, the largest clothing store in Ontario County, where stocks are complete and selections best.

Flowers rear their heads somewhere on all the important filmy dresses. Consider a mass of Talisman roses for your navy-blue ace; roses of cut-out lace for the black lace; giant roses for the floating black tulle.

Knowing that you, also, will appreciate the superb quality of workmanship your time-pieces merit, I am pleased to recommend a very capable and expert jeweler — **Mr. G. H. Prince, Prince's Jewelry Store**, 20 Linden St. Prompt service and very reasonable prices . . . Excellent picture framing.

Take the summer in your stride — welcome the sun, foil the heat — wear clothes that are cool and comfortable.

Do stop at **The Corner News**, cor. of Castle and Main St., and get one of their delicious Ice Cream Sundaes. All kinds at popular prices. Table and counter service.

The best made clothes in the country are selling at popular prices \$25.00 to \$45.00. Ladies' Tailoring, also. **A. P. Petersen, 476 Exchange St.**

For casual clothes with an exciting "new interest", hand-knitted garments are being shown.

**Lynch's Sale** of summer rugs is an excellent opportunity for you to get that rug or matting for the porch or cottage at a real saving. Grass rugs, 4 ft. x 7 ft. at 85c; 6 ft. x 9 ft. at \$1.49; 6 ft. x 12 ft. at \$1.98.

Bands — brightly colored bands blare forth for borders, for hems, for whole dresses.

The photographs you will want Tomorrow you must take Today. Stock up on Films for the week-end trip at **McCarthy's Pharmacy, 162 Castle St.** . . . McCarthy's carry a complete line of Eastman Kodaks and Cameras.

Patent leather has its shining hour. Its lacquered blackness is now used for whole hats.

A black chiffon dress, blue-trimmed, drifts through summer and autumn.

Evening slacks — those super-slacks that smart women are wearing, are the most impeccably tailored white slacks you ever saw. They are worn with equally impeccable little jackets or blouses.

Phone 3529 . . .

or address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

**MEN! SOMETHING NEW!****"SLIP-KNOT" TIES**

They hold your collar where it belongs.

On Sale at . . .

**THE CORNER NEWS**

Main & Castle Streets

**MANY WORKING PEOPLE**

. . . do not have enough money to buy new shoes. Bring your worn shoes to

**J. IOCOLANO 14 Middle Street**

. . . he will make you a good price on fixing them and they will look like new.

**LISTED FOR SALE:—**

Beauty Shop Outfit including Pedestal Lavatory with Shampoo attachment; two floor cases; two wall cases; Koken Barber Chair; hair-dressing outfit, manicure table and chair. Two tables and sewing machine for tailors. Adding Machine.

**INQUIRIES FOR:—**

Mimeograph or other duplicating outfit. Two Standard Typewriters—one wide carriage.

**M. F. DEVANEY**

Printing and Office Supplies

435 Exchange St. or 19 East Castle Room 15, Second Floor Geneva, N. Y.

**CONTEST WINNERS**

. . . for this week are as follows:  
(See page 4)

Winners of Merchandise:

Julia Sployd, 163 North St.

Mrs. W. H. Culver, 112 Pulteney St.

Jay Rectenwald, 45 Maple St.

Mrs. Ada W. Wheeler, 362 Main St.

J. Edmond Wirtz, 99 William St.

Winners of Theatre Tickets:

A. G. Gardner, 202 Pulteney St.

Miss Dorothy Krynski, 288 William St.

Mrs. Marion Beadle, 145 Hillcrest Ave.

Remember, the "Missing Links" Contest ends July 23. Have you made out your lists EACH WEEK, so that you will have only one list remaining to be made out when the issue of July 23 reaches you?

**Bluegills Related to Bass**

Bluegills, and in fact, all of the sunfish family, are closely related to bass, and if given half a chance will exhibit many of the gamey characteristics of that king of all lake fish.

**GLEANINGS**

(From collection of quotations compiled by M. F. Devaney)

"Those who belittle public opinion do not fully appreciate it's power until they themselves become the target."

"He who has health has a very rare form of wealth."

"They too are great who keep on working and hoping after the victory seems lost."

"There's no good excuse for meanness."

"All men had something in them that would not die; something to attract other men's loyalty, or other men's intense hatred."

"God's gift to little people—freedom from worry."

"Do unto others as though you were the others."

"Joy, temperance and repose, slam the door in the doctor's nose."

"Sometimes, it seems, maybe there is some power that comes in to help you at the right time, if you think hard enough and wish hard enough. Some call it providence, some call it luck."

"Folks who get angry with you will still do business with you if you have what they want."

(To be continued)

You don't have to openly agree with anyone unless you want to; or openly disagree.

**FOR COMFORT AND STYLE****— "TRIXY" —**

Foundation Garments

**MRS. JAMES P. DITMARS**

108 Lewis St. Phone 6143

Franklin Wear  
Lingerie

Maisonette  
Frocks

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**Don't Start  
on a Trip**

. . . with a car that has not been properly lubricated.

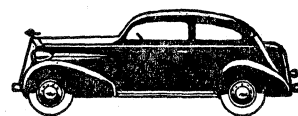
You can depend on our equipment, materials and experience for a job that is RIGHT.

**WILSON'S ESSO STATION**

Lake Street

Phone 4082

Get full information here on  
Esso's \$15,500.00 Prize Offer.

**"SAFETY TESTED"  
USED CARS**

1934 OLDS TOURING SEDAN

1934 FORD SEDAN (Deluxe)

1934 FORD TUDOR (Deluxe)

1932 HUDSON SPORT COUPE

1929 CHEVROLET COUPE

1927 CHEVROLET SEDAN

1930 CHEVROLET COUPE

1927 BUICK COUPE

**Marshall Motors**

Eights — OLDSMOBILE — Sixes

Cor. Main & Seneca Streets

Phone 6556



## ADVERTISING SPACE

in next week's issue must be reserved by Saturday noon. All copy must be in by Monday noon . . .

# BUY ON CREDIT

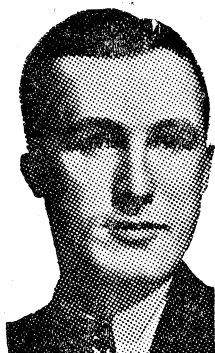
TIRES • BATTERIES  
RADIO  
AUTO SUPPLIES

**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.



*"You made our vacation possible"*

That's what a young husband told us recently. "My wife and I both needed a rest", he said, "but we just didn't have the cash. Then a friend suggested you. We came to your office . . . got enough cash to take the vacation we needed and are now repaying a small amount each month." Are you putting off a vacation because you don't have cash? If you are, we'll help you. Come in and see us TODAY.

Loans up to \$300—20 months to repay.

3rd Floor

National Bk. Bldg.

Room 304

120 Genesee St.

Phone 251

Auburn, N. Y.

## PERSONAL FINANCE CO.

LOANS MADE IN NEARBY TOWNS

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday and Friday, at 6 P. M.

## RADIO FLASHES

(Continued from page 7)

Ted Weems, who provides the music on the Fibber McGee and Molly broadcasts on NBC-WEAF, has been directing orchestras ever since he was a grammar school boy in Pittsburgh. At that time he persuaded his teacher that fire drills could be conducted more expeditiously if the children made their exit from the "burning building" to the strains of martial music. A band composed of classmates and led by Ted proved his point.

KDKA, the pioneer broadcasting station of the world, has applied to the Federal Radio Commission for permission to raise its power from 50,00 to 500,000 watts. WJZ has also applied for a 500,000 watt station. More high power stations certainly would be welcomed in this vicinity, high power being necessary to override fading and noise.

Complete Line Portable

## TYPEWRITERS

Also Rebuilt Standard Machines

VICTOR ADDING MACHINES

. . . There's one to suit your business.

**GENEVA TYPEWRITER EXCHANGE**

17 E. Castle St. Sales - Service Geneva, N. Y.

## Saturday Special . . .

2 DOZEN DELICIOUS DOUGHNUTS, 25c

LOFT'S PURE QUALITY CANDIES

Sizzling Barbecued Nuts from all over the world

=== ICE CREAM BAR ===  
74 SENECA ST.

## ADVANCE IN COAL AND COKE PRICES

— Very Soon —

ORDER NOW

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phones 6186 and 6232 261 Exchange St.

## "COPPER-BOUND" SHINGLES

. . . deliver the most service and finest appearance at lowest cost.

Greater Security - Richer - Massive Appearance

ESTIMATES WITHOUT EXPENSE

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., JULY 23, 1936

## \$5.00 in Merchandise

given to our readers  
EACH WEEK  
(See page 4)

MR. MERCHANT:—

Advertise—Every Week.

Contestants cannot specify YOUR  
STORE if your ad does not appear.

Advertising in "The News" is  
much cheaper than not advertising  
in it . . . You are paying for it many  
times over in lost business.

THE MYSTERY  
OF THE  
"MISSING LINKS"  
ENDS THIS WEEK

—o—

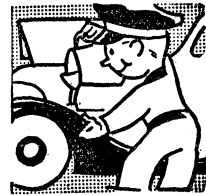
Make up your final list and MAIL  
in accordance with instructions.  
(See page 4)

—o—

It PAYS to read The Geneva Com-  
munity News — Every Week.

It PAYS to Advertise in The Ge-  
neva Community News — Every  
Week.

THE HIGHEST QUALITY  
MOTOR OIL  
SELLING AT  
"A QUARTER A QUART"



That Great New  
TEXACO Motor Oil

More economical, too —  
Crankcase "stays full longer."

**RICKELS**  
SERVICE STATION

Lake Street

Phone 2920



## Smith's

J. W. SMITH DRY GOODS CO.

### Swim Suit Special!

**\$1.98** Value \$2.98

Smart Wool Suits in latest  
styles, bareback and knitted  
in up-lift bra — a big buy  
at the price.

- acqua
- red
- yellow
- green
- navy
- brown

ALL WOOL SWIM SUITS

**\$2.98**

Novelty weaves, in halter and  
bareback styles — all wool —  
newest styles and colors.

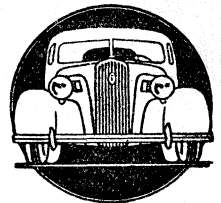
JANTZEN SWIM SUITS

The best in materials \$4.95 up  
and styling.



## USED CARS

### -Honest Values-



1931 PONTIAC SEDAN

1931 PONTIAC COACH

1933 GRAHAM SPORT COUPE  
(with radio)

1932 FORD COUPE

1930 CHEVROLET COACH

1932 CHEVROLET 1/2 TON  
PANEL TRUCK

Several other cars with down payment  
from \$50 down.

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., JULY 23, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

**BRAKES  
RELINED!**  
**81¢** PER WEEK  
**Firestone**  
AUTO SUPPLY & SERVICE STORES  
COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323 J. H. Bindeman, Mgr.

### Y. M. C. A. NOTES

#### Educational Tours

Arrangements have been made for a trip through the Shuron Optical factories on Thursday, July 23, leaving the "Y" at 2 p. m.

There were 42 boys who went through the Market Basket Bakery last week.

#### Swimming

The special beginner's swimming class for boys, which has been meeting Wednesday afternoons, has been unusually successful. Last week 18 boys completed their course. John Williams, in charge of the class, has given some of the more timid boys extra individual attention. Before the end of the Summer more than 200 boys will have learned to swim at the "Y", since the Easter vacation.

In response to last week's announcement regarding a Girls' Swimming Class not enough have signed to make the class worth while and nothing will be done until there are enough. The idea was to organize this group for the girls working in offices and stores in particular, rather than for girls who could go to the lake in the afternoon. Any who are interested please phone or stop in the "Y" office.

Special Summer rates on Membership are appealing to the men

in industry. After a hot day's work a 5 o'clock shower and a dip in the pool is very refreshing. The rate is \$1.00 per month.

### AMARANTH PICNIC SUPPER

Members of the Sixteenth District, Order of Amaranth, are invited to a picnic supper at the home of Mr. and Mrs. G. A. Carson, East Lake Road, Rushville, N. Y., on Saturday, July 25. Bring covered dish, rolls, dishes and silver.

### Ages and Ages

"Why," she said, "women have been famous for ages."

"Yes," he replied, "untold ages."

### QUALITY CLEANING ONLY

Certainly there is a difference in cleaning. In inferior work every process can be rushed through — some even omitted. Our production is planned for quality work only and the result shows it.

### FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

### CHRYSLER — PLYMOUTH Sales-Service

We will make our "Big Announcement" shortly. Watch for it, in this paper.

We have a large stock of "QUALITY" USED CARS, priced under \$100.00. Come in and look these cars over.

Due to rebuilding operations we have CUT THE PRICE on all Used Cars. These reductions last thru July only.

We have sold, for 1936, considerably more new cars than our quota, which leaves us with a very limited stock on hand for the balance of the year. Better see us for your new car now.

### Fohl Motors, Inc.

230 GENESEE ST.

Phone 2811

Open Evenings

-- COMING --

A NEW MYSTERY

"EASY MONEY"

HERE'S YOUR CHANCE

Keep Your Eye on the

COMMUNITY NEWS

For Further Details

# LYNCH'S offer thrifty homemakers many opportunities to SAVE . . .

## BEAUTIFUL "DROWSY" PURE SILK BLANKETS

Beautiful Crown Laboratory tested taffeta, heavy but soft, splitproof and crackproof — trimmed with lustrous braided cord and comes in lovely pastel shades. For a short time only at this amazingly low price —

**\$7.90**  
Size  
72 x 84

## FULL SIZE KENWOOD BLANKETS

Join the club and save—its a grand way to own the lovely things you have always wanted. **\$7.50** 72 x 84

## SUMMER FURNITURE

### REFRIGERATORS

LAWN CHAIRS      DECK CHAIRS  
GLIDERS              METAL CHAIRS

## ALL REDUCED

**20%**

CONSIDERATE CREDIT TERMS READILY ARRANGED

# THE LYNCH FURNITURE CO.

485 EXCHANGE STREET

GENEVA, N. Y.

## SUCCESSFUL CONTESTANTS

. . . in our Star counting contest this week are as follows:

### Winners of Merchandise:

Mrs. James Parmelee, 57 Mason St.  
Mrs. W. M. Taylor, 18 Madison St.  
Mrs. Lillian M. Ward, 126 Hillcrest Ave.  
Mrs. Nellie DeVaney, 258 William St.  
Mrs. Kathleen E. Maney, 336 Washington St.

### Winners of Theatre Tickets:

Doris E. Clarke, 21 Elmwood Ave.  
L. R. Tyndall, 93 William St.  
Mrs. Ernest J. Biddle, Ovid, N. Y.

## Our Heart Beats

The heart beats differently in different individuals, the rate varying from 60 to 75 times a minute, but the average is nearer 70. No one has yet ascertained the distance through which the human tongue wags in the course of a day. As for breathing, the normal rate is 16 times a minute, and at each breath a man takes in only 30 cubic inches of air. Yet the fullest capacity of the lungs is no less than 250 cubic inches.

## CHATEAU DUGAS

on Lake Keuka, 2 miles south of Branchport

featuring

A REAL DINNER at **\$1.00**

Dinner dance every evening. Also Sundays, from 4 P.M.  
Service at all hours in Grille. Legal Beverages.

## Saturday Special . . .

2 DOZEN DELICIOUS DOUGHNUTS, 25c

Ice Cold Watermelon, 10c      Fro-joy Ice Cream  
Sizzling Barbecued Nuts from all over the world

## ICE CREAM BAR

74 SENECA ST.

50c — FULL COURSE SUNDAY DINNERS — 50c

## COAL — FILL YOUR BINS NOW — COKE

In Advance of Winter Prices

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

## P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle St. Phone 6186 and 6232 261 Exchange St.

## "COPPER-BOUND" SHINGLES

. . . deliver the most service and finest appearance at lowest cost.  
Greater Security - Richer - Massive Appearance

ESTIMATES WITHOUT EXPENSE

## JOHN A. PONTIUS

90 Elm Street

Phone 4575

**\$25.00****WILL****BE****PAID****IN****CASH****The****"Missing****Links"****will be found****in the****Ads below**

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**2nd Prize  
\$4.00**

**3rd Prize  
\$2.00**

**Four Prizes  
\$1.00 each**



**Beauty  
AND  
PROTECTION**

*All you  
need to know  
about Paint*

**SHERWIN-WILLIAMS  
PAINT HEADQUARTERS**

**FAIRFAX BROS. CO.**  
87 Castle St. Phone 2441

### FUEL PRICES HAVE ADVANCED

They will advance again — so why not put in next winter's supply now if you haven't already done so.

D & H Cone Cleaned Coal  
Semet-Solvay Coke

For Quality & Service  
Phone 2221

**R A P A L E E**

**GOOD DIAMONDS**  
at this time are a good investment.

### YOUR BONUS

Invested in a "Gilbert" Stone  
gives you a lasting protection  
against poverty and old age.

See

**S. A. GILBERT**

Geneva's Diamond Expert

510 Exchange St.

Everything in Diamonds and Jewelry

**T. J. COMISKY**  
**WINE and LIQUOR STORE**  
97 Street Phone 2635  
Opp. Schine's Geneva Theatre

**GIN — GIN — GIN**  
**SLOE GIN**, pt., 99c; fifth, \$1.49

Other Regular Gins  
69c pint and up

**YOU Phone WE'LL Deliver**

**BEFORE YOU BUY SHOES —**  
See Our Line!

We have ALL KINDS

Dress, Work, or Sandals

We'll SAVE YOU MONEY —  
and GUARANTEE Perfect Fit.

**Triangle Shoe Store**

488 Exchange St. Phone 2636

## "COOLERATOR"

The Air Conditioned Refrigerator.

Insures Cold, Washed, Humidified,  
Circulated Air That Removes Food  
Odors and Prevents Drying Out.

**C. J. BRADY**

Refiltered City Water

**ICE**

110 Lake St. Phone 2740

# THE MISSING LINKS---Continued

## GEORGE F. BRUZEE

The

"Battery Man & Radio Expert"

23 E. Castle St. Phone 6522

COMPLETE STOCK

Repair Parts, Tubes, Aerials, etc.

SOUND EQUIPMENT

All Styles and Sizes

FOR RENT

Suitable for Picnics, Fairs, Parties,  
Weddings, Boat Races, and  
Conventions.

## Saglimbeni Liquor Store

28 E. North St. Phone 2059

GIN WEEK SPECIALS

Empire Club  
.....pt., 69c; 1/5, 99c; qt., \$1.29  
Orange Gin & Sloe Gin, pt.....95c  
"Mr. Boston", fifth decanter, only  
a few left, 1/5.....\$1.25

Also Gold Seal, John Collins, Mil-  
shire, Seagram's Silver King,  
Gordon, Gilby, Crystal Dew and  
many others, ranging from 69c  
pint and up; 1/5, 99c and up;  
quart, \$1.29 and up.

WE'LL COMPARE

OUR Meat  
OUR Service  
OUR Prices

With any in New York State

PHONE 2127

FREE Deliveries to all parts of  
Geneva

## WILSON & JOHNSON

261 William Street Everything in  
MEAT

WE'LL FILL THE WHOLE ORDER

Poultry, Steaks, Chops, Cold Cuts,  
Bacon, Etc.

When you buy  
BREAD

Insist upon

# "BUTTERFLY"

Because it is

Built a standard

You'll surely want more

Those PIES

They Serve at

## The Texaco Grille

Remind you of the delicious home-  
made Pies that mother made. You  
just can't forget them.

—o—

For a Full Meal or just a Snack,  
stop in. "The Home of Good Eats"

Lake St., near Exchange  
Free Parking

## COLONEL CHEERIO

Says — we have

Calvert's Reserve Whiskey  
.....\$1.42 pt.; \$2.76 qt.

Calvert's Special Whiskey  
.....\$1.14 pt.; \$2.22 qt.

Mil-Shire Gin  
.....95c pt.; \$1.55 5th; \$1.85 qt.

Seagram's King Arthur Gin  
.....85c pt.; \$1.35 5th; \$1.65 qt.

Silver Pheasant Gin.....99c 5th  
Rums, Brandies, Ready-made Cocktails,  
Champagne and Wines.

## GEO. M. PETERS LIQUOR STORE

148 Castle St. Phone

--: We Deliver --:

We Have  
"THE MISSING LINKS"

Needed For Car

## CARROLL'S

Central Service Station

Main St. Opp. Armory. Phone 2592

Geneva's Complete Service Station  
Noted for "Friendly Service"

Socony - Mobilgas - Mobiloil

U. S. Royal Tires

Scientific Lubrication

24-HOUR SERVICE

THIS WEEK'S SPECIALS

Joe's Special Brand Coffee.....22c

Home-made Coney Island

Hots .....22c

Quality Steaks .....20c

Ice Cold Juicy Watermelons

Phone Your Orders

Free Deliveries Every Hour

## JOE'S MARKET

226 Exchange St. Phone 2027

Quality Meat - Live & Dressed Poultry

## You Have Now

Had a full description of

## "THE MISSING LINKS"

Did you find all the links?

Better read the ads again.

BE SURE

YOU'RE RIGHT!

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Cherry-Currant Marmalade

- 2 quarts pitted sour cherries
- 1 to 3 quarts currants
- 1 lb. sugar to each lb. fruit

Wash and stem currants. Drain, crush and place currants, cherries and sugar in alternate layers in preserving kettle. Let stand over night. In morning cook mixture slowly, stirring until sugar is dissolved. Cook until thick, partly cool and place in sterilized jars.

V. G., Argyle St.

## Cashew Refrigerator Cookies

- 4 cups flour
- 3 teaspoons baking powder
- $\frac{1}{4}$  teaspoon salt
- $\frac{1}{2}$  cup butter or other shortening
- 2 cups sugar
- $\frac{1}{2}$  cup brown sugar firmly packed
- 2 eggs well beaten
- 1 to 2 cups cashew nuts finely chopped
- 1 tablespoon vanilla

Sift flour once, measure, add baking powder and salt and sift again. Cream butter and add sugar gradually, cream thoroughly. Add eggs, nuts, and vanilla, and beat well. Add

**SPECIAL SALE**  
GERANIUMS, 10c each

**TRAUTMAN & SMITH**  
FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

flour gradually, mixing well after each addition. Shape into a long roll and place in wax paper and chill over night, or until firm enough to handle. Slice thin and place on an ungreased baking sheet. Bake in a hot oven (425° F.) for 5 minutes or until brown around the edges.

Mrs. E. M. H., Prospect Hill

## Jellied Ham Loaf

- 2 cups finely diced ham
- $1\frac{1}{2}$  tablespoons granulated gelatin
- $\frac{1}{4}$  cup boiling water
- $\frac{1}{4}$  cup vinegar
- 2 hard cooked eggs, sliced
- $\frac{1}{2}$  teaspoon salt
- $\frac{1}{2}$  cup diced celery
- 1 chopped pimento
- $\frac{1}{2}$  chopped green pepper
- 2 tablespoons finely minced onion.

Soak the gelatin in 2 tablespoons cold water, then dissolve in the boiling water. Add vinegar and salt. Cool. When mixture begins to jell mix in all the other ingredients excepting the eggs. Rinse a mold in cold water, arrange the egg slices on bottom and sides, then pour in the ham mixture. Set in cold place until firm. Serve on bed of shredded lettuce. Serves 6.

Mrs. A. C., Pleasant St.

## Cherry Olives

Fill a quart jar with firm plump cherries. Put one tablespoon salt on top and fill jar with white wine vinegar. Seal up and allow to stand for a few days when they are ready for use. Cherries should not be stoned.

M. O'C., Exchange St.

**C. J. BRADY**

RE-FILTERED CITY WATER

**ICE**

Let us show you the "Coolerator"  
the conditioned-air refrigerator

110 Lake St.

Phone 2740

**HARRY M. MOYER**

—: PRINTER:—

69 Oak Street

Phone 4189

**RECONDITIONED  
PIANOS**

\$25.00 up

On Easy Terms

**BOLIN MUSIC HOUSE**

**Baumgartner's Food Store**

Specials for Friday & Saturday

FREE Cup and Saucer with  
Cain's Mayonnaise, per pt.....30c

Certo, per bot.....23c

Blue & Gold Pastry Flour,  
24 $\frac{1}{2}$  lb. sack.....85c

Spartan Red Salmon, per can....20c

Alaska Pink Salmon, per can....14c

Sun Graze Corned Beef,  
12 oz. can, 2 for.....35c

Libby's Roast Beef, 12 oz. can, 21c

Ivanhoe Potato Salad, per can, 19c

Plenty of Parking Space Always

Phone 2546  
Delivery Free

Top of Bean's Hill  
at edge of City

**WHEN YOUR DRAIN IS  
CLOGGED  
or SLOW**



● Phone me for a can of MULE-KICK DRAIN CLEANER. It acts quickly. Is more powerful. Will not bubble or spit causing dangerous gases and fumes. Is odorless. Approved by Good Housekeeping. It's the kind we plumbers use.

**SENECA PLUMBING  
and HEATING**



Phone 6574

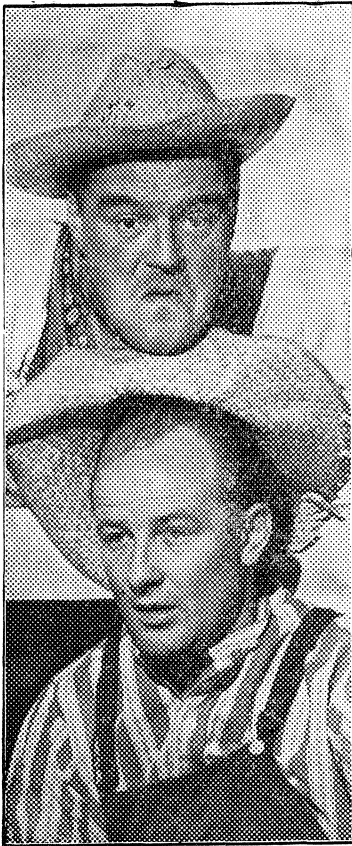
41 Wadsworth St.





## RADIO FLASHES

by Ralph Le Brun



### Colonel Stoopnagle and Budd

are pictured as rural gentlemen enjoying themselves during the recent hot spell.

They are having quite a jolly time these days popping extra large bottle stoppers

into the mouths of people who ask,

"Is is hot enough for you?"

The boys are taking Fred Allen's place in the broadcast heard over NBC-WEAF Wednesdays, at 8 P. M.

The Republican nominee for president, Governor Alfred M. Landon, will be formally notified of his nomination at Topeka, Kansas, on Thursday. From 9 to 10 P. M., all major networks will broadcast the proceedings. Governor Landon's speech of acceptance will be preceded by Representative Bertrand H. Snell's speech of notification.

Irene Beasley, musical comedy and radio songstress, will be the guest star of the "Tea Time" program with Jack Shilkret's Orchestra and the Three Jesters, broadcasting over the Columbia network Sunday, at 4:30

## Radio Service

Tubes and repair service for any radio, any make, any model, any year. Latest testing equipment. Reasonable rates.

**RALPH LE BRUN**

225 High Street

Phone 3237

P. M. Miss Beasley was elected Queen of Radio in 1934, and the following year was featured in "Thumbs Up."

Kathleen Norris, one of America's leading novelists, will make her air debut as a dramatic actress during the Magic Key of RCA program Sunday, at 1 P. M. Mrs. Norris will appear in a scene from her own play, "The Life of Queen Victoria." Featured also in this broadcast will be Lennie Hayton and his orchestra and Frank Black and the NBC Symphony Orchestra. NBC-WHAM.

I can't find anything special to say about this program, but if you enjoy an unusually fine dance orchestra and some fine vocal effects, try the Columbia network Wednesdays, at 8 P.M. I'm sure you will enjoy Andre Kostelanetz and his Dance Orchestra with Kay Thompson, Ray Heatherton and the Rhythm Singers.

America's first professional talking choir, that of the Chicago Mundelein College, is now heard regularly with Vivian Della Chiesa, NBC's lyric soprano, on her program over NBC-WJZ, Fridays, at 9:30 P.M. The choir is composed of sixteen voices, organized along the same lines as a vocal choir, with light and heavy voices and soloists. The talking choir, is an adaptation of the

(Continued on page 12)

## Free Attraction . . .

THIS WEEK — including, Sunday, July 26

**FOUR LADDIES** — An astounding daredevil acrobatic, gymnastic and balancing act — performed on a slender tower, 110 feet in the air.

—Daily Performances: 4:00, 7:30, and 10:00 P. M.—

## ROSELAND PARK

CANANDAIGUA LAKE

**DANCING -- EVERY NIGHT**

Large Open Air Starlight Ballroom

## BRAND NEW METHOD OF TESTING YOUR FURNACE FOR LEAKS

Absolutely Sure — No Mess in Basement — No Disturbing the Furnace.

Takes Only 5 Minutes — Tells You Definitely Whether Your Home is Safe from Dangers of a Leaky Furnace.

We Give You This Valuable Service  
**ABSOLUTELY FREE**

Sponsored by the Lennox Furnace Co.—World's Largest Manufacturers of Steel Furnaces and Residence Air-Conditioning Units.

— PHONE 2170 —

**Cooney, Watts & Cooney**

513 Exchange St.

(Hardware)

# BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## \$5.00 IN MERCHANDISE and THEATRE TICKETS -- FREE!

Read each advertisement in this section. Look for the (\*) Stars, which are scattered among them. Make up a list of the firms in whose ads you find stars—(copying these ads just as they appear)—and mail to "Business Directory Editor", Geneva Community News, Geneva, N. Y., as early as possible, but not later than 5 p. m. Saturday.

An award of \$1.00 IN MERCHANDISE—from any advertiser whose ad appears anywhere in this week's issue—(excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the first five nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from ....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News. Mail your list at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

### ADVERTISING

If you would like a space in this

DIRECTORY SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

### AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service  
J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

### AUTO LAUNDRY

EVERY CAR NEEDS

Proper scientific lubrication to prolong its life and riding comfort. Our specially trained experts, chart system, and improved equipment will benefit your car.

TED'S AUTO INN  
Phone 5174 35 Tillman St.

### AUTO SALES & SERVICE

"OLDSMOBILE"

The car that has "EVERYTHING" Speed, Economy, Power, Convenience. Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

### AUTO IGNITION SERVICE

This Coupon is Worth 50c in Trade.

"DON'T START ON A TRIP"

Without having "The Generator" checked. It's just too bad if it breaks down on the road. We specialize in Generator and Ignition work of all kinds.

AUTO ELECTRIC SERVICE

CARL E. COLE  
30 Lake Street Phone 2814

### AUTO REPAIR WORK

Your life and the lives of others  
"DEPEND ON GOOD BRAKES"

We specialize in Relining & Proper Adjustments. Also General Repair Work.

STRATTON'S BRAKE SERVICE

Lake Street Phone 2028

### LERKIN'S GARAGE

16 Davis Street Phone 6782

General Repair Work - Batteries  
Brakes Relined & Adjusted

NORWALK - FIRESTONE

Tires & Tubes

### AUTO TIRES

Sane Drivers

USE SAFE TIRES

Come in Now—See Elmer  
He'll Give You A Guarantee

DUNLOP TIRE & RUBBER CO.

"Elmer" H. Turner, Mgr.  
373 Exchange St. Easy Terms

### BARBER SHOPS

It pays to look well . . .

"KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50

HOTEL SENECA BARBER SHOP

Jos. O'Byrne Anthony Alvaro  
Prop. Associate  
Free Parking in Rear of Hotel

### BODY & FENDER WORK

No Matter How Bad

The Body, Fenders, or Top is wrecked or crumpled up, we'll remove all bumps, repaint and match the colors — you won't believe it's the same car.

PETERSON

Seymour Alley  
rear Geneva Loan & Savings Assn.

### COAL-COKE

Blue Coal Solvay Coke Fuel Oil  
Fast Dependable Service

P. O'MALLEY & SON

Phones 6186 \* 6232

### FRUIT & VEGETABLES

VISIT OUR NEW STORE

Delicious Watermelons, Cantalopes,  
Cherries, Berries, Oranges, Vegetables,  
Complete Line Fresh Fruit.

CAITO'S FRUIT STORE

380 Exchange St. Phone 5374  
Phone Your Order \* Free Delivery

WHEN YOU WANT

Delicious Fresh Fruit and Vegetables  
Beer - Ale, in cans or bottles  
That Never Fail to Satisfy  
Phone 2107

THE ROCHESTER FRUIT STORE

23 Seneca Street Free Deliveries

### FURNITURE

When you think of Furniture  
It's just natural to think of

WHEELER'S

70 Castle Street Phone 2620

Beauty - Style - Quality - Service  
Greet you as you enter

Another Feature — "THOSE EASY TERMS"

### GAS AND OIL

OSCAR F. RICKELS

Lake Street Phone 2920

The Complete 100% Service Station  
Star Pumps - Star Attendants  
Star Equipment

SATISFACTION GUARANTEED

# BUSINESS DIRECTORY SECTION

## GROCERIES

### EVENINGS, SUNDAYS, HOLIDAYS

You'll Find Us Open  
Plenty of parking space and a full line  
Choice Groceries, Fruit, Vegetables,  
Ginger Ale and Low Prices.

#### JOHN MONACO

111 Washington St. Phone 2545

Free Deliveries They All Come Back

### THIS WEEK'S SPECIALS

Red & White Tomato Juice, 4 for....29c  
Blue & White Pork & Beans, 3 for....25c  
White House Coffee .....20c  
Spring Valley Flour, 24½ lb. sack....69c

#### FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

### SPECIALS — Fri.-Sat., July 24-25

C. A. Davis Dog Food, 2 for.....15c  
Ivanhoe Potato Salad, 1-lb. can.....19c  
Hurff Tomato Juice, 6 for.....29c  
1 pt. Veteran Grape Juice.....17c  
No. 5 Tomato Juice.....24c

#### C. S. DADSON

70 Cherry Street Phone 2630

WHAT IS MORE COOLING and refreshing on a hot day than one of those  
Big Double Dip 5c Ice Cream Cones  
they serve at

#### GEORGE PHILLIPS

Red & White Store

111 Pulteney Street Plenty of Parking Space

Here rest the remains of Percival  
Rice;

On a day when the heat was like  
fire

He offered no help but a lot of advice

To a motorist changing a tire.

## GROCERIES

### SPECIALS THIS WEEK

Hellmann's Salad Dressing, qt.....35c  
Ivanhoe Salad, qt.....29c  
Hellmann's Mayonnaise, qt.....45c

#### L. J. McCANN'S GROCERY

144 High St. Phone 2653. We'll Deliver

## HARDWARE

### CROQUET TIME IS HERE

#### Complete Sets

\$1.25 - \$2.25 - \$3.25 - \$3.75

Deluxe Set \$4.25

#### DORCHESTER & ROSE

543 Exchange Street Phone 2496

## ICE CREAM

You will enjoy eating

#### DAVIDSON'S ICE CREAM

It does not leave your throat  
all dry and parched.

#### DAVIDSON'S

312 Castle Street Phone 6122

## LAUNDRY SERVICE

### HOT DAYS ARE HERE

"Give Mother a Treat", send the whole  
wash to GENEVA STAR LAUNDRY.

Rough Dry Wash only 8c per lb.

Shirts in this bundle approximately  
10c each

Phone 2112 — We'll Call and Deliver

## MOVING & STORAGE

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.

The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## NEWSPAPERS- MAGAZINES

We Are Now Serving

Delicious Ice Cream Sundaes

All Flavors

Table and Counter Service

#### THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

## OPTOMETRY

### SCIENCE SHOWS . . .

That many of the headaches and nervous con-  
ditions noticed in children and adults are  
due to eye strain and weakness. We examine  
the eyes, fit glasses, repair broken frames,  
and replace broken lenses.

#### G. W. FLETCHER

Castle Street Opp. City Hall  
Office Phone 2292 Residence\*2044

## POTATO CHIPS

"SEE THEM MADE"

OUR CHIPS ARE FRESH

Stop in, receive a sample free and be  
convinced.\*

101 Seneca St. Top of the Hill

## REAL ESTATE

When you think of Real Estate in Town  
or Country THINK of

#### FINZAR

20 Linden St. (Prince's) Phone 2661

Persistent advertising, even in a  
small way, is surely a lot better than  
no advertising at all.

—o—

Merchants appreciate it when you  
say: "I saw your ad in THE GENEVA  
COMMUNITY NEWS."

## DESIRABLE USED CARS

1935 Ford Sedan  
1935 Chevrolet Touring Sed.  
1933 Pontiac Coupe  
1933 Ford Fordor  
1935 Dodge Pick-up Truck

## KITCHELL MOTOR CO.

386 Exchange St. Phone 2178

—o—  
BUY IN GENEVA

Little Emily ran in the house, cry-  
ing as though her heart would break.  
"What's wrong, dear?" asked her  
mother.

"My dolly—Billy broke it," she  
sobbed.

"How did he break it, dear?"

"I hit him on the head with it."

—o—

## LOST

A BUSINESS. Wonderful op-  
portunity, but owner didn't believe  
in advertising. Don't make the same  
mistake. Phone 2108. GENEVA COM-  
MUNITY NEWS.

## Vanilla Preferred

Men form 51 per cent of the buy-  
ers of ice cream, and in soda dis-  
pensing establishments and similar  
places it is an item that figures in  
more sales than anything else in  
stock. Last year, for all of America,  
the per capita consumption was 2.82  
gallons. For the entire country, van-  
illa ice cream comprises 56 per cent  
of all sold, chocolate accounts for 10  
per cent and strawberry 8 per cent.

—o—

Merchants appreciate it when you  
say: "I saw your ad in THE GENEVA  
COMMUNITY NEWS."



## DOROTHY GOES SHOPPING



"Dorothy" would appreciate it very much if you would kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns.

### Geneva THEATRE

Thurs.-Fri., July 23-24



Also, Added Short Subjects

Sat.—ONE DAY ONLY

Brian Donlevy - Glenda Farrell

"HIGH TENSION"

Screen Vodvil

Sun. - Mon. - Tues.

It's Her Darlingest!



Lynch's now have a Comfortable filled with **pure silk**. Its name is "Drowsy" — warmer than wool . . . fluffier than wool. Covered with soft, lustrous faille taffeta, it's the tops for beauty and luxury, and very moderately priced. You'll want to see them. **Lynch's Bros., 485 Exchange St.**

There's nothing like a crisp new black dress to spice a drooping wardrobe. And they have all the snap and dash and newness of autumn; yet, you can wear them right now. Your first black dress will feature a full and swirling skirt, wide shoulders and bodice detail. Devotees of a straighter silhouette may have modified skirt fullness; the bodice may be fitted or tucked (quilted flower designs add detail); sleeves are as varied as personalities.

Knowing that you, also, will appreciate the superb quality of workmanship your time-pieces merit, I am pleased to recommend a very capable and expert jeweler — Mr. G. H. Prince, **Prince's Jewelry Store, 20 Linden St.** Prompt service and very reasonable prices . . . Excellent picture framing.

Bright flowers on black velvet is a new answer to the half-summer, half-autumn hat.

Dressing alike is fun — not only for twins or brothers and sisters, but also for mother and child.

Have you tried a pair of **Munsingwear Hosiery** which **Baker & Stark, Inc.** are offering? Three new summer shades have been added to their regular summer selection. Chiffon and service weight at 89c per pair.

Colorful beaded trimming is the newest trimming for dresses.

Flowers for trimming are more popular than ever, for dresses as well as hats. For instance, a single long-stemmed rose may be drawn through the belt of a black dress.

The nicest selection of Greeting Cards awaits you at **McCarthy's Pharmacy, 162 Castle St.** There's an appropriate card for each and every occasion . . . Birthday, Anniversary, Convalescent, Wedding and Congratulation Cards . . . Stock up on Films for the weekend!

One new head-dress for evening wear features a flock of butterflies — synthetic little creatures of blue feathers — atop a flippant visor of brown tulle.

The best made clothes in the country are selling at popular prices — \$25.00 to \$45.00. Ladies' Tailoring, also. **A. P. Petersen, 476 Exchange St.**

You can trust the French to think up new clothes for their new sport — bicycle riding. Grey flannel shorts and a silk blouse; brown linen knickers; beige suede shorts, a flannel jacket and colored shoes; white flannel knickers and a brown cashmere sweater; a white linen culotte, hand-sewed in navy blue.

Phone 3529 . . .

or address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS**, for information regarding the "Dorothy Goes Shopping" columns.

### Start of Tipping

The custom of tipping is said to have originated in a coffee house in London. In this tavern there was a box into which patrons desiring special service put a certain amount of money. On the box were the words, "to insure prompt service." The initial letters of this phrase developed into the noun, tips.

MANY WORKING PEOPLE  
... do not have enough money to buy  
new shoes. Bring your worn shoes to  
**J. IOCOLANO** 14 Middle Street  
... he will make you a good price on  
fixing them and they will look like new.

### CARPENTER and BUILDER

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given — free

# 2448

Two important reasons why you  
should remember these figures:

1 Phone that number for your  
"Super-service Station" re-  
quirements.

2 And — that amount, in Dollars  
and Cents, represents a yearly  
saving on your Gasoline bill by  
using Richfield Hi-Octane.

**FINK'S  
SUPER-SERVICE STATION**

Lake Street Phone 2448

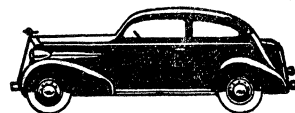


**\$142.95** Model Illustrated —  
GAQ-50  
OTHER SHELVAADOR MODELS  
from \$94.50 up

The World's Most Beautiful  
Refrigerator

**WHEELER'S**  
OPPOSITE P. O.

## "SAFETY TESTED" USED CARS



1934 OLDS — 5 pass. TOURING COUPE

1934 FORD SEDAN (Deluxe)

1932 HUDSON SPORT COUPE

1930 HUDSON SEDAN

1930 BUICK SPORT COUPE

1929 PEERLESS COUPE

1931 ESSEX COACH

1927 CHRYSLER COUPE

# Marshall Motors

Eights — OLDSMOBILE — Sixes

Cor. Main & Seneca Streets

Phone 6556

### GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"He who has hope has something  
to begin with."

"They only are great who appre-  
ciate the power of self mastery."

"Tranquility is nothing more than  
a good order of mind."

"Folks need courage, but they al-  
so need distraction."

"The greatest mistake one can  
make is to be continually afraid of  
making one."

"If you want a job done get a busy  
man to do it; the others don't have  
time."

"Temperament is, of course, a  
lack of self control."

"By asking for the impossible you  
are likely to get the best that is pos-  
sible."

"I am an old man and have known  
many troubles, but the most of them  
never happened."—*Mark Twain.*

"A compliment is when you say  
something to another that he and we  
know is not true."

(To be continued)

New Cemetery Memorials  
on display

**BARDEN & SALLADIN**

Evening Appointments by Request  
369 Exchange St. Phone 2014

MEN! SOMETHING NEW!

**"SLIP-KNOT" TIES**

They hold your collar where it belongs.

On Sale at . . .

**THE CORNER NEWS**  
Main & Castle Streets

## A Smooth Running Car

Needs Proper Lubrication  
in Summer

Come in and let us grease your car  
for smooth summer sailing.

It makes all the difference  
in the world.

**WILSON'S ESSO STATION**  
Lake Street Phone 4082

Are you trying for part of that  
\$15,500 Esso Prize Money?

*Use your Credit*

**NEW TIRES  
ON  
Easy Terms**

AS LOW AS

**37¢**

PER WEEK



**Firestone** AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

What Have You Got?

What Do You Want?

Before the advent of anything in trade, of which our present money is the successor, folks bartered things they had for other things they needed. We call it "Swap".

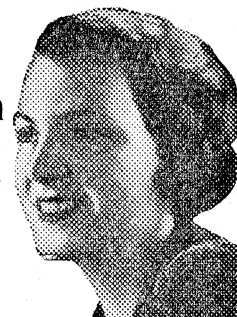
If you've anything you wish to swap send a description of the article with a memo of what you wish in exchange to

**M. F. DEVANEY**

Printing and Office Supplies

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

**You** can laugh  
at money worries, too!



"We were tired of worrying over bills," a young wife told us recently, "so my husband and I figured out how much it would take to pay them all off. Then we came to your office. You loaned us the cash we needed—on our own signatures—and we really find it easy to repay!" You will, too. Add up your cash needs and let us help you laugh at money worries. Come in today.

*Loans up to \$300 — 20 months to repay*

3rd Floor

National Bk. Bldg.

Room 304

120 Genesee St.

Phone 251

Auburn, N. Y.

## PERSONAL FINANCE CO.

LOANS MADE IN NEARBY TOWNS

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday and Friday, at 6 P. M.

5100 COPIES  
WEEKLY

5100 COPIES  
WEEKLY

**Advertise  
Every Week**

in the

**Geneva Community News**

"An Advertising Medium of Distinction"

Distributed in GENEVA, WATERLOO, PHELPS,  
OVID, WILLARD, STANLEY, HALL and  
SENECA CASTLE

P. O. Box 146

Phone 2108

## RADIO FLASHES

(Continued from page 7)

choruses utilized for transition and narration in the early Greek and Roman drama.

What is in a radio? The average radio (1936 model) contains — 7 tube sockets, 1 audio transformer, 1 power transformer, 1 choke coil, 15 resistors, 1.5 variable resistors, 2 filter condensers, 15 by-pass condensers, 1 tuning condenser gang, 8 trimmer condensers, 5 coils, and 1 speaker. Do you think you can find which one is to blame the next time it quits?

## KINDLY MENTION

**THE GENEVA  
COMMUNITY NEWS**

WHEN MAKING PURCHASES  
FROM OUR ADVERTISERS ...

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., JULY 30, 1936

## THIS AND THAT

How would you bet on Geneva's old car tracks? Will this menace still be with us when snow flies again—or not? What do YOU think?

The Geneva Free Library and the Woman's Club Building are "spic 'n span" in fresh coats of paint. Geneva's Library is surely a credit to the city. Do you use it to advantage?

George F. Bruzee, "The Battery Man", who so credibly handled the public speaking system during the recent Power Boat Regatta here, has been awarded the contract for a similar job at Watkins on Sunday, August 9. The races there are (Continued on page 2)

## Y. M. C. A. NOTES

### Educational Tours

Monday, a group of boys visited the Rapalee Coal and Coke Corp., at 2:00, and Thursday morning, July 30, they visited Baumgartner's Market. Dates are pending for a visit to the Humphrey Press Inc. and an invitation to visit the N. Y. S. Agricultural Experiment Station has been received.

### Swimming

Another group of boys have completed a Beginners' Swimming Class and a third class has been formed. This class meets Wednesday afternoons, at 2:00. At a small nominal cost, special arrangements can be made for individual instruction (Continued on page 12)

## SUCCESSFUL CONTESTANTS

... who won merchandise and theatre tickets for correctly "Counting the Stars" last week, are as follows:

Winners of Merchandise:

Dorothy C. Brenne, 138 Maxwell Ave.

Mrs. Anna K. Truesdale, 172 Gene-see St.

Miss Marjorie Belcher, 435 Exchange St.

L. Edwards, 316 Washington St.

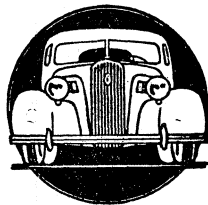
Mrs. Lillian Hilfiger, Phelps, N. Y.

Winners of Theatre Tickets:

Mrs. Cyril H. Scutt, 195 Lafayette Ave.

Miss Wilma Cummings, 57 Colt St.  
Ethel M. Clifton, Geneva General Hospital

## USED CARS -Honest Values-



1931 BUICK SPORT COUPE

1931 PONTIAC COACH

1932 FORD COUPE

1930 CHEVROLET COACH

1929 CHRYSLER SPORT ROADSTER

1929 CHEVROLET COUPE

1932 CHEVROLET 1/2 TON  
PANEL TRUCK

Several other cars, \$100 and down.

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

## Buy a TAFFETA COMFORTABLE for \$6.50

... through our BLANKET CLUB.

Pure silk filled — moth-proofed — split-proof — full size Comfortables in SIX  
COLOR COMBINATIONS.

JOIN NOW and have this Comfortable  
when you need it.

— 50 cents a week does it —

Come in and get YOUR card.

## HOWARD DRY GOODS CO.



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., JULY 30, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

## ALMANAC



"Could everything be done twice, everything would be done better."

### JULY



30—First legislative assembly in United States is held at Salem, 1619.



31—Lafayette made United States major general at age of 20, 1777.

### AUGUST



1—William Adams, author of popular Oliver Optic stories, born 1822.



2—Germany is refused a right of way through Belgium 1914



3—Columbus sails on his epoch-marking voyage 1492



4—City of Chicago now completely surveyed and plotted, 1831



5—Laying of first Atlantic cable is completed, 1858

## ST. FRANCIS' LAWN SOCIAL

The annual St. Francis De Sales mid-summer Frolic and Lawn Social will be held on Tuesday, Aug. 4, beginning at 4 p. m.

## THIS AND THAT

(Continued from page 1)

being sponsored by the Watkins Glen Yacht Club and will start at 1:30 p. m.

Have you ever visited Gannett Hill, the highest point in the Finger Lakes Region, up back of Naples? Many people in this section do not know that such a place exists. If you like real mountain scenery don't miss going to this beautiful spot.

You'll get a lot of fun out of working on our new "Easy Money" feature.

A considerable increase in tourist traffic is noticed now that the Canandaigua end of the Turnpike has been opened and traffic is again being detoured by way of Gorham and Stanley. Gas stations and Restaurants report a noticeable increase in business.

## KNIGHTS OF COLUMBUS TO PICNIC

On Sunday, August 2, at Cayuga Lake Park, Geneva Council, Knights of Columbus, will hold a family picnic, to which all Knights, their families and friends, are invited. John Cooney is general chairman.

## Too Soon to Say

Officer: "You've been doing sixty miles an hour. Don't you care anything about the law?"

Lady: "Why, officer, how can I tell? I've only just met you."

See next week's issue for names of the winners in the "Missing Links" contest.

WHEREVER YOU GO, that freshness, color and perfection in finishing that is a result of fine garment cleaning, is observed. It helps to give you the ease and self assurance so necessary at any occasion. . . And fine cleaning prolongs wear.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

## Unreasonable Complaint

"Look here, waiter, is this peach or apple pie?"

"Can't you tell from the taste?"

"No. I can't."

"Well, then, what difference does it make?"

## SPECIAL SALE

... on Riding Comfort

That's what a "Rickels" Lubrication job really is. Your car rides easier. It is less likely to need repairs. We use the finest lubricants and do a first class job.

## RICKELS SERVICE STATION

Lake Street

Phone 2920

## CHRYSLER — PLYMOUTH Sales-Service

Watch for next week's issue of this paper.

The "BIG ANNOUNCEMENT" will appear.

If you are interested in a "QUALITY" USED CAR at low price and reasonable terms, you had better act this week. Come in . . . see us on these cars . . . drive one and be convinced.

We wish to thank our many friends for their patronage in the past and with the new program which will be announced next week we feel certain our following will be tripled.

## Fohl Motors, Inc.

230 GENESEE ST.

Phone 2811

Open Evenings

COMPELLING SAVINGS ON  
Fine  
HOME FURNISHINGS  
In Our  
AUGUST SALE

An Event of Importance  
To Every Thrifty Homemaker!

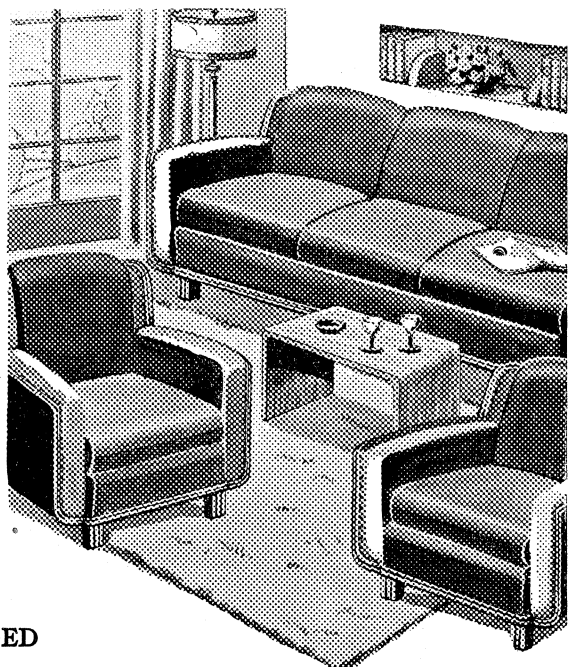
BEGINNING SATURDAY

CONSIDERATE CREDIT TERMS READILY ARRANGED

THE LYNCH FURNITURE CO.

485 EXCHANGE STREET

GENEVA, N. Y.



#### GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"It isn't what we know but what  
we don't know that makes us un-  
easy."

"Time softens."

"It is trouble, sacrifice and dis-  
appointment that makes charac-  
ter."

"Personality can only exist  
among people; there's no person-  
ality in a person alone on a desert  
isle."

#### HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

MEN! SOMETHING NEW!

"SLIP-KNOT" TIES

They hold your collar where it belongs.

On Sale at . . .

THE CORNER NEWS  
Main & Castle Streets

"The folks who criticize our  
public officials the most, whether  
it be city, county, state, or nation,  
are usually the ones who do not  
take the trouble to vote."

"When a person is down a little  
help is worth more than a lot of  
advice."

"Let's be sociable; even a hog  
grunts when he meets another  
hog."

"The feminine of bachelor is  
lady-in-waiting."

"Chivalry is the attitude of a man  
toward a strange woman."

"It is almost a definition of a  
gentleman to say he is one who  
never inflicts pain; he makes light  
of favors while he does them and  
seems to be receiving when he is  
conferring; he observes the maxim  
of the ancient sage, that we should  
ever conduct ourselves toward our  
enemy as if he were one day to be  
our friend."

(To be continued)

See next week's issue for names  
of the winners in the "Missing  
Links" contest.

Every man who thinks of his  
work as a career will go farther.

FOR SALE . . .

BUILDING LOTS

Wyckoff Glen — East Side Seneca Lake  
Prices Reduced

COLE & WYCKOFF

94 Seneca Street

Phone 2456

MANY WORKING PEOPLE

. . . do not have enough money to buy  
new shoes. Bring your worn shoes to

J. IOCOLANO 14 Middle Street

. . . he will make you a good price on  
fixing them and they will look like new.

CARPENTER and BUILDER

Weatherstripping and Caulking

Frank M. Mowers

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given — free

New Cemetery Memorials

on display

BARDEN & SALLADIN

Evening Appointments by Request

369 Exchange St.

Phone 2014

# ★ DOROTHY GOES SHOPPING ★

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

**Free** — A pair of trousers with every suit — saving from \$5.00 to

\$13.00 on your suit. **A. P. Petersen, 476 Exchange St. . . Ladies' Tailoring also . . . Dry Cleaning, Pressing, Repairing and Altering.**

Those who dress well, realize that quality of material is one of the fundamentals of good taste.

You choose from a complete stock of **Eastman Kodaks and Cameras at McCarthy's Pharmacy, 162 Castle St. . .** Extremely popular is the "Baby Brownie," a small and compact camera, which sells for only **89c . . . Stock up on Films at McCarthy's Pharmacy!**

The loveliest clothes in the world can not make a woman look well-dressed if she carries herself badly; having chosen your gown, wear it as if you were proud of it.

**Baker & Stark, Inc.,** have added "Knee-Lengths" to their already popular line of Ladies' Munsingwear Hosiery. Four thread Chiffon; Ringless; Lastex top; Cradle foot and French heel. Splendid hosiery at **89c per pair!**

Speaking of the peplum, the ruffle and the cape, the "line-breakers" you'll be seeing on most of the dresses from now on, they may be used on almost any figure providing the problem of proportion is thoroughly taken into account.

Knowing that you, also, will appreciate the superb quality of workmanship your time-piece merits, I am pleased to recommend a very capable and expert jeweler — **Mr. G. H. Prince, Prince's Jewelry Store, 20 Linden St.** Prompt service and very reasonable prices . . . Excellent picture framing!

Skirt lengths, no matter what the fashion, may and should be adjusted to the individual figure.

At the **Julia Elizabeth Shoppe, 18 Linden St.,** reduced prices on all **Children's Summer-Wear** — Sweaters, **95c;** Long and short sleeves. Values to \$1.95. Dresses, **95c, \$1.29.** Values to \$2.95. Boys' Wash Suits, **89c up.**

For cool evenings and early fall, nothing could be more high style than a light-weight wool dress with its own jacket. A baby-swagger length, its fullness in pleats and leg o' mutton sleeves would be very good.

**Carl says,** "If your feet could talk, they would probably say, 're-build those broken-in shoes and avoid aching feet.'" **Carl, the Shoe Doctor,** will rebuild your old shoes as good as new, retaining their old comfort. **Carl's Shoe Repair Shop,** next to Empire Gas Office.

Jewelry is an important addition to your costume but it should be used sparingly.


Autumn hats will be of many different shapes and sizes. Some crowns will be shallow, others high; some brims reveal the forehead, others scoop forward to cover the brow. There will be toques in boat or visor shape, berets in forward or backward movement, as well as hats with brims. Floral trimmings as well as feathers will be used.

**Phone 3529 . . .**

or address **Miss Dorothy Frazutz, c/o GENEVA COMMUNITY NEWS,** for information regarding the "Dorothy Goes Shopping" columns.

See next week's issue for names of the winners in the "Missing Links" contest.


Curtains are things which are hung in a window to keep the neighbors from seeing you watch them.



**Schnee's  
GENEVA  
THEATRE**

Wed.-Thur., July 29-30

**FEMALE T.N.T.!**



**"PUBLIC ENEMY'S WIFE"**  
with **PAT O'BRIEN**  
**Margaret LINDSAY**  
**CESAR ROMERO**

**Added SHORT SUBJECTS**


Friday-Saturday

**JOE E. BROWN**

**"Earthworm Tractor"**  
with June Travis, Guy Kibbee  
Plus Screen Vodvil

Sun.-Mon.-Tues.

**HEAR BING SING  
SEVEN BIG  
SONG HITS!**



**"RHYTHM  
ON THE RANGE"**  
with **BING CROSBY**  
**FRANCES FARMER**

**Added  
Shorts**

Wed. & Thurs. **FURY** Sylvia Sidney  
Spencer Tracy

## EXTRA SPECIAL WHISKY

"TOUCHDOWN" .....	pints, 69c; quarts, \$1.32
"CHARTER OAK" (This Whisky is 90 proof) .....	pints, 75c; quarts, \$1.45
"BROADACRES" (A straight Pennsylvania rye, 14 months old) .....	pints, 89c; quarts, \$1.69
GIN	
"SILVER SWALLOW" .....	pints, 75c; quarts, \$1.45
"ALL AMERICAN" .....	pints, 69c; quarts, \$1.35

Also 50 other popular brands. Both Gin and Whisky.

# T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

### TOBACCO

"It's a poor day we don't learn something."

This week we noticed an interesting window display at the H. F. Fox store, 476 Exchange St.

This display consists of tobaccos from various parts of the world, as well as leaves, showing the sizes these grow in different countries.

It had never before occurred to us that there are so many different colors of tobacco, but with so many colors, sizes of leaves, etc., we decided there must be just as much difference in the taste of the tobacco.

From Frank Fox we learned that this is true—that there are many different flavors of tobacco and that most pipe smokers are very "fussy" about the "blends" they use, trying many different mixtures before finding the one most pleasing to them. Some smokers find a satisfying package mixture; others blending their own by mixing a few ounces of one tobacco, a few ounces of another, then another, etc.—possibly several kinds in all.

For those who "blend their own" Fox's keep written records so the smoker may be assured of always getting a uniform mixture.

As an example of how far smokers will go for their favorite blend Fox's have one customer in China to whom they send considerable quantities of "Fox's Special"—a blend of smoking tobacco well known to pipe smokers in this section.

Truly, "It's a poor day we don't learn something." And never before having given tobacco much thought we felt that from the window display referred to and our conversation with Frank we had learned something.

### John Bull Was a Musician

John Bull was a celebrated organist and composer. The date of his birth is not known. It probably occurred about 1562. He is known to have died in Antwerp on March 12 or 13, 1628. A certain "ayre" which is practically the same as that of the British national anthem is attributed to him.

THE WORLD'S MOST BEAUTIFUL REFRIGERATOR

*The NEW GROSLEY*  
**SHELVADOR**



**\$142.95**

Model Illustrated  
GAQ-50.  
Other  
Shelvador  
Models  
from **\$94.50** up

This much more in a SHELVADOR

The World's Most Beautiful  
Refrigerator

**WHEELER'S**  
OPPOSITE P. O.

### BUY IN GENEVA

**5 MINUTES**  
*to open your*  
**BUDGET ACCOUNT**

**3 MONTHS TO PAY**

as low as

• **TIRES** •

**47¢ PER WEEK**

**BRAKES relined**

**66¢ PER WEEK**

**BATTERIES**

**54¢ PER WEEK**

2000 other Auto  
Supply Items

**Firestone**

AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

Listen to the Voice of Firestone: Monday evening, over NBC-WEAF network.

### DESIRABLE USED CARS

1935 Ford Sedan  
1935 Chevrolet Touring Sed.  
1933 Pontiac Coupe  
1931 Chevrolet Roadster  
1935 Dodge Pick-up Truck

**KITCHELL MOTOR CO.**

386 Exchange St. Phone 2178

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Apple Butter Muffins

Cream together:  $\frac{1}{2}$  cup shortening, 1 cup sugar; add: 1 egg, well beaten, mix thoroughly; add:  $\frac{1}{2}$  cup apple butter, mixed with  $\frac{1}{2}$  teaspoon soda,  $\frac{1}{4}$  cup chopped nuts and raisins. Sift together: 2 cups sifted flour,  $\frac{1}{2}$  teaspoon salt, 1 teaspoon baking powder. Add dry ingredients alternately with  $\frac{1}{4}$  cup milk to shortening and sugar mixture. Fill greased muffin pan  $\frac{2}{3}$  full and bake in a hot oven 400° F.

Mrs. W. H., Prospect Hill

## Black Bean Soup

Soak:

1 cup black beans over night in water to cover, drain

Add:

$1\frac{1}{2}$  quarts water  
2 cloves  
2 alspice  
1 bay leaf  
2 stalks celery  
1 carrot cut into cubes  
1 medium (chopped) onion

Cook slowly until beans are soft, about 3 or 4 hours. Strain and mash beans thru sieve and add 2 cups consomme or broth.

Combine:

1 tablespoon flour  
2 tablespoons melted butter

Add to soup. Season with salt and pepper to taste. Serve with slices of hard cooked egg and a thin slice of lemon.

B. H., R. D. No. 2

**SPECIAL SALE**  
GERANIUMS, 10c each

**TRAUTMAN & SMITH**  
FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

## Sally Lunn

1 cup milk  
3 tablespoons butter  
3 tablespoons other shortening  
2 tablespoons granulated sugar  
1 teaspoon salt  
1 compressed yeast cake  
 $\frac{1}{2}$  cup lukewarm water  
3 eggs, well-beaten  
4 cups all-purpose flour

Scald milk. Add butter, other shortening, sugar and salt. Stir until dissolved, then cool to lukewarm. Stir in yeast dissolved in lukewarm water. Blend well. Add eggs and flour and beat thoroughly until mixture is well combined. Allow to rise to double in bulk, about 3 hours. Knead down. Mold dough into small rolls, place in greased muffin pans and allow to rise again, about 1 hour. Bake in a hot oven, 400 degrees F. 20 to 25 minutes. This recipe yields 8 to 10 portions.

## Graham Wafers

1 cup granulated sugar  
 $\frac{1}{2}$  cup shortening  
1 egg  
5 tablespoons sweet milk  
1 scant teaspoon soda  
1 teaspoon vanilla

Graham flour to mix to stiff dough. Roll very thin and bake in quick oven. Delicious with coffee.

Mrs. C. K., Seneca Castle, N. Y.

There are two ways of raising children — the right way and the neighbor's way.

See next week's issue for names of the winners in the "Missing Links" contest.

**C. J. BRADY**

RE-FILTERED CITY WATER

**ICE**

Let us show you the "Coolerator"  
the conditioned-air refrigerator

110 Lake St.

Phone 2740

The age-old belief that night air is unhealthful persists despite the fact science has proved it is the cleanest and purest to be had in the 24 hours. Not only does it contain less dust, smoke, humidity and organic gases but it possesses 30 per cent more radioactive matter than day air.—*Collier's Weekly*.

## PUMPS — Sales & Service

Red Jacket - Burks - Goulds - Myers  
Hoosier . . . and Milwaukee Air Power

## Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## TRADE IN

Your Piano

for a

**NORGE**

Refrigerator

Range

Washer

Ironer

**BOLIN MUSIC HOUSE**

## Baumgartner's Food Store

Quality Foods at Chain Store Prices

Boscuf Coffee, per lb.....30c  
Hershey's Cocoa, per can.....9c  
Hershey's Syrup, per can.....9c  
Wonder Fruit Crystals,  
for soft drinks.....5c  
Marvel Mix Salad Dressing, per qt., 27c  
Cain's Mastermixt Mayonnaise,  
(Cup & Saucer free), per pt.....30c  
Queen Bess Cut Wax Beans,  
No. 2 can.....10c  
Niagara Golden Bantam Corn,  
No. 2 can; 2 cans for.....23c  
Buffalo Brand Tomatoes, No. 2 can, 10c

Plenty of Parking Space Always

Phone 2546  
We'll Deliver

Top of Bean's Hill  
at edge of City



## RADIO FLASHES

by Ralph Le Brun



Arthur Pryor,  
America's  
foremost bandmaster,  
and  
his famous  
organization  
have returned  
to  
the air  
over the  
Columbia  
network  
and  
are being heard  
in  
a series  
of  
concerts  
on  
Wednesdays  
at  
7:30  
P.M.

Sports history as it is written at the Olympic games in Berlin, from the moment Reichsfuehrer Adolph Hitler declares the contests officially opened at the Reichsportsfeld, will be recorded from the scene in an extensive series of broadcasts. Short wave listeners will be able to tune in direct to the powerful German short wave stations which will be on the air almost continuously. Listeners on the regular wavelengths will find their favorite networks rebroadcasting most of the highlights of the games.

Columbia will start its Olympic schedule, at 11 A. M. on Saturday, when Hitler makes his address of welcome. At 11:30, Ted Husing, CBS sports announcer, and Bill Henry, sports editor of the *Los Angeles Times*, will describe the unfurling of the Olympic flag, the arrival of the Olympic Torch, borne by runners who carried it in relays from Greece. Thereafter Husing and Henry will give a play-by-play account of the events in which the

nations compete for athletic supremacy. Daily resume of the games will be broadcast over CBS, at 4 P. M. daily from a Berlin studio. Station WHAM is scheduled to rebroadcast the opening ceremonies starting about 11:45 A. M.

Albert Spalding, world famous violinist; Joan Bennett, motion picture actress, and Vera Van, blues singer, will be the headline attraction on Bing Crosby's Kraft Music Hall program over NBC-WEAF network on Thursday, at 9 P. M.

Mario Chamlee, tenor, and Rose Bampton, mezzo soprano, will be the featured guest attractions on the  
(Continued on page 10)

### SNAPPY APPAREL . . .

for Men of All Ages

Look Better — Feel Better

TROPICAL WORSTED SUITS..... \$12.50 to \$19.50

LINEN SUITS..... \$13.25 WHITE SUITS..... \$14.75

Polo Shirts - Slacks - White Flannels  
Classy Shirts and Neckwear

Reduced Prices on Straw Hats

### WELCH'S

494 Exchange St.

### FLASH SPECIALS

FRIDAY and SATURDAY

No. 9 All-Copper Wash Boiler, full size.....\$2.98

Large Size Paper Burners, each.....98c

Galv. Garbage Pails, 10-gallon size, each.....89c

Window Screens, Galv. Screen, adjustable  
to 33 inches, each.....22c

One-Burner Pie Ovens, each.....89c

### Cooney, Watts & Cooney

513 Exchange St. (Hardware) Geneva, N. Y.

### Free Attraction . . .

THIS WEEK — including, Sunday, August 2

JEAN JACKSON TROUPE — A very unique bicycle offering. Full of original and thrilling feats on every conceivable form of bicycle and unicycle.

—Daily Performances: 4:00, 7:30, and 10:00 P. M.—

### ROSELAND PARK

CANANDAIGUA LAKE

### DANCING -- EVERY NIGHT

Large Open Air Starlight Ballroom

### Radio Service

Tubes and repair service for any radio, any make,  
any model, any year. Latest testing equipment.  
Reasonable rates.

### RALPH LE BRUN

225 High Street

Phone 3237

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as possible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

"EASY MONEY" SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.  
Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## EVERY CAR NEEDS

Proper scientific lubrication to prolong  
its life and riding comfort. Our specially  
trained experts, chart system, and improved  
equipment will benefit your car.

TED'S AUTO INN

Phone 5174 35 Tillman St.

When you buy  
BREAD

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## GIFTS THAT LAST

The slogan used by the better jewelers  
everywhere, so see us before you buy.

### Silverware

Sets of Silver that last a life-time in  
26- 34- 50-Piece Chests — from  
\$24.75 to \$56.50.

A complete assortment of patterns —  
Community, Holmes & Edwards,  
Gorham & Wallace.

## S. A. GILBERT

510 Exchange St. Jeweler Geneva

This Coupon is Worth 50c in Trade.  
"DON'T START ON A TRIP"  
Without having "The Generator" checked. It's  
just too bad if it breaks down on the road.  
We specialize in Generator and Ignition work  
of all kinds.

### AUTO ELECTRIC SERVICE CARL E. COLE

30 Lake Street Phone 2814

### LERKIN'S GARAGE

16 Davis Street Phone 6782

General Repair Work - Batteries  
Brakes Relined & Adjusted

NORWALK - FIRESTONE  
Tires & Tubes

Your life and the lives of others  
"DEPEND ON GOOD BRAKES"

We specialize in Relining & Proper Adjustments. Also General Repair Work.

STRATTON'S BRAKE SERVICE  
Lake Street Phone 2028

Sane Drivers  
USE SAFE TIRES

Come in Now—See Elmer  
He'll Give You A Guarantee

DUNLOP TIRE & RUBBER CO.  
"Elmer" H. Turner, Mgr.  
373 Exchange St. Easy Terms

It pays to look well . . .

"KREML" Hair Tonic  
Special this week, 16 oz. bottle, \$1.50  
HOTEL SENECA BARBER SHOP  
Jos. O'Byrne Anthony Alvaro  
Prop. Associate  
Free Parking in Rear of Hotel

## No Matter How Bad

The Body, Fenders, or Top is wrecked or  
crumpled up, we'll remove all bumps, repaint  
and match the colors — you won't believe its  
the same car.

### PETERSON

Seymour Alley

rear Geneva Loan & Savings Assn.

BLUE COAL SOLVAY COKE

Fuel Oil

Fast Dependable Service

P. O'MALLEY & SON

Phones 6186 - 6232

## VISIT OUR NEW STORE

Delicious Watermelons, Cantalopes,  
Peaches, Pears, Oranges, Vegetables,  
Complete Line Fresh Fruit.

CAITO'S FRUIT STORE  
380 Exchange St. Phone 5374  
Phone Your Order — Free Delivery

## NEW, MODERNLY EQUIPPED SHOP

Sunbeam Furnaces Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows  
Air-conditioning Engineering

Our Best Advertisement  
Is Satisfied Customers

H. R. OSTRANDER  
Phone 3976 70 Colt St.



# "EASY MONEY" (Continued)

## WHEN YOU WANT

Delicious Fresh Fruit and Vegetables  
Beer - Ale, in cans or bottles  
That Never Fail to Satisfy  
Phone 2107

**THE ROCHESTER FRUIT STORE**  
23 Seneca Street Free Deliveries

When you think of FURNITURE  
It's just natural to think of

## WHEELER'S

70 Castle Street Phone 2620

Beauty - Style - Quality - Service  
Greet you as you enter

Another Feature - "THOSE EASY TERMS"

## OSCAR F. RICKELS

Lake Street Phone 2920

The Complete 100% Service Station  
Star Pumps - Star Attendants  
Star Equipment

**SATISFACTION GUARANTEED**

Plenty of parking space and a full line  
Choice Groceries, Fruit, Vegetables,  
Ginger Ale and Low Prices.

## JOHN MONACO

111 Washington St. Phone 2545

Free Deliveries They All Come Back

## THIS WEEK'S SPECIALS

Service Coffee, lb.....25c  
Early Riser Coffee, 2 lbs. for.....25c  
Rinso, large pkg.....17c

## FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

**MR. MERCHANT.** Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. **GENEVA COMMUNITY NEWS.**

**SPECIALS—Fri., July 31; Sat., Aug. 1**  
1 quart Dill Pickles.....19c  
1 pound No. 66 Coffee.....23c  
12 ounces Banner Corn Beef.....19c  
6 cans Hurff Tomato Juice.....29c  
1 pound Boston Brown Bread.....17c

## C. S. DADSON

70 Cherry Street Phone 2630

**WHAT IS MORE COOLING** and refreshing on a hot day than one of those Big Double Dip 5c Ice Cream Cones they serve at

## GEORGE PHILLIPS

Red & White Store

111 Putney Street Plenty of Parking Space

Good food gives one something to look forward to every day.

## CARROLL'S Central Service Station

Main St. Opp. Armory. Phone 2592

Geneva's Complete Service Station  
Noted for "Friendly Service"

Socony - Mobilgas - Mobiloil  
U. S. Royal Tires

Scientific Lurication

24-HOUR SERVICE

## Persistent Advertising

even in a small way, is surely a lot better than no advertising at all.

## FAITH

in the integrity of your Jeweler  
is most important —  
Our reputation  
merits that  
faith.

## L. H. BARTH

86 Seneca St.

## SPECIALS THIS WEEK

Certo .....19c  
Parowax .....10c  
Jiffy-Seal .....10c

## L. J. McCANN'S GROCERY

144 High St. Phone 2653. We'll Deliver

## SPECIALS—This Week

Ivory Soap, 4 for.....25c  
5 lbs. White Star Pastry Flour.....25c

## BRENNAN'S GROCERY

31 John St.

Sure—We'll Deliver Phone 4572

## CROQUET TIME IS HERE

Complete Sets

\$1.25 - \$2.25 - \$3.25 - \$3.75

Deluxe Set \$4.25

## DORCHESTER & ROSE

543 Exchange Street Phone 2496

Life is worth living, of course,  
if you know how to live it.

You will enjoy eating

**DAVIDSON'S ICE CREAM**

It does not leave your throat  
all dry and parched.

## DAVIDSON'S

312 Castle Street Phone 6122

Thousands of readers look for  
**THE GENEVA COMMUNITY NEWS**  
—every week.

## HOT DAYS ARE HERE

"Give Mother a Treat", send the whole  
wash to **GENEVA STAR LAUNDRY.**

Rough Dry Wash only 8c per lb.  
Shirts in this bundle approximately  
10c each

Phone 2112 — We'll Call and Deliver

## PHONE 2127

Free Deliveries to all parts of Geneva

## WILSON & JOHNSON

261 William Street MEAT

Poultry, Steaks, Chops, Cold Cuts,  
Bacon, Etc.

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.  
**THE GENEVA MOVING & STORAGE  
COMPANY, Inc.**

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

Merchants appreciate it when you  
say: "I saw your ad in **THE GENEVA  
COMMUNITY NEWS.**"

We Are Now Serving

## DELICIOUS

**ICE CREAM SUNDAES**

All Flavors

Table and Countr Service

## THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

## SCIENCE SHOWS . . .

That many of the headaches and nervous  
conditions noticed in children and adults  
are due to eye strain and weakness. We  
examine the eyes, fit glasses, repair broken  
frames, and replace broken lenses.

## G. W. FLETCHER

Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044

"Easy Money" Section continued  
on next page.

## "EASY MONEY" (Continued)

### The Texaco Grille

Lake Street Near Exchange St.

"The Home of Good Eats"

Club Breakfasts — 15c, 25c, 30c

Special Dinners — 30c, 40c, 50c

Short Orders - A la Carte - Sandwiches

Counter and Grille Service

Free Parking Space

Good Food and a Real Chef

"SEE THEM MADE"

OUR POTATO CHIPS ARE FRESH

Stop in, receive a sample free and be convinced.

101 Seneca St.

Top of the Hill

When you think of REAL ESTATE in  
Town or Counry THINK of

FINZAR

20 Linden St. (Prince's)

Phone 2661

THIS WEEK'S SPECIALS

Hamburg ..... 15c lb.

Home-made Bologna,

large or rings..... 18c lb.

Round Steak ..... 25c lb.

Broilers ..... 22c lb.

Salt, 25 lbs. .... 25c

Pure Creamery Butter ..... 38c lb.

### JOE'S MARKET

226 Exchange St. Phone 2027

Quality Meat - Live & Dressed Poultry

### RADIO FLASHES

(Continued from page 7)

Maxwell House Show Boat programs over NBC-WEAF on Thursday, at 8 P. M. The mythical craft will visit Syracuse on this date.

Coney Island—loudest, gaudiest, and biggest amusement park in the world, will pit its lung power against Blackpool, its closest London equivalent, in a broadcast throughout America and England, to be heard in this country over the Columbia system Saturday, at 4 P. M. After twenty minutes of Coney Island at its loudest and funniest, Columbia will make the switch to Blackpool, where listeners may continue their whooperoo with the British.

### Horses Not Natural Jumpers

Horses, it is believed, are not natural jumpers, although they have been trained to clear 8-foot hurdles with a rider on their back. In Australia they have been known to die of thirst in sight of water-holes from which they were separated only by a very low fence. —*Collier's Weekly*.

### CHATEAU DUGAS

on Lake Keuka, 2 miles south of Branchport

featuring

A REAL DINNER at \$1.00

Dinner dance every evening. Also Sundays, from 4 P.M.

Service at all hours in Grille.

Legal Beverages.

### "COPPER-BOUND" SHINGLES

... deliver the most service and  
finest appearance at lowest cost.

Greater Security - Richer - Massive Appearance

ESTIMATES WITHOUT EXPENSE

JOHN A. PONTIUS

90 Elm Street

Phone 4575

### Mohammedan Year

The Mohammedan lunar year of 354 days is a creation which corresponds to nothing in nature, says an Egyptologist, yet this limping calendar system has been used for 1,313 years — or, as a Mohammedan will count it, 1,354 years.

### Saturday Special . . .

2 DOZEN DELICIOUS DOUGHNUTS, 25c

Ice Cold Watermelon, 10c

Fro-joy Ice Cream

Sizzling Barbecued Nuts from all over the world

### ICE CREAM BAR

74 SENECA ST.

50c — FULL COURSE SUNDAY DINNERS — 50c

### COAL — FILL YOUR BINS NOW — COKE

In Advance of Winter Prices

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle St. Phone 6186 and 6232 261 Exchange St.

### \$ -- MONEY -- \$

deposited ON OR BEFORE

Tuesday, August 4

Will Earn Dividends from August 1

### Geneva Savings Bank

24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —



## THE FUNNYBONE



### Potential Townsendite

Teacher: "Have you heard of Julius Caesar?"

Pupil: "Yes, sir"

Teacher: "What do you think he would be doing now if he were here today?"

Pupil: "He would be pulling for old-age pensions."

### In the Nick of Time

The electricians were making some repairs on the local school.

School Boy: "What are you doing, mister?"

Electrician: "Installing an electric switch."

Boy: "Well, I don't care. Our family is moving today and I won't be going to this school any more."

### Useless Fabrication

Young Writer — The art in telling a story consists of knowing what to leave unsaid.

Married Friend — It doesn't make much difference, my boy. My experience is that she finds out anyway.

### No Escape

A negro who had an injured head entered a doctor's office.

"Hello, Sam! Got cut again, I see."

"Yes sah. I done got carved up wid a razor."

"Why don't you keep out of bad company, Sam?"

"Deed I'd like to; but I ain't got 'nuf money to get a divorce."

### What Have You Got?

What Do You Want?

Before the advent of anything in trade, of which our present money is the successor, folks bartered things they had for other things they needed. We call it "Swap".

If you've anything you wish to swap send a description of the article with a memo of what you wish in exchange to

**M. F. DEVANEY**

Printing and Office Supplies

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

### Childish Innocence

Mother (after relating a pathetic story): Now, Reggie, wouldn't you like to give your bunny to that poor little boy you saw today who hasn't any father?

Reggie (clutching rabbit): Couldn't we give him father instead?

### Two Common Beginnings

Little Dorothy: Mother, do all fairy tales begin with "Once upon a time—"?

Mother: No, dear; some begin with "I'll be workin late at the office."

### He Knew Anatomy

Motorist (after knocking over a butcher's boy): I'm sorry, my lad; are you all right?

Boy (picking up contents of his basket): Dunno. Here's me liver and ribs, but where's my kidney?

### The Proof

She—Exercise reduces fat.

He—Nonsense. Have you seen my wife's chin?—*Pearson's Weekly*.

At Last . . .

### A Battery

Unconditionally Guaranteed as long as you own your car

WRITTEN GUARANTEE protects you against all battery replacement expense . . . made possible by the long-lived Kathanode Cell, famous for its world-wide use on airplanes, submarines and railroads . . . now adapted for your automobile.

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522

— Batteries and Radio Service

YOU MAY HAVE GOOD GAS in the tank

YOU MAY HAVE GOOD OIL in the crankcase

**But . . .**

if your chassis is not properly lubricated you have a terrible sounding, terrible riding car.

For proper lubrication . . . ALEMITE . . . and you'll find the very latest ALEMITE Equipment at . . .

**FINK'S  
SUPER-SERVICE STATION**

Lake Street Phone 2448

**COLONEL CHEERIO**

Says:

We Deliver Free

"SILVER PHEASANT" GIN.....fifth, 99c  
"OLD COLLINS" GIN.....85c pt.; \$1.35 5th; \$1.65 qt.  
"SEAGRAM'S" GIN.....85c pt.; \$1.35 5th; \$1.65 qt.  
ORANGE, LEMON GIN.....\$1.00 pt.

Ready-made Cocktails

Whiskey, Brandy, Rum, Cordials and Wines

**Geo M Peters Liquor Store**  
148 CASTLE ST. Phone 2054

**NO WONDER  
WE'RE SELLING  
SO MANY CARS!**

**LOOK AT  
THESE PRICES!**

**1933 PRESIDENT SEDAN.** 6 chrome artillery wheels, new General Cord Tires, automatic starter, power brakes, automatic choke, free-wheeling. Motor thoroughly reconditioned. Whip cord upholstery in fine condition. Black lacquer finish. A truly fine car for only \$200.00 down. Balance on easy terms.

**1934 HUDSON - 8 - COMPARTMENT CLUB SEDAN.** 6 artillery wheels, dual horns, town parking lights on fenders, also twin tail lights. Radio, hot water heater, whip cord upholstery. This car runs and looks like new. A wonderful buy. Your present car may cover down payment; balance in 18 months.

**1932 PONTIAC-6-CUSTOM SEDAN.** This car has been thoroughly reconditioned and newly painted in beautiful tan with cream wire wheels. Upholstery and tires in A-1 shape. A beautiful modern car at a very attractive price.

**1932 PLYMOUTH COACH.** This is a late 1932 model car with 5 wire wheels, good tires, floating power motor, hydraulic brakes. You can drive this car many thousands of miles at low cost.

**1931 OLDSMOBILE SPORT COUPE.** Newly painted and thoroughly reconditioned. Tires practically new. A lovely car priced right at only \$95.00 down; balance on easy weekly or monthly payments.

**1930 FORD TUDOR SEDAN.** A good looking, good running car. If you want economical transportation look at this one at only \$55.00 down.

**1930 GRAHAM SEDAN.** A very good looking 5-passenger sedan with good tires. Will give you many thousands of miles of satisfactory service. Only \$75.00 down.

**1929 AUBURN SEDAN.** Finished in tan and grey. Mohair upholstery, good tires. \$95.00 buys it. Make a fair down payment and we'll take your note for the balance.

If you don't find what you want here, remember we have many others waiting for you to look at.

**GENEVA AUTO CO.**  
**145 CASTLE ST.**

Open Evenings Phone 2614

**You can laugh  
at money worries, too!**

"We were tired of worrying over bills," a young wife told us recently, "so my husband and I figured out how much it would take to pay them all off. Then we came to your office. You loaned us the cash we needed—on our own signatures—and we really find it easy to repay!" You will, too. Add up your cash needs and let us help you laugh at money worries. Come in today.

*Loans up to \$300 — 20 months to repay*

3rd Floor

National Bk. Bldg.

Room 304

120 Genesee St.

Phone 251

Auburn, N. Y.

## PERSONAL FINANCE CO.

LOANS MADE IN NEARBY TOWNS

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday and Friday, at 6 P. M.

### Y. M. C. A. NOTES

(Continued from page 1)

tion for boys who are unusually timid.

### Hi-Y News

Announcement has been received regarding the Central New York Hi-Y Club Camp which will be held August 27 to September 3, at the Syracuse Y. M. C. A. Camp near the Thousand Islands. The plan is to have as many Hi-Y boys as possible attend.

### Camping

Due to flood and fire, Camp Young is temporarily incapacitated. This year there has been a greater demand for camping than ever before. Most of the Geneva boys have gone to Camp Cory, the Rochester Y. M. C. A. Camp, or to Camp Crone, the Cortland Y Camp. Many have gone to Scout Camp. There is hope that before another year, a definite camp policy will have been determined. This will depend largely upon flood control.





*The Electric*  
**Furnace-Man**  
AUTOMATIC ANTHRACITE BURNER

**EASILY INSTALLED IN ANY HEATING SYSTEM**

**Safe, clean, healthful EVEN HEAT—Silent, economical operation—No smoke, smudge or odor—Year 'round hot water.**

Ask for an Estimate  
Phone 2221

**R A P A L E E**

### Much in Little

"He's a man of few words, isn't he?"

"Yes—so he was telling me all this morning."

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., AUGUST 6, 1936

*The Announcement You Have Been Waiting For . . .*

**MONDAY EVENING, AUGUST 17, 1936**

**Open for Public Inspection**

NEW LUBRITORIUM with latest type equipment for handling all makes of cars.

**VEEDOL LUBRICANTS**

used exclusively in this department

Our REMODELED GARAGE with all the most up-to-date equipment, recommended by Chrysler, for servicing your car.

See how your car can be serviced under ideal conditions.

Layout and equipment supervised by Chrysler factory men.

INSPECT OUR NEW USED CAR LOT — fronting on Castle Street — and the facilities for handling customers' cars coming in for service.

**Contest Prizes    :-    Entertainment**

**FOHL MOTORS, INC.**

230-234 Genesee Street

Geneva, New York

**Sales    CHRYSLER -- PLYMOUTH    Service**

Time: 8 P. M.

Monday Evening, August 17, 1936

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., AUGUST 6, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.








5100 COPIES WEEKLY

## ALMANAC



"A man proud of his money has little else to be proud of."

### AUGUST

-  6—Electric chair is first used for executions, 1889.
-  7—Maine enacts first United States prohibition law. 1846
-  8—Thomas Edison is granted a patent on the mimeograph, 1876
-  9—First British World War troops land in France. 1914.
-  10—Wilhelm Wieprecht invents the Tuba horn, 1802
-  11—Fulton's "Clermont" steams from New York to Albany, 1807.
-  12—United States issues first patent on an accordion to A. Fass, 1856 © WNW

Some pray for guidance and then do as they please, claiming that that is the guidance they asked for.

## LIBRARY NOTES

"This Library has one of the nicest collections of books on travel that I know of," said one of the borrowers at the Geneva Free Library recently.

A great many new books have been added, too, within the last month or so. Here are just a few in which you might be interested:

"Around the World in Eleven Years" by Patience, Richard and John Abbé

"Away to Cape Breton" by Gordon Brinley

"Seven League Boots" by Richard Halliburton

"England Speaks" by Philip Gibbs

"Listen for a Lonesome Drum" by Carl Carmer

"Report of the Company" by C. V. Talcott

Don't forget the children's "Story Hour" which is held at the Library every Thursday morning at 9:30. All children are invited—both little ones and big ones. The stories told include animal stories, fairy tales, Bible stories, stories of heroism and adventure, and all seem to be enjoyed by those who come each week.

## Y. M. C. A. NOTES

### Educational Tours:

On Wednesday, Aug. 5, a group of boys visited the Experimental Station. On Tuesday, Aug. 11, they will visit the plant of the Brady Ice Co.

These tours are especially for "Y" boys, although any other boys who would like to go are cordially invited.

## A Dress of Good Quality

... will stay in style surprisingly long if properly dry cleaned to retain its trimness and neatness. Our craftsmen are trained to give careful attention to detail—which the discerning customer will at once recognize.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

## Old Watch Is Now a Clock

After 176 years of faithful service, a watch said to have been made in 1760 has been converted into a clock at Marrickville, New South Wales. It still keeps on ticking. The work of an Eighteenth Century British clock maker, it keeps excellent time.

## \$5.00 in Merchandise

given to our readers

EACH WEEK

by Merchants whose ads appear in "The News"

(See page 8)

## MR. MERCHANT:—

Advertise — Every Week.

Contestants cannot specify YOUR STORE if your ad does not appear.

Advertising in "The News" is much cheaper than not advertising in it . . . You are paying for it many times over in lost business.

## SPECIAL SALE

... on Riding Comfort

That's what a "Rickels" Lubrication job really is. Your car rides easier. It is less likely to need repairs. We use the finest lubricants and do a first class job.

## RICKELS SERVICE STATION

Lake Street

Phone 2920

**LYNCH'S**

A STORE-WIDE EVENT

**August Sale of Home Furnishings**

We  
Invite  
Your  
Critical  
Inspection

OPEN  
SATURDAY  
EVENINGS

- Reductions that mean definite savings!
- Four Floors and Basement literally packed with quality merchandise!
- The largest selection of Rugs, Carpets and Linoleums in this section of N. Y. State!
- Individual booths to suggest ideas . . . a modern apartment—completely furnished.
- Considerate credit terms readily arranged to make payments easy!

**THE LYNCH FURNITURE CO.**

485 EXCHANGE STREET

GENEVA, N. Y.

**Soviet Preserves Art**

The art treasures still left in the Hermitage palace, the world famous picture gallery in Leningrad, are to be preserved for the nation, according to the American Express company. The Soviet government will display the pictures as a national gallery. This means that no more sales to foreigners are permitted.

**CARPENTER and BUILDER**  
 Weatherstripping and Caulking
**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

Estimates cheerfully given—free

**New Cemetery Memorials**  
 on display
**BARDEN & SALLADIN**
 Evening Appointments by Request  
 369 Exchange St. Phone 2014
**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

**GLEANINGS**

(From collection of quotations  
compiled by M. F. Devaney)

"Our greatest fault is often our lack of patience."

"Insisting on the right of way isn't worth the danger."

"Self confidence is the first requisite to great undertakings."

"Confidence in men pays dividends."

"The heart sometimes has better sense than the brain."

"The mainsprings of business success are concentration and persistence."

"Every girl likes to be well groomed at her wedding."

"Give a husband enough rope and he'll want to skip."

"A wise man is one who noes a lot."

"That's an attractive village we're coming to, wasn't it."

—o—  
**BUY IN GENEVA**

**FOR SALE**—Cash Register; combination scoop and platform scale, weighs to 252 lbs; show case. 40 Cortland Street.

Interested in a Used Car? You'll find some good ones listed in THE GENEVA COMMUNITY NEWS each week.

If you cannot see any good in the world, keep the bad to yourself.

**LUBRICATING ? ?**

(commonly called "a grease job")

**YES, INDEED . . .**

and we put the grease where it belongs — not all over the steering wheel, seats, fenders, etc. We're careful.

Ladies, especially, appreciate this.

And don't forget, our complete touring service is at your command — FREE.

**WILSON'S ESSO STATION**  
 Lake Street Phone 4082



# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

## —D— BUY IN GENEVA



# GENEVA

Friday-Saturday



It's worth the admission just to hear the glorious love songs Dick sings to

**Marion Davies** in  
**"HEARTS DIVIDED"**  
DICK POWELL • CHARLIE RUGGLES  
 CLAUDE RAINS • EDW. EVERETT HORTON

Plus Screen Vodvil

3 BIG DAYS — Starting Sunday

**SHE DAZZLED GAY PAREE**  
...The gal with "IT" Galore!



**JEAN HARLOW**  
 IN  
**"SUZY"**  
with FRANCHOT TONE  
 CARY GRANT  
 LEWIS STONE

Wednesday-Thursday

Warren Bette  
 WILLIAMS - DAVIS

**"SATAN MET A LADY"**

A new Fountain has just been installed in **The Corner News**, cor. of **Main** and **Castle St.**, and they are serving a complete line of delicious Sodas, Sundaes, etc. — an enjoyable spot to refresh yourself on a warm day.

—D—

Shoe manufacturers tell us that it won't be long before glass heels will flash on the trim slippers of modern Cinderellas. Made of opaque glass, they come in lovely jewel colors to harmonize with the rich satins and brocades of the new evening shoes.

—D—

**A Real Discovery**

Interior painting done very reasonably and well. References furnished . . . Anyone can afford to have a room or office refinished . . . It will pay you to inquire. **Phone 3733.**

—D—

Collar and cuffs of handmade lace are charming on a black chiffon velvet. The effect is very youthful.

—D—

Lynch's August Sale is one of the principal saving events of the year. Don't miss seeing the many unusual values offered during this Sale! The savings are store wide, so just stop in and see for yourself. You are always welcome, whether you purchase or not.

—D—

**Lynch's**  
**485 Exchange St.**

—D—

Fall gloves will be shown with slide fasteners in matching colors, zipping up the back or side. Handbags, also zippered will match the gloves.

—D—

**Free**

A pair of trousers with every suit — saving from \$5.00 to \$13.00 on your suit. **A. P. Petersen, 476 Exchange St.** . . . Ladies' Tailoring, also . . . Dry Cleaning, Pressing, Repairing, and Altering.

We urge you to try a pair of the famous **Munsingwear Hosiery** which **Baker & Stark, Inc.**, offer. Leading summer shades in both chiffon and service weight (Kneelengths, also). You will be pleased with their durability. A splendid value at **89c** per pair.

—D—

Going places? Then pack wisely and well! Take along no "white elephants." Your vacation wardrobe should include only the appropriate and practical—whatever your destination.

—D—

Father Time waits not, For anyone whose watch is stopped.

Expert watch and clock service — cleaning and repairing, at **Prince's Jewelry Store, 20 Linden Street.** Prices are very reasonable and all work is guaranteed. Prompt service.

—D—

Choose scents of perfume which typify your personality. In order to have perfume the crowning note of charm in a harmonious ensemble, it should provide a background of fragrance. For a scent to be really identified with your personality, you will find it necessary to give due consideration to bath oil, soap, dusting powder, sachet, etc.

—D—

If it is dressmaking, alterations or plain sewing, it will pay you to call **Miss L. Frautz, 180 East North St.** Reasonable prices. **Dial 3424.**

—D—

The dramatic loveliness of sheer black for summer evenings continues to lure femininity. Tulle is delightful and a cluster of pink and red roses affords grand trimming.

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS,** for information regarding the "Dorothy Goes Shopping" columns.

## DESIRABLE USED CARS

1935 Dodge Pick-up Truck  
1933 Ford Tudor  
1931 Buick Sedan  
1930 Buick Sedan

**KITCHELL MOTOR CO.**  
386 Exchange St. Phone 2178

### What Have You Got?

### What Do You Want?

Before the advent of anything in trade, of which our present money is the successor, folks bartered things they had for other things they needed. We call it "Swap".

If you've anything you wish to swap send a description of the article with a memo of what you wish in exchange to

### M. F. DEVANEY

Printing and Office Supplies

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.



**The Electric  
Furnace-Man**  
AUTOMATIC ANTHRACITE BURNER

**EASILY INSTALLED IN ANY HEATING SYSTEM**

Safe, clean, healthful **EVEN HEAT**—Silent, economical operation—No smoke, smudge or odor—Year 'round hot water.

Ask for an Estimate  
Phone 2221

**RAPALEE**

Usually the man who never has anything to say has nothing to think. He's torpid.

### The Big Scare

"If you met a burglar and you had no weapons, what would you do?"

"Look daggers at him!"—*Pearson's Weekly*.

### "EASY MONEY"

Judging from the letters received and the remarks made by a number of the writers our new "Easy Money" contest is proving to be very popular.

Those who were successful in winning merchandise and theatre tickets by quickly and correctly sending in answers last week are as follows:

Merchandise awards to:

Elizabeth Flanagan, 65 Cherry St.  
Lottie E. Ellsworth, 16 Hoffman Ave.

Marion Clise, 27 Columbia Ave.

Mrs. H. F. Breuer, 11 Madison St.

J. Alan Leamy, 15 Goodelle Terrace

Theatre Ticket awards to:

Miss A. L. Nelson, 156 Cherry St.

F. W. Clarke, 68 Elm St.

Christine L. Kelleher, Empire Gas & Electric Co.

### THIS AND THAT

During the past few days tourists' cars from forty-four States, Cuba, Hawaii, and four Canadian Provinces, have been checked going through Geneva. Many of these tourists have, no doubt, been attracted to this section by the extensive Finger Lakes advertising that has been carried on during recent years. Many of these people would stop and spend a few days in Geneva if there were lake shore cabins or summer hotel accommodations here for them. That is what many of them make inquiry for.

Fohl Motors, Inc., make an interesting announcement on our front page this week. When completed, the improvements now being made in the Fohl Garage will add greatly to the appearance of both Genesee and Castle Streets.

Anyone who is interested in seeing what can be done in the way of eliminating dangerous old car tracks should drive through the Main St. of Newark. Or, in fact, the Streets of most any Village or City, outside of Geneva. We still slip and slide on them here.

Men! Interesting news in Casey's ad on page 12.

Watch for next week's GENEVA COMMUNITY NEWS containing interesting Sales' information.

Advertising is a salesman that cannot be turned down so hard nor kicked out so violently that it will not come back with a smile.

Once there was a picnic lunch without potato salad.

At Last . . .

### A Battery

Unconditionally Guaranteed  
as long as you own your car

**WRITTEN GUARANTEE** protects you against all battery replacement expense . . . made possible by the long-lived Kathanode Cell, famous for its world-wide use on airplanes, submarines and railroads . . . now adapted for your automobile.

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522  
— Batteries and Radio Service



**Firestone**  
GUM-DIPPED TIRES

● Your account opened in just a few minutes. Buy everything for your car on our Budget Plan.



**AS LOW AS  
65¢  
PER WEEK**

**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

Listen to the Voice of Firestone, Monday evenings, over N. B. C.—WEAF Network

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Sweet Potatoes Southern Style

- 4 large sweet potatoes
- ½ cup brown sugar
- ½ cup butter
- 1 teaspoon salt
- ⅛ teaspoon cinnamon
- ½ cup water

Pare sweet potatoes and cut into finger-shaped pieces. Arrange in layers in a greased casserole, putting between each layer of potatoes, 2 tablespoons of brown sugar, 2 tablespoons butter, ¼ teaspoon salt and a dash of cinnamon. Add water, cover and bake in a slow oven, 300 degrees F. about 3 hours. Remove cover during last half hour of baking to crisp potatoes. This recipe yields 4 portions.

## Corn Shock Salad

A bed of shredded cabbage; a shock of asparagus tips held up with a ring of green pepper; and the "pumpkin" made from a hard boiled egg yolk with a green pepper stem and marked with the point of a knife. Season, serve with mayonnaise.

Mrs. A. F., Genesee St.

## Beet Relish

- 1 quart cooked and chopped beets
- 1 quart chopped raw cabbage
- 1 cup grated horseradish
- 1 cup granulated sugar
- 1 tablespoon salt
- ½ teaspoon black pepper.

Add only enough vinegar to moisten.

M. O. C., Exchange St.

**SPECIAL SALE**  
GERANIUMS, 10c each

**TRAUTMAN & SMITH**  
FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

## Coffee Cookies

- 1 egg, well beaten
- 1 cup sugar
- 1 cup butter or other shortening
- ½ cup corn syrup
- 1 cup warm coffee
- 3 cups flour
- 1 cup raisins
- ½ teaspoon salt
- 1 teaspoon baking soda
- 1 teaspoon cinnamon

Sift flour, measure and sift again with salt, baking soda and cinnamon. Cream butter and sugar, add egg, syrup and coffee. Add dry ingredients and raisins. Mix thoroughly, pour in shallow well-oiled pan and bake in moderate oven (375°) until brown. Frost with powdered sugar icing while hot and cut in squares.

Mrs. J. D., Cortland St.

## Stuffed Apples

Select firm, tart apples, and core but do not pare. Fill centers with baked or cooked sausage, chopped fine. Into baking pan with apples, pour 1 cup water and ½ cup honey or brown sugar. Bake in hot oven, basting occasionally with syrup. When apples are tender but not mushy remove to serving dish.

Mrs. J. M., West St.

## Tree Emits Smoke

In Charleston, S. C., the residents are puzzled over the strange behavior of what they call a cigarette "tree." The buds of the terminal branches emit visible puffs of smoke at intervals, caused, so chemists say, because they contain some sort of a gaseous substance which breaks out when warmed by the sun.

**C. J. BRADY**

RE-FILTERED CITY WATER

**ICE**

Let us show you the "Coolerator"  
the conditioned-air refrigerator

110 Lake St.

Phone 2740

Thinking seriously is habit forming. Keep it up.

## Autos Coast "Uphill" in Maine

Thousands of people have flocked to Maine to see that state's "trick road" near Wilton. On this road autos seemingly coast uphill. But state highway officials claim the apparent uphill coasting is only an optical illusion due to the slope of the surrounding country. The road is actually down grade.

Man reaps what he sows—yet that is not his aim. It is to reap 100 times what he sows.

**E. T. MacALPINE**

(formerly with Market Basket)

... would be pleased to meet  
all his old customers at

**Ted's Fruit & Vegetable Market**  
104 Seneca Street

**SPEAKMAN SHOWERS**

and **FIXTURES**

**Seneca Plumbing & Heating**  
41 Wadsworth St., Geneva - Phone 6574

**G. H. PRINCE**

20 Linden Street

**Watch, Clock and Jewelry Repairing  
and Picture Framing**

**Baumgartner's Food Store**

Quality Foods at Chain Store Prices

**FREE Utility Bag with . . .**

2 lge. pkgs. Corn Flakes

1 Kellogg's Pep

1 Kellogg's Rice Krispies

All for  
35c

Forman's Sweet Pickles, 1ge, each...17c  
Forman's Dill Pickles, 1ge, 2 for.....27c  
Queen Bess Peanut Butter, 1-lb. jar,  
each .....17c  
Vimpep Early June Peas, No. 2 can, 10c  
Buffalo Brand Tomatoes, No. 2 can, 10c  
Niagara Brand Evaporated Milk,  
tall cans, 3 for.....25c  
Niagara Brand Catsup, 1ge, 2 for.....25c

**Plenty of Parking Space Always**

Phone 2546  
We'll Deliver

Top of Bean's Hill  
at edge of City



## RADIO FLASHES

by Ralph Le Brun



**Richard Bonelli**, famous Metropolitan Opera Company baritone, will be featured with **B. A. Rolfe** and his orchestra during the Ford Dealers' program while **Fred Waring** and his Pennsylvanians are on vacation during the month of August. Bonelli and Rolfe

will be heard on four programs, at 8 P.M., over the NBC-WHAM network, starting Friday.

On Sunday, at 11:45 A.M., and 4 P.M., the Columbia System will rebroadcast a resume of the Olympic Games. Ted Husing and Bill Henry will describe arrival of marathon runners; prize-giving ceremonies and finals in relays and ladies' high-jump.

Between NBC broadcasts Charles Correll, (Andy of "Amos 'n Andy") is showing the sights of Hollywood to his 70-year-old father, J. B. Correll, who arrived the other day to spend the summer with his son and family. Junior Correll takes his father flying in the daytime in his own plane, and in the evening covers the Hollywood night club sector.

Joe Cook, famous stage comedian who entertained listeners recently in a comedy sketch and an interview with Ellsworth Vines, the tennis star, has been signed for two more appearances. Joe's humor will be heard Saturdays, August 8, and August 22, on Smith Bal-  
lew's broadcast over the NBC-WEAF network, at 8:30 P.M.

### Radio Service

Tubes and repair service for any radio, any make, any model, any year. Latest testing equipment. Reasonable rates.

**RALPH LE BRUN**

225 High Street

Phone 3237

Al Jolson will star in "The Jazz Singer", one of the greatest successes of his career, in the Lux Radio Theatre on Monday. This is the first full-length performance of this epochal play that Jolson has ever done except on the screen and it will be broadcast over the CBS network, at 8 P.M.

"Popeye, the Sailor," of the menacing muscles and gurgling voice, along with Olive Oyle, Wimpy and Matey, will steam back from Africa to begin a new series of cartoonland adventures over the Columbia network each Monday, Wednesday, and Friday, at 6:15 P.M., beginning Monday, August 31. Victor Erwin, leading his Cartoonland Band, and Kelvin Keech, announcer, will form the reception committee sailing down the harbor on the S.S. Macon to meet Popeye's party according to the script.

## ROSELAND PARK

CANANDAIGUA LAKE

**DANCING -- EVERY NIGHT**

Large Open Air Starlight Ballroom

### Free Attraction . . .

**THIS WEEK** — including, Sunday, August 9

**WILL MORRIS** and **BOBBY** — Cycling comiques; clever pantomime; expert riding. A laugh hit and special treat for men, women and children alike.

—Daily Performances: 4:00, 7:30, and 10:00 P. M.—

## COTTON CLOSE

COTTON CLOTHES FOR YOU

COTTON CLOSE OUT FOR US

ON ALL SUMMER FABRICS

PRICES REDUCED TO

12¢ 19¢ 29¢ 39¢ 49¢

on Swisses - Voiles - Dimities

Broadcloths - Linens - Organdies

Seersuckers - Laces - Novelties

**HOWARD DRY GOODS CO.**

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as pos-

sible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

"EASY MONEY" SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## PROPER LUBRICATION

Increases the life of any car and adds to its riding comfort. Our experts and improved equipment will surely please you.

TED'S AUTO INN

Phone 5174 35 Tillman St.

When you buy  
BREAD

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## GIFTS THAT LAST

The slogan used by the better jewelers everywhere. See us before you buy.

### Silverware

Sets of Silver that last a life-time in  
26- 34- 50-Piece Chests — from  
\$24.75 to \$56.50.

A complete assortment of patterns —  
Community, Holmes & Edwards,  
Gorham & Wallace.

## S. A. GILBERT

510 Exchange St. Jeweler Geneva

This Coupon is Worth 50c in Trade.  
"DON'T START ON A TRIP"  
Without having "The Generator" checked. It's  
just too bad if it breaks down on the road.  
We specialize in Generator and Ignition work  
of all kinds.

### AUTO ELECTRIC SERVICE CARL E. COLE

30 Lake Street Phone 2814

### LERKIN'S GARAGE

16 Davis Street Phone 6782

General Repair Work - Batteries  
Brakes Relined & Adjusted

### NORWALK - FIRESTONE Tires & Tubes

Your life and the lives of others  
"DEPEND ON GOOD BRAKES"  
We specialize in Relining & Proper Adjustments. Also General Repair Work.

STRATTON'S BRAKE SERVICE  
Lake Street Phone 2028

Sane Drivers  
USE SAFE TIRES

Come in Now—See Elmer  
He'll Give You A Guarantee

DUNLOP TIRE & RUBBER CO.  
"Elmer" H. Turner, Mgr.  
373 Exchange St. Easy Terms

It pays to look well . . .

### "KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50  
HOTEL SENECA BARBER SHOP  
Jos. O'Byrne Anthony Alvaro  
Prop. Associate  
Free Parking in Rear of Hotel

### No Matter How Bad

The Body, Fenders, or Top is wrecked or  
crumpled up, we'll remove all bumps, repaint  
and match the colors — you won't believe its  
the same car.

### PETERSON

Seymour Alley  
rear Geneva Loan & Savings Assn.

### BLUE COAL SOLVAY COKE

Fuel Oil

Fast Dependable Service

### P. O'MALLEY & SON

Phones 6186 - 6232

### VISIT OUR NEW STORE

Delicious Watermelons, Cantalopes,  
Peaches, Pears, Oranges, Vegetables,  
Complete Line Fresh Fruit.

### CAITO'S FRUIT STORE

380 Exchange St. Phone 5374  
Phone Your Order — Free Delivery

## NEW, MODERNLY EQUIPPED SHOP

Sunbeam Furnaces Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows  
Air-conditioning Engineering

Our Best Advertisement  
Is Satisfied Customers

## H. R. OSTRANDER

Phone 3976 70 Colt St.

# "EASY MONEY" (Continued)

GENESEE CANNED BEER, 10c  
Delicious Fresh Fruit and Vegetables  
Beer - Ale, in cans or bottles  
That Never Fail to Satisfy  
Phone 2107

THE ROCHESTER FRUIT STORE  
23 Seneca Street Free Deliverie

When you think of FURNITURE  
It's just natural to think of

WHEELER'S  
70 Castle Street Phone 2620

Beauty - Style - Quality - Service  
Greet you as you enter

Another Feature — "THOSE EASY TERMS"

## OSCAR F. RICKELS

Lake Street Phone 2920

The Complete 100% Service Station  
Star Pumps - Star Attendants  
Star Equipment

SATISFACTION GUARANTEED

Plenty of parking space and a full line  
Choice Groceries, Fruit, Vegetables,  
Ginger Ale and Low Prices.

## JOHN MONACO

111 Washington St. Phone 2545

Free Deliveries They All Come Back

## THIS WEEK'S SPECIALS

Lard, lb. ....12c  
XXXX Sugar, 4 lbs. for.....25c  
Jack Frost Brown Sugar, 1 lb..... 6c  
Flav-R-Jell, 4 for .....17c

## FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

MR. MERCHANT. Many a busi-  
ness with good possibilities has been  
lost because the owner did not be-  
lieve in advertising. Don't make the  
same mistake. Phone 2108. GENEVA  
COMMUNITY NEWS.

## SPECIALS—Fri. & Sat., Aug. 7-8

Kirkman's Borax Soap, 6 for.....25c  
Premier Veg. & Tomato Soups..... 5c  
Dadson's Coffee, lb.....25c  
Kellogg's Corn Flakes, 3 for.....25c  
Veteran Spaghetti, 3 for.....25c

## C. S. DADSON

70 Cherry Street Phone 2630

WHAT IS MORE COOLING and re-  
freshing on a hot day than one of those  
Big Double Dip 5c Ice Cream Cones  
they serve at

## GEORGE PHILLIPS

Red & White Store

111 Pulteney Street Plenty of Parking  
Space

Be sure you are right and then go  
ahead, but cautiously.

## CARROLL'S Central Service Station

Main St. Opp. Armory. Phone 2592

Geneva's Complete Service Station

Noted for "Friendly Service"

Socony - Mobilgas - Mobiloil

U. S. Royal Tires

Scientific Lubrication

24-HOUR SERVICE

## Persistent Advertising

even in a small way, is surely a lot  
better than no advertising at all.

Our Repair Department is at  
your service —

Watch, Clock and Jewelry

Repairing in charge of

Harry R. McConnell

Reasonable prices. All work guaranteed.

Diamond work of all kinds  
our specialty.

## L. H. BARTH

Schine Theatre Bldg. Geneva, N. Y.

## SPECIALS THIS WEEK

Kirkman's Granulated Soap, 2 for.....25c  
Old Dutch Cleanser, 3 for.....19c  
Clean Quick Chips, 1 pkg.....17c

## L. J. McCANN'S GROCERY

144 High St. Phone 2653. We'll Deliver

## SPECIALS—This Week

White Star Flour, 5 lbs.....25c  
Cloverdale Ginger Ale,  
2 large bottles .....25c  
2 Large Bottles Ketchup.....25c

## BRENNAN'S GROCERY

31 John St.

Sure—We'll Deliver Phone 4572

## SWISS WEATHER PROPHETS

\$1.00 value at .....69c

Seen in our window

## DORCHESTER & ROSE

543 Exchange Street Phone 2496

When you forget to take your  
medicine, you're well or near it.

## WOMEN'S WHITE SHOES

\$1.98 to \$3.98 Value

SPECIAL \$1.49

All Sizes

All Styles

## TRIANGLE SHOE STORE

488 Exchange St.

Phone 2636

You will enjoy eating

DAVIDSON'S ICE CREAM

It does not leave your throat  
all dry and parched.

## DAVIDSON'S

312 Castle Street

Phone 6122

## HOT DAYS ARE HERE

"Give Mother a Treat", send the whole  
wash to GENEVA STAR LAUNDRY.

Rough Dry Wash only 8c per lb.  
Shirts in this bundle approximately  
10c each

Phone 2112 — We'll Call and Deliver

## MEAT THAT SATISFIES

SURE: PHONE 2127

We Deliver to All Prts of Geneva

## WILSON & JOHNSON

261 William Street Everything in

MEAT

Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.  
The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

Merchants appreciate it when you  
say: "I saw your ad in THE GENEVA  
COMMUNITY NEWS.

## GOOD NEWS COMING

Watch for

Our Special Announcement

## THE CORNER NEWS

Cor. Main & Castle Sts.

Phone 2515

## SCIENCE SHOWS . . .

That many of the headaches and nervous  
conditions noticed in children and adults  
are due to eye strain and weaknes. We  
examine the eyes, fit glasses, repair brok-  
en frames, and replace broken lenses.

## G. W. FLETCHER

Castle Street

Opp. City Hall

Office Phone 2292

Residence 2044

"Easy Money" Section continued  
on next page.

## "EASY MONEY" (Continued)

### A TREAT FOR MOTHER

Full Course Sunday Dinners: Turkey, Young Broilers or a Delicious Tender Baby Steak; only.....65c

Full Course Prime Rib of Beef, with all the trimmings .....55c

Short Orders - A la Carte - Sandwiches

Counter and Grille Service  
Free Parking Space

### The Texaco Grille

Lake Street Near Exchange St.

### "SEE THEM MADE"

OUR POTATO CHIPS ARE FRESH

Stop in, receive a sample free and be convinced.

101 Seneca St. Top of the Hill

When you think of REAL ESTATE in Town or Country THINK of

FINZAR

20 Linden St. (Prince's) Phone 2661

### JOE'S MARKET

226 Exchange St. Phone 2027

### THIS WEEK'S SPECIALS

Homemade Bologna .....18c

Choice Beef Hamburg.....15c

Home Dressed Veal and Lamb

Armour's Star Beef Groceries

Real Italian Sausage—the kind you like hot or sweet. Deliveries every hour.



### THE FUNNYBONE



### Taking Ways

She took my hand with loving care.

She took my costly flowers so rare,  
She took my candy and my books,  
She took my eye with meaning looks,

She took all that I could buy,  
And then she took the other guy.

### Overlooked Himself

A disgruntled stockholder rose from his seat at a company meeting, and shook an angry finger at the Chairman.

"Sir," he said, fiercely, "I regard you as a scoundrel and the biggest rascal unhung."

The chairman looked at him scornfully. "Sir," he said, with dignity, "You forget yourself!"

### An Ideal Juror

Defendant's Attorney: "Have you formed an opinion in this case?"

Prospective Juror: "No, sir."

Attorney: "Are you prejudiced against capital punishment?"

P. J.: "No, sir; I'd like to push th' switch myself."

### Unwelcome Visitors

Brown: "Do many bill collectors come to your door?"

Blue: "Yeah, more than I care to admit."

### Restless

Sandy: "Since the baby came, I've been walking the floor nights."

Andy: "Why, your wife says the baby sleeps soundly."

Sandy: "Yes, he does, but with the doctor still unpaid I'm hanged if I can!"

### Wielding the Axiom

"Dat wasn't a bad epigram of de judge's," said Plodding Pete.

"What did he say?"

"Thoity days."

"Dat ain't no epigram, is it?"

"Sure it is. I asked a fellow what an epigram is, an' he says it's a short sentence dat sounds light, but gives you considerable to think about."

### An Accomplishment

"So Jim was the life of the party."

"Yeh. He was the only one who could talk louder than the radio."

### And Feet

"Your girl friend called me up and said she wouldn't be able to meet you today."

"Well, that's a wait off my mind."

**NEW FINANCE MONEY ALLOTMENT PROVIDES**

**\$10,000**

TERMS  
as low as  
**50¢**  
A WEEK

**CREDIT FUND FOR EASY PURCHASE OF GENERAL TIRES**

Come in—see how easy it is to have the best tires.

**FINK'S SUPER-SERVICE STATION**

Lake Street Phone 2448

## EDDIE'S CHOP HOUSE

-- The Best to Eat --

20 MAIN STREET

BATAVIA, N. Y.

EDW. P. JENNINGS, Prop.

-- formerly of Geneva --



## WINNERS IN THE "MISSING LINKS" CONTEST

Here is the information you have been waiting for.

Cash prizes in connection with our "Missing Links" contest which ran for five weeks, ending with our issue of July 23, have been awarded as follows: The first prize of \$15.00 goes to Mrs. H. J. Stead, 2 Nagel Place; second prize of \$4.00, Mrs. A. Little, 99 William St.; third prize, \$2.00, Charlotte C. Schroeder, 43 Hogarth Ave., and the four additional prizes of \$1.00 each to Eleanor Heffernan, 245 Main St.; Mrs. L. Harris, 216 Hamilton St., Gladys M. Connell, 57 No. Genesee St., and Mrs. Norman Buck, 138 Castle St.

## TRAVELQUIZ

(Prepared by Ontario County Auto Club affiliated with the A.A.A.)

- 1—Near what Virginia town is Monticello, the home of Thomas Jefferson?
- 2—Death Valley, Cal., lowest point in the United States, is how many feet below sea level at its greatest depth?
- 3—Which river in the continental United States flows due North?
- 4—What is the highest battle monument in the world?
- 5—In what state is located the "Old Man of the Mountain?"
- 6—Where is the tomb of Christopher Columbus?

(Answers to these questions will be published next week).

Additional facts of interest in connection with these questions may be found in the A.A.A. Tour Book.

## Slot Machines for Rail Tickets

Commuters on at least one London railroad are enabled to purchase their tickets without experiencing the delays at the ticket office, by making use of slot machines. The popular ticket in that country is the weekly and by inserting the proper coins the ticket is issued properly dated and ready for use.

# Cold Cash

## FOR HOT WEATHER NEEDS

Why go without a vacation or other summer needs simply because you're short of cash? We'll lend you any amount up to \$300 and like hundreds of other people, you'll find it easy to repay. Use this quick, convenient way to get the extra cash you need. Come in or telephone us today.

*Loans up to \$300 — 20 months to repay*

3rd Floor  
120 Genesee St.

National Bk. Bldg.  
Phone 251

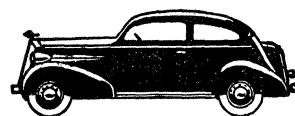
Room 304  
Auburn, N. Y.

## PERSONAL FINANCE CO.

LOANS MADE IN NEARBY TOWNS

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday and Friday, at 6 P. M.

## "SAFETY TESTED" USED CARS



1932 GRAHAM BLUE STREAK SEDAN

1934 FORD SEDAN (Deluxe)

1932 HUDSON SPORT COUPE

1930 HUDSON SEDAN

1930 BUICK SPORT COUPE

1929 PEERLESS COUPE

1932 PONTIAC COUPE

1927 CHRYSLER COUPE

# Marshall Motors

Eights — OLDSMOBILE — Sixes

Cor. Main & Seneca Streets

Phone 6556

## CHATEAU DUGAS

on Lake Keuka, 2 miles south of Branchport

featuring

A REAL DINNER at \$1.00

Dinner dance every evening. Also Sundays, from 4 P.M.

Service at all hours in Grille.

Legal Beverages.

Will you kindly mention

GENEVA COMMUNITY NEWS

When making purchases from our advertisers

# CASEY'S MEN'S CLOSE OUT SALE of CLOTHING

GROUP I

GROUP II

GROUP III

A saving of \$5.00 to \$7.50 on  
these new Suits.

**\$19.85**

"Timely Clothes". Tailored at  
Rochester and featured by us are  
offered here.

**\$24.85**

Be wise — buy now and save  
dollars. Every Suit hand-tailored  
and 100% all wool.

**\$29.85**

## SPECIAL ADVANCE SHOWING SALE

Invest your money in a sure thing. Every Top  
Coat is a new 1936 model. We want a quick turn  
over.

**\$13.85**

**\$19.85**

## TROPICAL WORSTED AND WHITE SUITS SALE

Tropical Worsteds. Angora Spun.  
White - Tan - Grey

**\$12.85**

## SPORT SHIRTS

### NECKWEAR

Genuine Lorraine Shir-O-  
Shaker Wash Ties are in-  
cluded in this offer- **29c**  
ing.....

White

Blue

Green.....

**85c**

**CASEY & SON**

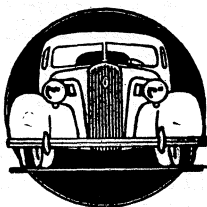
71 Seneca Street

Geneva, N. Y.

### HOSE

Light Summer shades are  
here for you. White, Yel-  
low, Light Blue, **29c**  
Cream.....

## USED CARS -Honest Values-



1936 FORD SUBURBAN (Like new. Driven  
less than 1000 miles)

1934 FORD TUDOR

1934 CHEVROLET COUPE

1933 GRAHAM SPORT COUPE (with radio)

1931 BUICK SPORT COUPE

1931 PONTIAC COACH

Several lower priced cars with  
down payments \$50 and less.

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange Street

Geneva, N. Y.

Phone 6621

## Modern - Practical - Colorful - Inexpensive COPPER-BOUND ASPHALT SHINGLES

Let us furnish you with an estimate for  
a new roof. Can be put on right over the  
old wood shingles.

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

## Saturday Special . . .

2 DOZEN DELICIOUS DOUGHNUTS, 25c

Ice Cold Watermelon, 10c

Fro-joy Ice Cream

Sizzling Barbecued Nuts from all over the world

**ICE CREAM BAR**

74 SENECA ST.

50c — FULL COURSE SUNDAY DINNERS — 50c

## COAL — FILL YOUR BINS NOW — COKE

In Advance of Winter Prices

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 6186 and 6232 261 Exchange St.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., AUGUST 13, 1936

GENEVA'S SEMI-ANNUAL MID-SUMMER

\$ *Dollar Days* \$

THURSDAY \* FRIDAY \* SATURDAY

August 13-14-15

Sponsored By

RETAIL MERCHANTS' DIVISION  
GENEVA CHAMBER OF COMMERCE

\$ \$

Take Advantage of this

**BIG MID-SUMMER SALES EVENT**

*Seasonal Merchandise Offered at Exceptionally Attractive Prices*

\$ \$

Buy Now for Your Present Needs . . .

ALSO ANTICIPATE YOUR FALL REQUIREMENTS

**THREE BIG DAYS OF SAVINGS**

SEE ADS OF PARTICIPATING MERCHANTS IN THIS ISSUE

Also Look for "DOLLAR DAYS" Pennants in Store Windows

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., AUGUST 13, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

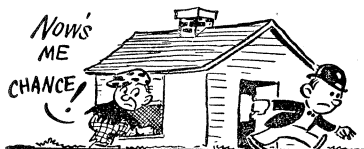
W. H. DAVIS - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

## ALMANAC



"When industry goes out the door, poverty comes in at the window."

AUGUST



13—Mexico City falls, Mexico becomes a Spanish province, 1521.



14—First airplane delivery of mail to steamer at sea, 1919.



15—Napoleon Bonaparte, world conqueror, born, 1769.



16—First bananas, 30 bunches, imported into the United States, 1804.



17—First patent on a plant—rose bush—granted by the United States, 1931.



18—Picard makes first stratosphere flight, 53,135 feet, 1932.



19—Gail Borden is first to patent a condensed milk, 1851.

Women dress the more sensibly in summer, it is true. In the winter, the men do.

## AIR SERVICE FOR GENEVA

Thanks to the efforts of Herbert H. Austin and a group of interested members of Winnek Post, American Legion, Geneva is to again have an airport.

Through the formation of the Geneva Aerial Service Corporation, of which Mr. Austin is Secretary and Roy W. Harman, of Rochester, President, the former Fordan field on Bean's Hill has again been made available for landing purposes.

The Fordan field is, without question, Geneva's most logical location for an airport.

A class for flying instruction is being formed and present plans are to have planes here each Thursday and Friday for this purpose.

Planes will also be available at all times to charter for passenger or express service to any part of the country.

A passenger plane will leave Geneva for Washington, D. C., on Saturday, August 22, on which reservations may now be made.

## FURS

In buying Furs it is always best to "buy where you can rely." Buy from a local dealer — someone you know — someone who will stand back of the garment — guarantee it and stand back of the guarantee. Local storage facilities, too, are always a point in favor of a local dealer. Geneva has reliable Fur dealers and adequate storage facilities. Buy in Geneva.

If you tell your secret why do you expect others not to?

## A Dollar Spent at FOOTE'S

is worth 100 cents in quality, workmanship and service, and beyond comparison in satisfaction.

Why not then, avail yourselves of the best that can be had in cleaning and pressing service.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

What we call public spirit is a moral quality, a particular and highly specialized form of unselfishness.



MARFAK . . . the world's finest grease lubricant.

A MARFAK job is better than two of the ordinary kind.

Drive in today.

## RICKELS SERVICE STATION

Lake Street

Phone 2920

## REMEMBER

Opening . . .

For Public Inspection

Our NEW LUBRITORIUM  
REMODELED GARAGE  
NEW USED CAR LOT

Monday Evening —

August 17,

at 8:00 P. M.

-: Entertainment -:

Tidewater Oil Co., and C. W. Fields, Inc., (Chrysler distributors) are co-operating with us on the opening entertainment.

## Fohl Motors, Inc.

230-234 GENESEE ST.

Phone 2811

Geneva, N. Y.

Refurnish NOW . . . Fine Quality Furnishings . . .  
AT GREAT SAVINGS!

# LYNCH'S AUGUST SALE

CHATFORD INNER SPRING

## MATTRESS

Formerly

**\$19.95**

Sold at \$27.50

Other Mattresses featured at \$11.75

ARMSTRONG INLAID

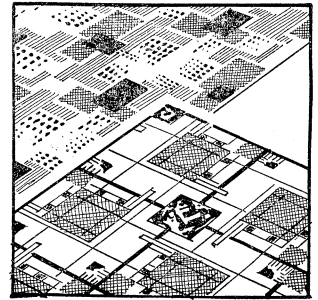
## LINOLEUM

STANDARD  
INLAID

**\$1.19**  
yd.

\$3 QUALITY  
INLAID

**\$2.00**  
yd.



SPECIAL VALUES ARRANGED FOR DOLLAR DAYS

Open  
Saturday  
Evenings

THE **LYNCH FURNITURE** CO.

485 EXCHANGE STREET

GENEVA, N. Y.

Considerate  
Credit  
Terms  
Readily  
Arranged

### The Scarlet Tanager

A yellowish, gray beak, dark gray feet, the brightest scarlet for all the feathers except those of wing and tail, mark the scarlet tanager. The tanager's mate is a dull, olive green and yellow. The song of the scarlet tanager is often mistaken for that of the robin.

—O—

### Odd Marriage Custom

Throughout the Orient, marriage has a religious as well as a social purpose. Consequently, among many peoples, particularly in India, the corpse of a person who has died before marriage has to go through a wedding ceremony with an effigy of the opposite sex before burial.—*Collier's Weekly*.

GENEVA DOLLAR DAYS



THURSDAY — FRIDAY — SATURDAY

August 13-14-15

DOLLAR DAYS

DOLLAR DAYS

One lot . . .

## YOUNG MEN'S SUITS

Light and Medium Shades

Values up to \$30.00  
(sizes 34 to 38)

**\$9.95**

MEN'S SUITS ..... 20% off

### BOYS' SHORTS

\$1.00 quality..... **75c** 75c quality..... **59c**

### POLO SHIRTS

95c quality..... **75c** \$1.50 quality..... **\$1.20**

### BOYS' POLO SHIRTS

75c quality..... **59c** 50c quality..... **39c**

FANCY DRESS SHIRTS

ALL SUMMER UNDERWEAR

**20% off**

## WELCH'S

494 Exchange St.

DOLLAR DAYS

DOLLAR DAYS



## RADIO FLASHES

by Ralph Le Brun



**John Boles**  
will be  
starred  
in the  
Lux Radio Theatre  
version  
of the  
motion picture  
"The  
Vagabond King"  
over the  
WABC-Columbia  
network,  
Monday,  
at  
8 P.M.

Tim Ryan and Irene Noblette, pinch-hitting for Jack Benny, Sunday nights, became Mister and Missus while both were employed by a traveling musical comedy company. Tim was the press agent of the show and Irene the ingenue when their romance began.

The pomp and pageantry which mark the end of the Eleventh Olympic Games of modern times will be brought to America in a broadcast over the Columbia network, on Sunday, from 12:35 to 1 P.M. In this finale, listeners will be present figuratively at the Lowering of the Olympic flag over the Berlin stadium and at the extinguishing of the Olympic torch. Finally, with the playing of trumpets and the mass singing of the Olympic hymn the games will end.

Ed Wynn can open up a one-man museum any time he wants. The NBC comedian has a collection of more than 7,000 photographs of himself and 16 pounds of medals and badges awarded him during his radio career.

### There'll be War in America this Summer

It will be fought on the political battlefield. The latest news will come to you over your radio. Phone 3237 for tubes and repairs on any radio.

**RALPH LE BRUN**  
225 High Street

Marion Talley's 1600 acre wheat crop on her Kansas farm has been entirely destroyed by the drouth, the NBC singing star has been advised by the foremen who run the farm under her direction. Miss Talley, who is heard over the NBC-Red network each Friday, at 9 P.M., took the news philosophically. She is not discouraged by the loss, she says, but feels it is a great tragedy for her neighbors to whom farming is the sole livelihood.

Two notable innovations are scheduled for the eighth season of the American School of the Air beginning  
(Continued on page 10)

## CHATEAU DUGAS

on Lake Keuka, 2 miles south of Branchport

featuring  
**A REAL DINNER at \$1.00**

Dinner dance every evening. Also Sundays, from 4 P.M.  
Service at all hours in Grille. Legal Beverages.

## COAL — FILL YOUR BINS NOW — COKE

In Advance of Winter Prices

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 6186 and 6232 261 Exchange St.

## DOLLAR DAYS' BARGAINS

<b>GARBAGE CAN</b> 10-gallon size, with dog-proof cover, each.....89c	<b>COLD PACK CANNERS</b> 24-quart size .....\$1.39
<b>BLUE ENAMEL PRESERVING KETTLE</b> 18-quart size .....69c	<b>No. 9 All Copper WASH BOILER</b> Full size .....\$2.98
<b>PICNIC JUG</b> Cork insulated, 1-gallon size .....\$1.19	<b>One Burner GAS OVEN</b> With glass door.....89c

Come in and see our many other Bargains throughout the store.

**COONEY, WATTS & COONEY**

513 Exchange St. Hardware Geneva, N. Y.

## ROSELAND PARK

CANANDAIGUA LAKE

**DANCING -- EVERY NIGHT**

Large Open Air Starlight Ballroom

### Free Attraction . . .

**THIS WEEK** — including, Sunday, August 16

**MME. MAREE'S CIRCUS** — Five intelligent dogs and four educated ponies. Wonderful animals — rich equipment — an unexcelled offering. Also, see "Old Lady Don't," a bucking Missouri mule.

—Daily Performances: 4:00, 7:30, and 10:00 P. M.—

## ★ DOROTHY GOES SHOPPING ★

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

—D—

**Dollar Days** afford a splendid opportunity to take advantage of the **August Sale at Baker & Stark** . . . the values are worthy of your consideration.

—D—

Here is a comforting beauty care for a hot day, and it is well worth the trouble. Wrap an ice cube in a layer of cotton wet with your favorite skin freshener.

—D—

**Dollar Days!** A golden opportunity to save real \$ \$ \$, and at the same time, enjoy the luxury of a new **Norge Refrigerator, Range or Washer.**

**Bolin Music House**

—D—

A million dollar complexion can be ruined by too much sun.

—D—

**Lynch's** are featuring **Armstrong Inlaid Linoleum** in their **August Sale** this week. The new Fall patterns, you will agree, are more beautiful than ever before. Stop in and see for yourself, even if you are not intending to purchase at this time.

**Lynch's**

**485 Exchange St.**

—D—

As a substitute for ribbon for tying up gift packages, use several strands of colored yarn. If it is a gift for a child, the ends of the yarn can be finished with small yarn dolls.

—D—

Eastman's "**Jiffy Kodak**" is becoming more and more popular. It is very easy to use — and adjustable for near and far settings. The price \$8.00 is as attractive as the Kodak itself. See "**The Jiffy**" and other Eastman Kodaks at **McCarthy's Pharmacy, 162 Castle St.**

Let **Carl** solve your shoe problem. Have your old, comfortable shoes properly repaired and rebuilt as good as new. Very reasonable prices.

**Carl's Shoe Repair Shop**  
**Castle St.**

—D—

Much black is shown for summer wear with tailored white jackets and white accessories.

### DOLLAR DAYS



**THURSDAY - FRIDAY - SATURDAY**  
**AUG. 13 - 14 - 15**

"Father Time waits not — for anyone whose watch is stopped."

Expert watch and clock service—cleaning and repairing, at **Prince's Jewelry Store, 20 Linden Street.** Prices are very reasonable and all work is guaranteed. Prompt service.

—D—

**Dollar Day Specials at The Julia Elizabeth Shoppe: —**

Children's dresses and suits

59c      89c      \$1.00

All-wool sweaters.....95c

Caps and berets.....25c

Initialed pillow cases.....89c

36" luncheons,

with napkins.....89c

Great reductions on all Spring coats.

One can really spend a whole summer in cottons this year — thriftily and smartly, for practical purposes and frivolous ones. There are so many stunning designs in cottons, from sturdy sports fabrics to gossamer sheers. Prints are varied and interesting, and fast colors are much improved.

—D—

If it is dressmaking, alterations or plain sewing, it will pay you to call **Miss L. Frautz, 180 E. North St.** Reasonable prices. Dial 3424.

—D—

Beautiful hair needs more than a fortnightly shampoo. Between times, use a good tonic—to keep the hair clean, to stimulate scalp circulation and to combat such bugaboos as dandruff, oily, dry or falling hair.

—D—

**Free**

A pair of trousers with every suit —saving from \$5.00 to \$13.00 on your suit. **A. P. Petersen, 476 Exchange St. . . . Ladies' Tailoring,** also . . . Dry Cleaning, Pressing, Repairing, and Altering.

—D—

**The Corner News, cor. of Main and Castle St.,** will have a **Complete line of School Supplies** for school opening. **Watch for their special ad!**

—D—

A photograph of the youngster is one thing that simply must not be postponed. A few moments now will preserve forever, the fleeting charm of childhood. Plan now a visit to **The Stewart Studio, 41 Seneca St. . . . Call 2183.**

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS,** for information regarding the "Dorothy Goes Shopping" columns.

—O—

Advertising is the breath of business life. No man would think he could live without breathing, but some men expect their business to achieve that miracle.



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Mammy's Spoon Bread

- ¾ cup white cornmeal
- 1 teaspoon salt
- 1 cup boiling water
- 3 tablespoons shortening
- 2 eggs
- 2 teaspoons baking powder
- 1 cup milk

Combine cornmeal and salt in bowl. Add boiling water slowly, beating until smooth. Add shortening and stir into hot mixture until well blended. Combine eggs with baking powder and beat until thick and light, then add to first mixture. Pour in milk gradually, stirring thoroughly. Bake in greased 8-inch casserole in moderate oven (350 degrees F.) 40 to 50 minutes. This recipe yields 8 portions. Cut in wedges and serve with chicken fricassee or gravy.

## Yummy Cookies

- ½ cup shortening
- 1 cup white sugar
- 2 eggs, well beaten
- 1½ cups flour
- 1 teaspoon vanilla
- 1 teaspoon baking powder, a little salt
- 1 egg white
- 1 cup brown sugar
- ½ cup chopped nut meats

Cream shortening, add white sugar and blend well. Add egg, then flour sifted with salt and baking powder. Mix well and spread in shallow greased pan about 9"x13". Beat egg

white until stiff, add brown sugar, continuing to beat, then lastly fold in nut meats. Spread on mixture in pan and bake in 375° oven for about 25 minutes. Cut into 2-inch squares.

Mrs. J. G., Hogarth Ave.

## Fruit Balls

- ½ cup figs
- ½ cup seeded raisins
- ½ cup stoned dates
- ½ cup walnut meats
- ¾ cup candied orange peel

Moisten with enough orange juice to make mixture adhere. Form into small balls and roll in powdered sugar. A nice substitute for candy.

T. P., Genesee St.

## Drop Ginger Cookies

- ½ cup lard
- ½ cup sugar
- 1 egg
- 1 cup molasses
- ½ cup thick sour cream with 1 heaping teaspoon soda
- ½ teaspoon ginger
- ½ teaspoon cinnamon, a little salt

Flour for a stiff dough

Mix in order given and try one cookie for correct amount of flour. They should be soft without running too much. Drop by large teaspoonful on well greased cookie sheet, allowing for spreading. Bake in quick oven. Especially good.

Mrs. C. J., R. D. No. 1.

Merchants appreciate it when you say: "I saw your ad in THE GENEVA COMMUNITY NEWS."

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator" the conditioned-air refrigerator

110 Lake St.

Phone 2740

## First Aluminum Pieces Valued

A few little pellets of metal such as might come from an ordinary aluminum saucepan are treasured by a firm in New York. They are the first samples of aluminum produced 50 years ago by the electrolytic process.

## THE HANDLEY BROWN

Automatic low gas consumption  
STORAGE WATER HEATER

Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## BUY YOUR FUR COAT NOW . . .

while you have the choice of  
AUGUST FUR SALE  
Values

## FREEDMAN'S

Every Coat Guaranteed to be Exactly as Represented

114 Seneca St. Geneva, N. Y.

## DOLLAR DAYS

. . . ARE EVERY DAY

Where you can buy  
QUALITY FOODS at  
CHAIN STORE PRICES  
. . . and have FREE DELIVERY

Niagara Brand Whole Kernel Corn,  
No. 2 can; 2 cans for.....32c  
Niagara Brand Tomato Juice,  
4 cans for.....25c  
Ivanhoe Potato Salad, 1-lb. can.....18c  
Ivanhoe Sweet Peas, No. 2 can;  
2 cans for.....32c  
Marvel Mix Salad Dressing, per qt., 27c  
Cain's Mastermixt Mayonnaise,  
per qt. ....30c  
(Cup & Saucer Free with each pt.)  
Grapefruit Hearts, No. 2 can; 2 for 23c  
M. & S. Brand Pineapple, No. 2 can;  
2 cans for.....34c

## Baumgartner's Food Store

Phone 2546  
We'll Deliver

Top of Bean's Hill  
at edge of City

— Plenty of Parking Space Always —

## E. T. MacALPINE

(formerly with Market Basket)

. . . would be pleased to meet  
all his old customers at

Ted's Fruit & Vegetable Market  
104 Seneca Street

## TRAVELQUIZ

(Prepared by Ontario County Auto Club affiliated with the A.A.A.)

- 1—Where are the Plains of Abraham, site of an important battle, and now a park?
- 2—Where may the only home ever owned by Abraham Lincoln be visited?
- 3—In what state is the Craters of the Moon National Monument (outstanding example of volcanic phenomena)?
- 4—What American statesman made his home at "The Hermitage" near Nashville, Tenn.?
- 5—Near what Irish city is the Blarney stone?
- 6—According to tradition the site of which American city was purchased from the Indians for \$24 worth of beads?

(Answers to these questions will be published next week.)

Additional facts of interest in connection with these questions may be found in the A.A.A. Tour Book.

## Answers to last week's Travelquiz:

- 1—Charlottesville, Va.
- 2—310 feet.
- 3—St. Johns.
- 4—Bennington (Vt.) Battle Monument.
- 5—New Hampshire.
- 6—Seville, Spain.

## Stingless Bees Are Found

Stingless bees are being introduced into England from southern Rhodesia, where their honey is a favorite sweet of the native children.

Geniuses do not marry geniuses; for the first thing geniuses encounter among one another is antagonism.

**★ Smith's**  
J. W. SMITH DRY GOODS CO.

DOLLAR DAYS

Thurs. - Fri. - Sat.

SENSATIONAL

Slip Sale

**\$1.00**

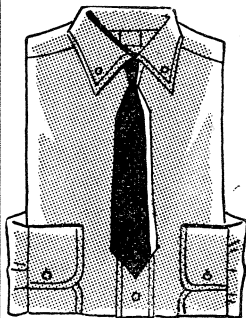
The best slip item we have ever offered! Pure silk, lace trimmed or tailored styles, some with beautiful embroidery details, white and tea rose. Sizes to 46. Actually worth \$1.69

RAYON TAFFETA SLIPS

2 for \$1.00

We've sold hundreds at 59c ea. Buy two and save 18c. White and tea rose, lace trim or tailored, sizes to 44.

Save up to  
69c  
on everyone  
you buy!



Men — Attention! Save 39c on everyone!

BREWSTER SHIRT SALE

Fine broadcloth, in blue, white, grey, fancies, and a few pastel shades. **\$1.00**  
Fused non-wilt collar and button down style. Buy now and save. val. \$1.39

6 Prs. SOCKS for \$1.00

Rayon and lisle, clocks, spirals, fancy designs, light and dark colors.

DesArt Pure Silk Hose

2 pairs \$1.00

- chiffon
- service
- splash proof
- value

Toasty  
Snappy  
Burnt Nude  
Black

Saunter  
Jaunty  
Debonair  
White  
Moondusk

Cafe Clair  
Marimba  
Gunmetal  
Smoketone

Cannon Dish Towels

10 for \$1.00

16x32, Part linen, Woven border

18x36 Bath Towels

6 for \$1.00

●heavy

●white with colored border

DOLLAR DAYS

Thursday - Friday - Saturday

All \$4 and \$5 **\$1.95**  
LADIES' WHITE SHOES .....  
One Lot of VITALITY SHOES **\$2.95**  
(\$6.75 Grade) .....

A Store Full of Honest Values for the  
Entire Family.

SMITH'S QUALITY SHOE STORE

502 Exchange Street

Geneva, N. Y.

The Fitzwater Store

5100 COPIES  
WEEKLY

**Advertise**  
**Every Week**

in the

Geneva Community News

"An Advertising Medium of Distinction"

5100 COPIES  
WEEKLY

Distributed in GENEVA, WATERLOO, PHELPS,  
OVID, WILLARD, STANLEY, HALL and  
SENECA CASTLE

P. O. Box 146

Phone 2108

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as pos-

sible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this  
"EASY MONEY" SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## PROPER LUBRICATION

Increases the life of any car and adds to  
its riding comfort. Our experts and im-  
proved equipment will surely please you.

TED'S AUTO INN

Phone 5174 35 Tillman St.

When you buy  
BREAD

Insist upon

## "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## 50-PIECE SET OF SILVERWARE QUALITY GUARANTEED

12 Knives - 12 Forks - 12 Teaspoons  
12 Dessert Spoons  
1 Butter Knife - 1 Sugar Spoon

**\$22.25**

Credit—of course Liberal Terms

## S. A. GILBERT

510 Exchange St. Jeweler Geneva

This Coupon is Worth 50c in Trade.  
"DON'T START ON A TRIP"  
Without having "The Generator" checked. It's  
just too bad if it breaks down on the road.  
We specialize in Generator and Ignition work  
of all kinds.

## AUTO ELECTRIC SERVICE

CARL E. COLE

30 Lake Street Phone 2814

## LERKIN'S GARAGE

16 Davis Street Phone 6782

General Repair Work - Batteries

Brakes Relined & Adjusted

Our Experts Know How

NORWALK - FIRESTONE

Tires & Tubes

Your life and the lives of others  
"DEPEND ON GOOD BRAKES"

We specialize in Relining & Proper Ad-  
justments. Also General Repair Work.

## STRATTON'S BRAKE SERVICE

Lake Street Phone 2028

## NEW and USED TIRES

The Kind That Give Service

Come in Now—See Elmer

He'll Give You A Guarantee

DUNLOP TIRE & RUBBER CO.

"Elmer" H. Turner, Mgr.

373 Exchange St. Easy Terms

It pays to look well . . .

"KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50

HOTEL SENECA BARBER SHOP

Jos. O'Byrne

Anthony Alvaro

Prop.

Associate

Free Parking in Rear of Hotel

## No Matter How Bad

The Body, Fenders, or Top is wrecked or  
crumpled up, we'll remove all bumps, repaint  
and match the colors — you won't believe it's  
the same car.

PETERSON

Seymour Alley

rear Geneva Loan & Savings Assn.

## BLUE COAL SOLVAY COKE

Fuel Oil

Fast Dependable Service

P. O'MALLEY & SON

Phones 6186 - 6232

## VISIT OUR NEW STORE

Delicious Watermelons, Cantalopes,  
Peaches, Pears, Oranges, Vegetables,  
Complete Line Fresh Fruit.

CAITO'S FRUIT STORE

380 Exchange St. Phone 5374

Phone Your Order — Free Delivery

## NEW, MODERNLY EQUIPPED SHOP

Sunbeam Furnaces · Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows

Air-conditioning Engineering

Our Best Advertisement

Is Satisfied Customers

## H. R. OSTRANDER

Phone 3976

70 Colt St.

# "EASY MONEY" (Continued)

GENESEE CANNED BEER, 10c  
Delicious Fresh Fruit and Vegetables  
Beer - Ale, in cans or bottles  
That Never Fail to Satisfy  
Phone 2107

THE ROCHESTER FRUIT STORE  
23 Seneca Street Free Deliveries

OUR BIG AUGUST SALE  
IS NOW ON

WHEELER'S  
70 Castle Street Phone 2620  
Beauty - Style - Quality - Service  
Greet you as you enter  
Another Feature—"Those Easy Terms"

OSCAR F. RICKELS  
Lake Street Phone 2920  
The Complete 100% Service Station  
Star Pumps - Star Attendants  
Star Equipment  
SATISFACTION GUARANTEED

R. J. IREDALE  
MEN'S FURNISHINGS  
461 Exchange St. Next Western Union  
(POLO SHIRTS, values up to 98c)  
(This week's special, 79c; 2 for \$1.50)  
Come in. Look around. Style & Quality.

THIS WEEK'S SPECIALS  
Red & White Milk, tall cans; 2 for....13c  
Oxydol, large size.....18c  
Red & White Catsup, 2 for.....25c  
Red & White Chili Sauce.....15c  
FLORENCE LABIGAN  
Red & White Store  
261 William St. Everything in Groceries

BAUMAN & MEDES  
151 Exchange St. Geneva Phone 3391  
Furniture Repairing, Upholstering, Auto  
Tops, Seat Covers, Tarpaulins, Canvas  
Covers made to order and repaired.  
All Work Guaranteed

SPECIALS—Fri. & Sat., Aug. 14-15  
New Orleans Molasses, qt.....30c  
Corn Flakes, 3 for.....25c  
Durr's Dog Food, 2 for.....15c  
Bacon - Ham - Frankfurts  
C. S. DADSON  
70 Chery Street Phone 2630

THREE LARGE BOTTLES  
IRONDEQUOIT GINGER ALE  
Lime Rickey - Root Beer - Strawberry  
and other flavors - ONLY 25c  
GEORGE PHILLIPS  
Red & White Store  
111 Pulteney Street Plenty of Parking Space

Be sure you are right and then go  
ahead, but cautiously.

## CARROLL'S Central Service Station

Main St. Opp. Armory. Phone 2592

Geneva's Complete Service Station  
Noted for "Friendly Service"

Socony - Mobilgas - Mobiloil  
U. S. Royal Tires

Scientific Lubrication

24-HOUR SERVICE

### Persistent Advertising

even in a small way, is surely a lot  
better than no advertising at all.

Our Repair Department is at  
your service —

Watch, Clock and Jewelry  
Repairing in charge of  
Harry R. McConnell  
Reasonable prices. All work guaranteed.

Diamond work of all kinds  
our specialty.

## L. H. BARTH

Schine Theatre Bldg. Geneva, N. Y.

SPECIALS THIS WEEK  
Wheaties, 2 pkgs.....25c  
Shredded Wheat, 2 pkgs.....19c  
Kellogg's Corn Flakes, 2 pkgs.....15c

L. J. McCANN'S GROCERY  
144 High St. Phone 2653. We'll Deliver

SPECIALS—This Week  
Bananas, 4 lbs.....25c  
Pure Cane Sugar, 5 lbs.....29c

BRENNAN'S GROCERY  
31 John St.  
Sure—We'll Deliver Phone 4572

SWISS WEATHER PROPHETS  
\$1.00 value at .....69c  
Seen in our window

DORCHESTER & ROSE  
543 Exchange Street Phone 2496

When you forget to take your  
medicine, you're well or near it.

WOMEN'S WHITE SHOES  
\$1.98 to \$3.98 Value  
SPECIAL \$1.49

All Sizes All Styles

TRIANGLE SHOE STORE  
488 Exchange St. Phone 2636

You will enjoy eating  
DAVIDSON'S ICE CREAM  
It does not leave your throat  
all dry and parched.

DAVIDSON'S  
312 Castle Street Phone 6122

HOT DAYS ARE HERE  
"Give Mother a Treat", send the whole  
wash to GENEVA STAR LAUNDRY.  
Rough Dry Wash only 8c per lb.  
Shirts in this bundle approximately  
10c each  
Phone 2112 — We'll Call and Deliver

MEAT THAT SATISFIES  
SURE: PHONE 2127  
We Deliver to All Parts of Geneva

WILSON & JOHNSON  
261 William Street Everything in MEAT  
Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.  
The GENEVA MOVING & STORAGE  
COMPANY, Inc.  
C. A. BISSELL, Pres.  
99 Genesee Street Phone 2182

D. E. 105  
MARTIN Oak St.

# ICE?

PHONE 2706

### "HERE'S THE GOOD NEWS"

Our Soda Fountain is Now Installd  
Rich, Delicious Sodas; Malted Milks,  
Fruit and Nut Sundaes, Double Dip  
Cones, Table & Counter Service.

Cor. Main & Castle Sts. Phone 2515

SCIENCE SHOWS . . .  
That many of the headaches and nervous  
conditions noticed in children and adults  
are due to eye strain and weakness. We  
examine the eyes, fit glasses, repair brok-  
en frames, and replace broken lenses.  
G. W. FLETCHER  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044

"Easy Money" Section continued  
on next page.

## "EASY MONEY" (Continued)

### A TREAT FOR MOTHER

Full Course Sunday Dinners: Turkey, Young Broilers or a Delicious Tender Baby Steak; only.....65c

Full Course Prime Rib of Beef, with all the trimmings .....55c

Short Orders - A la Carte - Sandwiches

Counter and Grille Service  
Free Parking Space

### The Texaco Grille

Lake Street Near Exchange St.

### "SEE THEM MADE"

OUR POTATO CHIPS ARE FRESH

Stop in, receive a sample free and be convinced.

101 Seneca St. Top of the Hill

When you think of REAL ESTATE in  
Town or Country THINK of

### FINZAR

20 Linden St. (Prince's) Phone 2661

### JOE'S MARKET

226 Exchange St. Phone 2027

### THIS WEEK'S SPECIALS

Macaroni, lb. ....7½c  
25-lb. Bag Salt.....25c  
Tender Round Steak, lb.....25c  
Swiss Steak, lb.....25c  
Chuck Roast Western Beef, lb.....15c  
Homemade Italian Sausage, lb.....28c  
Dixie Oleo Margarine, lb.....19c  
Rainbow Oleo Margarine, lb.....15c

### RADIO FLASHES

(Continued from page 4)

over the Columbia network Tuesday, October 13. One of these is to be a series of broadcasts from several foreign countries each Thursday during the second half of the season. In these, soloists, choruses and choirs of Ireland, France, Spain, Italy, Germany, Holland, Sweden, Czechoslovakia, Austria, Scotland, and Denmark will bring the best in native folk music of those countries to American listeners in our schools. The other feature, to be presented during the Tuesday music periods, will embrace performances of compositions by famous historical figures, many to be heard in America for the first time.

### SOLUTION OF LAST WEEK'S "EASY MONEY" QUESTION

Words spelled with "Missing Letters":

DAVIDSON'S

<i>In ads of</i>	<i>Letters omitted</i>	<i>in words</i>
Ted's Auto Inn	D	and
Wilson & Johnson	a	parts
Firestone	v	service
L. H. Barth	i	specialty
Stratton's	d	adjustments
G. W. Fletcher	s	weakness
Geneva Star Laundry	o	rough
Joe's Market	n	bologna
Rochester Fruit	s	deliveries

### WOMEN DO MOST OF BUYING

Whether one is in a business that caters specifically to men or not, it would seem important that consideration be given to what will make the most effective appeal to women. If you think your field is one in which women's likes and dislikes do not count, consider the following results of a survey intended to discover women's

influence in different fields. The survey showed that women buy 49% of the hardware, 63% of men's neckware, 67% of the leather goods, 75% of the men's socks, 78% of the pianos, 80% of jewelry and of electrical apparatus, 81% of foodstuffs, 82% department store goods, 98% of silks. In fact, women are credited with being the preponderant influence in 87% of all retail buying.

### Canada's Highest Peak

The highest peak in the Canadian Rockies is Mt. Robson. Towering 12,972 feet above sea level, this "monarch of the Rockies" has been known by name since 1865, but who named it and when, and whom it commemorates are questions that have not been answered.

### ROOF COATING

Get our estimate for coating your roof with

GENASCO ROOF COATING

This warm weather is the ideal time for this work

JOHN A. PONTIUS

90 Elm Street

Phone 4575

## ONTARIO BUSINESS INSTITUTE

### FALL TERM

SEPTEMBER 8

PEARL R. STUCHELL, Prin.

64 Seneca Street

Phone 2284

Will you kindly mention

GENEVA COMMUNITY NEWS

When making purchases from our advertisers



## DO YOU KNOW?

Accidents are more frequent during vacations than at other times. Even slight ones should receive instant attention. Be careful never to touch a wound with the fingers. Scratches and cuts should be washed gently with cotton dipped in alcohol, and painted with iodine when dry.

Strains and sprains call for cold wet compresses, and rest until the doctor comes to find if anything has been broken.

When a person faints, keep his head low and see that he gets plenty of fresh air. When he "comes to" give half a glass of water containing half a teaspoonful of aromatic spirits of ammonia.

A new idea in bathtubs is embossed waves on the floor, to prevent accidents caused by slipping.

There is too much tension in the lives of most people. No man does his best while in a hurry. We should relax more. But not, as William James warned, "concentrating too much on it."

First radio broadcast of a presidential message was December 6, 1923. President Coolidge's first message to Congress was placed on the air by means of stations connected with Washington by long distance telephone wires.

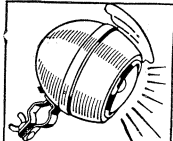
Decorating finger nails to increase feminine attractions dates back to 3000 B.C. Gold coverings for fingers and toes have been found in Egyptian mummies of princesses of that age.

**Shakespeare said:**

A light heart lives long.

# Sears

# MID SUMMER DOLLAR DAYS

<p style="text-align: center;"><b>Men's HOSE</b></p>  <p style="text-align: center;"><b>12 prs., \$1.00</b></p> <p>Quality Cotton. 'Stock up' at this sensational price.</p>	<p style="text-align: center;"><b>'Challenge' ELEC. IRON</b></p>  <p style="text-align: center;"><b>\$1.00</b></p> <p>Complete with cord. Full six pounds.</p>	<p style="text-align: center;"><b>X-pert Tennis Balls</b></p>  <p style="text-align: center;"><b>3 for \$1.00</b></p> <p>Rubber welted seams. The finest ball money can buy. Approved L.T.A.</p>	<p style="text-align: center;"><b>Cake and Pie CARRIER</b></p>  <p style="text-align: center;"><b>\$1.00</b></p> <p>Includes tray, cover and two compartments. Choice of red, green, or black.</p>
<p style="text-align: center;"><b>Sturdy Work Shoe</b></p>  <p style="text-align: center;"><b>\$1.00 pr.</b></p> <p>Strong leather uppers. Composition soles.</p>	<p style="text-align: center;"><b>Bicycle Light</b></p>  <p style="text-align: center;"><b>\$1.00</b></p> <p>Self contained aluminum finish.</p>	<p style="text-align: center;"><b>Elec. MIXER</b></p>  <p style="text-align: center;"><b>\$1.00</b></p> <p>For general household use. Takes work out of mixing.</p>	

**\$1.00 ALLOWANCE** For your old Battery when you buy a Cross Country 'Power-Flo'.

**1936 SEARS, ROEBUCK AND CO. 1936**

**479 EXCHANGE STREET GENEVA, N. Y.**

Policeman (to motorist): "Take it easy; don't you see that notice — 'Slow Down Here'?"

Motorist: "Yes, officer, but I thought it was describing your village."

Many a man has vastly improved his character by trying to live up to what his press agent says about him.

A man's character seldom changes — it is merely revealed.

### Query

"If he can't have his own way, he won't play."

"Are you talking about a child or some eminent politician?"

You can pretend to be rich until it makes you go broke.

MR. MERCHANT. Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

**TRAUTMAN & SMITH**

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

(Member F. T. D.)

Flowers Telegraphed Anywhere

**G. H. PRINCE**

20 Linden Street

**Watch, Clock and Jewelry Repairing  
and Picture Framing**

What Have You Got?

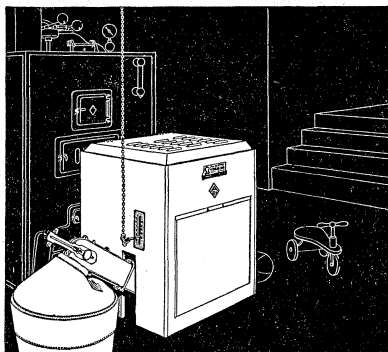
What Do You Want?

Before the advent of anything in trade, of which our present money is the successor, folks bartered things they had for other things they needed. We call it "Swap".

If you've anything you wish to swap send a description of the article with a memo of what you wish in exchange to

**M. F. DEVANEY**

Printing and Office Supplies

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

The  
**ELECTRIC FURNACE MAN**  
Will cut your fuel bills from  
25-50%

Let us prove it to you.

For information  
Phone 2221**RAPALEE**

**LEARN TO FLY**—The Geneva Aerial Service Corp. offers you fine opportunities at low rates. AIRPORT, GENEVA, N. Y. Passenger and Express Service available. Inquire P. O. Box 122 or at Airport. Your cooperation is our success.

**Y. M. C. A. NOTES****Educational Tours**

The trip to the Brady Ice Co. took place Tuesday and there is now one trip pending—a trip to the Humphrey Press Inc. The date has not yet been set. The largest group which attended any of the Educational Tours, visited the N. Y. S. Agricultural Experiment Station.

**Beginner's Swimming**

The beginner's swimming class which meets Wednesdays, at 2:00, will continue indefinitely. All boys who cannot swim and are members of the Y. M. C. A. should take advantage of this class. Non-members can make special arrangements. Individual and private lessons can also be arranged for both members and non-members by applying at the Y. M. C. A. Office.

**Renovations**

The latter part of the month and the first of September will find the pool and showers closed, in preparation for Fall and Winter activities.

**Hi-Y News**

Three Hi-Y boys have already signed up to attend the New York State Hi-Y Training Camp to be held at the Syracuse Y. M. C. A. Camp, August 27 to September 3.

The swimming pool which is tested daily and is under the supervision of City, County and State Health Departments is kept absolutely clean.

**Never Idle**

"I am annoyed by idle gossip."

"There's no such thing as idle gossip," said Miss Cayenne. "Gossip is always most industrious."

**Take Advantage of****FREEDMAN'S**

18th Annual

**FUR SALE**

Now in Progress

**"All Coats Guaranteed for 2 Years"**

114 Seneca St. Geneva, N. Y.

Then, too, if a metropolitan moved to the sticks, he'd soon be saying that crowds were a thing of the past.

Often the man with the might is also in the right. Don't think the arrogant are always in the wrong.

**DESIRABLE  
USED CARS**

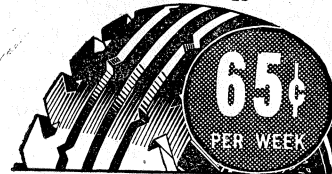
1935 Dodge Pick-up Truck  
1935 Buick Sedan  
1933 Ford Tudor  
1931 Buick Sedan  
1930 Buick Sedan

**KITCHELL MOTOR CO.**

386 Exchange St. Phone 2178

*Use your  
Credit!***Firestone**  
GUM-DIPPED TIRES

as low as



Come in today and find out how easy it is to replace those thin, worn tires and how easy it is to pay for them and other car needs on our convenient budget plan. All Firestone Service and auto supplies may be purchased in this easy way.

**Firestone**  
AUTO SUPPLY & SERVICE STORES**COMPLETE CAR SERVICE**

Cor. Lake &amp; Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

Listen to the Voice of Firestone, Monday evenings, over N. B. C.—WEAF Network



See Our . . .

**DOLLAR DAY TABLE OF SPECIALS**

for

**THURSDAY — FRIDAY — SATURDAY**

We have some **REMARKABLE BARGAINS** on discontinued Merchandise at Rock-bottom Prices.  
Real honest-to-goodness Bargains on First Class Stock.

Come in and look them over!

**T. J. COMISKY****WINE AND LIQUOR STORE**

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

**Delay in Transit**

"Does the giraffe get a sore throat if he gets wet feet?"

"Yes, but not until the next week."

—o—

Some stones that don't roll, don't accumulate moss. They get buried in the mud.

**CARPENTER and BUILDER**  
Weatherstripping and Caulking**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free

**\$25****ALLOWANCE**

for your old Ice Box or  
Refrigerator on a

**NEW NORGE****DURING DOLLAR DAYS****BOLIN MUSIC HOUSE****ADVERTISING  
SPACE**

in next week's issue must  
be reserved by **Saturday**  
noon. All copy must be  
in by **Monday noon . . .**

**GENEVA TO HAVE****VETERANS' MEMORIAL**

After agitation and discussions which, we understand, have continued over a period of something like seventy years, it now appears that Geneva is really to have a fitting memorial erected to the memory of its Soldier and Sailor veterans of all wars.

Under the able chairmanship of Carrollton A. Roberts, plans have progressed to the point where the type of memorial has been decided upon and a model is being prepared. This model, it is expected, will be ready for public inspection in about two weeks.

It is hoped that the completed memorial, which it is planned to erect in Pulteney Park, may be ready for dedication on Armistice Day, November 11.

Mr. Roberts, who is Geneva's youngest War Veteran, and his committee are to be congratulated on reviving the War Memorial question and carrying on to a point where the matter will undoubtedly be brought to a successful conclusion.

The Memorial will be in the nature of a Shaft and will be erected on a platform of proportions sufficient for the conducting of any patriotic services.

—o—

Most of the time we live better because of the old ideas, not the new ones.

—o—

Life is like that. In every dinner there is something that falls below excellence.

—o—

What is a philosophy of life but resignation.

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

**AUGUST —**

. . . the last month to take advantage of Freedman's repairing and remodeling service at reduced summer rates. Savings up to 25%. All work done on premises.

**FREEDMAN'S**

"The Only Practical Furrier in Geneva"  
114 Seneca St. Phone 2172

You may "get by" with

**A DIRTY RADIATOR**

in cold weather

But in Summer it's a different story . . . and may prove a very costly one . . . but it isn't expensive to have a clean radiator and be safe.

Come in!

**FINK'S  
SUPER-SERVICE STATION**

Lake Street

Phone 2448



## THE FUNNYBONE



### Diagnosis

Samuel F. B. Morse was an eminent painter before he invented telegraphy. He painted a scene showing a man in death-agony once, and asked a physician friend to examine it: "Well?" Morse inquired after the doctor had scrutinized the picture. "What's your opinion?"

The physician removed his spectacles, turned to Morse and commented: "Malaria!"

### Necessary Equipment

"My boy," said the business man to his son, "there are two things that are vitally necessary if you are to succeed in business."

"What are they, dad?"

"Honesty and sagacity."

"What is honesty?"

"Always — no matter what happens, nor how adversely it may affect you — always keep your word once you have given it."

"And sagacity?"

"Never give it."

### Safe Answer

In a certain school in the South the inspector was examining a class of boys. After he had put many questions he asked the following:

"What bird in Africa has wings and cannot fly?"

This seemed to puzzle the class, but after a long pause a little boy put up his hand and said: "Please, sir, a dead one."

### Close Enough

A Los Angeles car owner was having his eyes tested for a driver's license. Pointing to a chart on the wall, the examining officer asked the man to identify the things he saw.

"What is in the large circle in the center?" he asked.

"That is the figure 18," the man replied.

"Wrong," said the officer, "That is a picture of Mae West talking to Katherine Hepburn."

### And How

Mose: How fas' can you all go in dat new car?

Rastus: Ah could make two miles a minute 'ceptin' foh one thing.

Mose: Whut's dat, boy?

Rastus: Only jes' cause de distance is too long foh de shortness of de time.

Auto Salesman (desperately): But, madam, if you take this car we will put your initials on it free!

Mrs. Saver: But my husband says it's not the initial cost that counts, but the upkeep.

Every day you miss someone's business because someone did not know what you have to offer. Neglect of advertising means loss of business that might have been yours.

At Last . . .

### A Battery

**Unconditionally Guaranteed as long as you own your car**

**WRITTEN GUARANTEE** protects you against all battery replacement expense . . . made possible by the long-lived Kathanode Cell, famous for its world-wide use on airplanes, submarines and railroads . . . now adapted for your automobile.

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522  
— Batteries and Radio Service

## EDDIE'S CHOP HOUSE

-- The Best to Eat and Drink --

Ask for any kind of Cocktail or Mixed Drink

20 MAIN STREET

BATAVIA, N. Y.

EDW. P. JENNINGS, Prop.

-- formerly of Geneva --

## COLONEL CHEERIO

Says:

WE HAVE REAL BARGAINS FOR \$1.00 DAYS

—: Discontinued Lines :—

- 8—Quarts Lash's Whiskey at.....\$1.25 qt. (Regular \$3.00)
- 8—Fifths Lash's Cordials at.....\$1.25 5th (Regular \$2.60)
- 3—Fifths Lash's Cocktails at.....\$1.25 5th (Regular \$2.60)
- 23—Fifths Belvieta California Wine at 2 for \$1 (Regular \$1.25 ea.)
- 15—22-oz. Special Vintage.....60c ea. (Regular \$1.00)
- 12—Fifths Fee Bros.....60c ea. (Regular \$1.00)
- 9—Fifths Imported French Burgandy.....\$1.00 (Regular \$2.00)

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"Some motorists seem to think that the locomotive whistles at crossings just to keep up its courage."

"The average man is proof enough that a woman can take a joke."

"The trouble with public opinion is that so many people only express it privately."

"Dieting is the triumph of mind over platter."

"The old fashioned woman who darned her husband's socks has a daughter who socks her darned husband."

"High heels were invented by a woman who had been kissed on the forehead."

"There isn't much to see in a small town, but what you hear makes up for it."

"She's just a pretty baby who loves to go buy, buy."

"Will Power: the ability to eat one salted peanut."

(To be continued)

# CASH LOANS

Cash to buy things you need or pay what you owe. We'll lend it to you quickly and like hundreds of other people, you'll find it easy to repay. Here's a quick and simple way to get the extra cash you need. Why not phone us or come in today.

*Loans up to \$300 — 20 months to repay*

3rd Floor

National Bk. Bldg.

Room 304

120 Genesee St.

Phone 251

Auburn, N. Y.

**LOANS MADE IN NEARBY TOWNS**

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday and Friday, at 6 P. M.

**PERSONAL FINANCE CO.**

# IN A HURRY

## DOLLAR DAYS

... or any other day —

You'll always find — here — really worth while

### Used Car Values

Right now we have two good CHEVROLETS; one good FORD; a good PONTIAC, and a good BUICK.

•

Also some other cars with down payments of \$50 and less.

•

Come in ... if we don't have — this week — just what you have in mind, tell us what you would like; we'll find it for you.

•

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange Street

Geneva, N. Y.

Phone 6621

## WHEELER'S SENSATIONAL FURNITURE SALE

... Now Going On

FIRST QUALITY BRAND NEW  
FURNITURE ... AT GENUINE SAVINGS

### LIVING ROOM SUITES

\$59 to \$163

(Savings up to 50%)

### DINING ROOM SUITES

\$87 to \$164

(Every Suite a Rare Bargain)

Drastic Reductions on **BEDROOM SUITES**

OUR ENTIRE STOCK OF QUALITY  
FURNITURE GREATLY REDUCED

Smokers - Breakfast Sets - Porch Furniture  
Mattresses - Lounge Chairs - Occasional Chairs  
Studio Couches - Kitchen Furniture - Etc. - Etc.

**WHEELER'S**  
72 Castle St., opp. P. O.

# GENEVA

Wed. & Thur., Aug. 12-13  
— By Popular Demand —

Marie Dressler  
Wallace Beery  
Lionel  
Barrymore  
"DINNER  
AT EIGHT"

Clark Gable  
Myrna Loy  
"MEN  
IN  
WHITE"

Friday & Saturday



Plus SCREEN VODVIL

3 DAYS — STARTS SUNDAY

**Warner BAXTER**

**Myrna LOY**

in

**"To Mary with love"**

with

**Ian HUNTER**

**Claire TREVOR**

Added Shorts

Silly Symphony "3 Little Wolves"

Latest News

## THREE DAYS OF BARGAINS

combining our usual

## MID-SEASON SALE with DOLLAR DAYS

It means that you get a Greater Selection, Fresher Merchandise and some Really Fine Values . . .

SUMMER MATERIALS	12 <sup>c</sup> to 49 <sup>c</sup>
WHITE GLOVES, regular \$1.00	77 <sup>c</sup>
now	
ALL SILK PRINTS	\$1.00
2 yards for	
ALL SILK CREPES	\$1.00
2 yards for	
FINEST PERCALES	\$1.00
6 yards for	
PATEX TOWELING	\$1.00
8 yards for	
PATEX TOWELS	\$1.00
7 for	
ALL LINEN CRASH	\$1.00
5 yards for	
LACE CURTAINS	\$1.00
1 pair for	
DOUBLE BLANKETS	\$1.00
1 pair for	

$\frac{1}{2}$  PRICE

on all Silk, Wool, Cotton Remnants

# HOWARD'S

504 Exchange Street

KINDLY MENTION

**THE GENEVA  
COMMUNITY NEWS**

WHEN MAKING PURCHASES  
FROM OUR ADVERTISERS . . .

Specials for DOLLAR DAYS

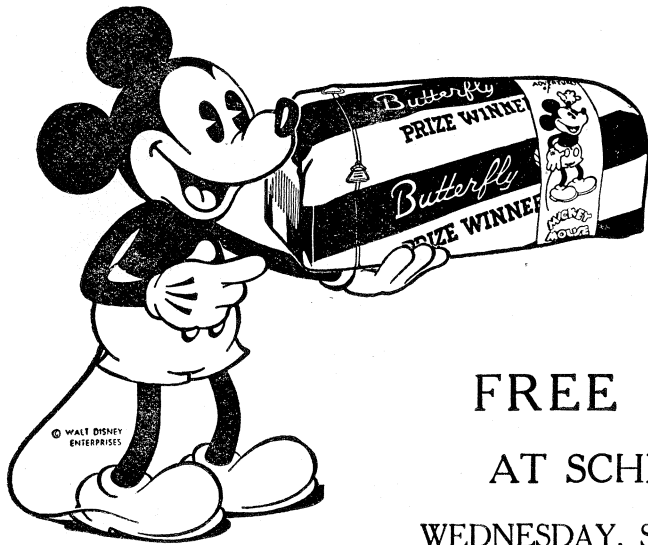
Aluminum Preserving Kettles,	
.....10-quart, \$1.89; 12-quart, \$2.19	
Electric Toasters	\$1.00
Lisk Canners, 7-quart.....	\$1.29, \$1.49
Garbage Pails	.89c
Electric Fans	20% Discount
Croquet Sets	20% Discount
Swiss Weather Prophets (\$1.00 value).....	.69c

## DORCHESTER & ROSE

Hardware 543 Exchange St.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., AUGUST 27, 1936



## BOYS and GIRLS!

I want you all to come to my

### FREE THEATER PARTY

### AT SCHINE'S GENEVA THEATER

WEDNESDAY, SEPTEMBER 2, 1936 ~ at 10 A.M.

Bring your friends, too. No admission charge. Just bring  
a band from BUTTERFLY PRIZE WINNER for  
yourself and each of your friends.

## AND HERE'S MORE GOOD NEWS!

Every day there's a new picture of Mickey and his friends

## BUTTERFLY PRIZE WINNER

Ask your grocer about the 48-page Mickey Mouse Scrap Book.

It's FREE, too!

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., AUGUST 27, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

5100 COPIES WEEKLY

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## SCHOOL SHOES



JUST ONE PAIR . . .

And you'll be convinced of the  
longer wear, greater comfort  
and correct designing — all so  
necessary to healthy feet for  
your youngsters.

\$1.98 to \$3.95

## LATTIMER'S

492 Exchange St.

The life work of some people  
seems to be criticizing others.

## BEAN'S HILL AGAIN BOOMING

Activities at Bean's Hill are fast  
assuming pre-depression propor-  
tions.

During the summer a completely  
stocked Food Store has been opened  
in connection with the Baumgartner  
Service Station.

With the Canandaigua end of the  
rebuilt Turnpike opened, and Ge-  
neva traffic being routed by way of  
Gorham and Bean's Hill, Clarke's  
Cabin Camp is again the scene of  
great activity every night.

The acquisition once more of the  
Fordon Field for flying purposes,  
with student classes Thursdays and  
Fridays, recall thoughts of the  
crowds that gathered there when the  
former airport was maintained.

The latest addition to the life of  
"The Hill" is the opening of a gen-  
eral garage and auto parts business  
by Harold H. Hammel, directly op-  
posite the flying field.

Mr. Hammel, a garage man of  
long experience, in addition to doing  
all kinds of auto repair work, auto  
electric work and both electric and  
acetylene welding, will handle a com-  
plete line of new and used auto parts  
and maintain a 24-hour towing ser-  
vice. (See ad, page 12.)

## ANSWERS TO LAST WEEK'S "TRAVELQUIZ"

- 1—Boston and Lexington
- 2—Confederate memorial
- 3—A Civil War battle
- 4—New Orleans
- 5—Iowa
- 6—Palais de L'Elysee

Courtesy costs nothing, but some  
people are too cheap to use it.

## BACK TO SCHOOL DAYS

It's Time to prepare that wardrobe  
for School Days. Let us be of Ser-  
vice to you in your CLEANING  
requirements.

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

## BUY IN GENEVA

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189



MARFAK . . . the world's  
finest grease lubricant.

A MARFAK job is better  
than two of the ordinary kind.

Drive in today.

## RICKELS SERVICE STATION

Lake Street

Phone 2920

CHRYSLER — PLYMOUTH  
Sales - Service

## SEE THESE QUALITY USED CARS

- 1936 Plymouth Convertible Coupe
- 1936 Plymouth Touring Sedan  
(Factory Representative's Car)
- 1935 Plymouth Coupe
- 1934 Ford Sedan
- 1933 Ford Tudor
- 1930 Oldsmobile Coupe

## LUBRICATION

Let us lubricate your car under  
our new

CLUB PLAN  
now available.

## Fohl Motors, Inc.

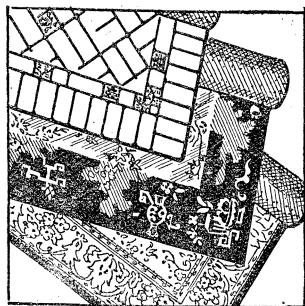
230-234 GENESEE ST.  
Phone 2811 Open Evenings  
Closed All Day Sunday

# 2 OUTSTANDING VALUES IN LYNCH'S AUGUST Sale of Furnishings

ARMSTRONG

## FELT BASE RUGS

A Special Group! Splendid Variety of Colorings and New Patterns!



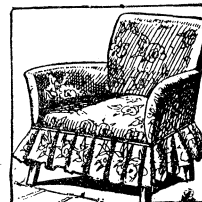
Size 6x9	Size 7.6x9
\$2.98	\$3.98

Size 9x10.6	Size 9x12
\$5.50	\$5.90

Featuring — Attractive

## BOUDOIR CHAIRS

In a wide selection of cretonne and chintz. **\$5.95**



August Sale Price

Other Boudoir Chairs \$4.95 up

Considerate Credit Terms Readily Arranged

OPEN SATURDAY EVENINGS

# THE LYNCH FURNITURE CO.

485 EXCHANGE STREET

GENEVA, N. Y.

### THIS AND THAT

We hope it is not going to take a serious accident to bring about some action toward getting Geneva's dangerous old car tracks covered.

Geneva Schools re-open next week. The Fall term at the Ontario Business Institute starts Sept. 8.

Dancing will continue every night until Labor Day at Roseland Park, Canandaigua Lake. After Labor Day — dancing Friday, Saturday, and Sunday nights.

Merchants appreciate it when you say: "I saw your ad in THE GENEVA COMMUNITY NEWS" . . . and so do we. Will you kindly make it a point to do so? Thanks.

If your copy of THE NEWS is not delivered in accordance with our instructions to deliverymen, which are — behind storm or screen doors, or fastened in door knob — we would appreciate it if you would so advise us.

A wise man revenges himself for injuries by kindnesses.—Chinese.

## CHATEAU DUGAS

on Lake Keuka, 2 miles south of Branchport  
LUNCHES - DINNERS - PARTIES - BANQUETS  
— Phone Branchport 24

Dinner dance every evening. Also Sundays, from 4 P.M.  
Service at all hours in Grille. Legal Beverages.  
Special Week-end Dinners over Labor Day

# ★ Smith's

J. W. SMITH DRY GOODS CO.

## Announce

### "GRAMERCY"

#### The MOTH PROOF & INSURED BLANKET

Every fibre of a Gramercy Blanket has been thoroly treated with an odorless chemical which repels moths. A guarantee tag attached to each blanket INSURES against moth damage for FIVE YEARS from the date of purchase! So — if such damage should occur — the guarantee tag entitles you to a NEW BLANKET — FREE.

Gramercy Blankets are lustrous, soft, long wearing, ALL WOOL, extra size 72x90, with 4-inch Satin binding in these colors:

- |              |         |          |
|--------------|---------|----------|
| ● Royal blue | ● Cedar | ● Tan    |
| ● Deeft blue | ● Green | ● Brown  |
| ● Peach      | ● Rose  | ● Claret |

The Price **\$7.95**  
is only

Select your color now while the line is complete and let us lay it away for you until ready.



## \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?



**GENEVA**

**NOW PLAYING**

Robert Madge  
Montgomery Evans  
**"PICCADILLY JIM"**

Friday and Saturday  
**CHAN Supreme!!**



**WARNER OLAND**  
**CHARLIE CHAN**  
**AT THE RACE TRACK**  
A 20th Century-Fox Picture

Plus — Screen Vodvil

3 Days — Starts Sunday

**A Drama of Fiery Love and Fierce Conflict**



**THE LAST of the MOHICANS**  
BURNIE SCOTT-BARNES  
WILCOXON  
Directed by George B. Seitz  
an EDWARD SMALL prod.  
A Reliance Picture  
Released thru United Artists

Harry M. Goetz  
presents the  
James Fenimore  
Cooper Classic

**ADDED:**  
"The Killer Dog" Odity  
Mickey Mouse Cartoon News

Wednesday, September 2

Sir Guy Standing  
Frances Drake

**"I'D GIVE MY LIFE"**

**THIS IS THE BIG NIGHT AT SCHINE'S GENEVA!**

**SHOP IN GENEVA**

It is all vacation grime for your watch — seashore or mountains. For expert cleaning and repairing — **Prince's Jewelry Store, 20 Linden St.** Prompt service. Reasonable prices. All work guaranteed.

—D—

Back-gathered sleeves, plain at front, are just one of the various ways that the new ones are puffed.

—D—

Have you had the **free facial** by **Madame Mora** with the **Professor Raimon** cosmetics? If you haven't, call **McCarthy's Pharmacy, 162 Castle St.** Dial 6130.

—D—

Color is the word. Even in velvet you will get something besides black and brown and there are many lovely styles suitable for dresses of velvet.

—D—

Mothers who must do last-minute shopping for the children for **School**, should visit **The Julia Elizabeth Shoppe, 18 Linden St.** Knit-wear — dresses and sweaters, sizes to 12 . . . Boys' Wash Suits, wool pants and wash waists . . . Girls' dresses, blouses and wool skirts.

—D—

It is new to make the back of the dress different from the front. For instance, the back could be shirred and the front pleated.

—D—

A fine suit like a nice picture, is always good to look at. Smarten your appearance with an **International Made-to-Measure**. Beautiful all-wool fabrics . . . **Ladies' Tailoring, a Specialty!**

**A. P. Petersen**  
**476 Exchange St.**

—D—

Black is irreplaceable! Black punctuated with color is even better. Grand for autumn wear are black wool skirts with brilliant wool jackets . . . black with bright belts, buttons, scarfs.

A photograph of the youngster is one thing that simply must not be postponed. Just before **School Opening** is an excellent time to make your appointment at **The Stewart Studio, 41 Seneca St.** . . . **Call 2183.**

—D—

Leather touches in belt and buttons put the final stamp of chic on a frock.

—D—

**Baker & Stark, Inc.** have a complete assortment of everything that you will need to get your boy ready for **School**. Prices are extremely low considering the splendid quality.

—D—

A clean skin is a clear skin, and a clear skin adds immeasurably to personal attractiveness.

—D—

Have you stopped at **'The Corner News'** to refresh ourself at their Fountain? Delicious Sodas, Sundaes and Cold Drinks! . . . Remember **School Supplies** for **School Opening**. **Call 2515.**

**The Corner News**  
**cor. Castle & Main Sts.**

—D—

New tricks for new silhouettes: Two-piece dresses that look like suits. Two-piece suits that look like dresses. Talon fasteners.

—D—

Let **Carl** solve your shoe problem. School shoes need not be new. Worn, comfortable shoes properly rebuilt will keep the children's minds on their books instead of their feet.

**Carl's Shoe Repair Shop**  
(next to Empire Gas)  
**Castle St.**

—D—

Pigskin lacing is seen on the front of many a gay Tyrolian felt hat.

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS**, for information regarding the "Dorothy Goes Shopping" columns.

## GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"It is the spirit behind beauty, rather than mere physical perfection itself, which singles a woman out from amongst others of her class."

"There are people who bear their pains with a better grace when they think of greater sufferings on the part of other people and so, in a dentist's chair, they keep their minds upon hospitals."

"I don't believe all that he says, but he does, and once a week I like to hear a man who believes what he says." Said by David Hume, an agnostic, of a Scotch Minister.

"If you brood over your troubles you'll have a perfect hatch."

## SOUND EQUIPMENT

For Rent

For Any Public Meetings  
Indoors or Outdoors

Our Equipment is  
High Fidelity . . .  
the Best Obtainable

— Perfect Tonal Quality —

## GEO. F. BRUZEE

"The Battery Man"

23 E. Castle St. Phone 6522

— Battery and Radio Service —

BAUMGARTNER'S  
FOOD STORE

Specials for Friday & Saturday

Dold's Special Butter, per lb....40c  
Mel-O-Nut Margarine, 2 lbs.

for .....35c

Queen Bess Tomato Juice,  
4 cans for .....25c

Queen Bess Cut Wax Beans,  
2 cans for .....25c

Boscull Coffee, 2 lbs. for.....59c

Bliss Coffee, 2 lbs. for.....45c

Queen Bess Catsup, 1ge, 2 for....25c

Buffalo Brand Tomatoes,  
2 cans for .....19c

Top of Bean's Hill Phone 2546  
at edge of City We'll Deliver

"The optimist says his glass is half full; the pessimist says his is half empty."

"Traffic sign in Pennsylvania—  
'Village Slow, no hospital'."

"Bulls and bears aren't responsible for as many stock losses as bum steers."

"A friend is a guy who has the same enemies you have."

"Of the people we see at close quarters every day of our lives we think one thing one day and another tomorrow. One ought never to say what one thinks about people until one has made a kind of survey of all one has thought of them, say, in the course of a year."

(To be continued)

## HELP WANTED

WANTED — Names of young men available for delivery work on Thursdays. Write, giving us age, address, and advise if available all day or only after school hours. Also let us know if you have phone. GENEVA COMMUNITY NEWS, P. O. Box 146.

CARPENTER and BUILDER  
Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free

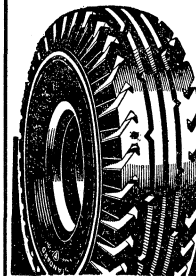
The air is one of the things that is still free.

# EASY TERMS ON

## Firestone

### GUM-DIPPED TIRES

● Your account  
opened in just  
a few minutes.  
Buy everything  
for your car on  
our Budget Plan.



AS LOW AS  
**65¢**  
PER WEEK

## COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323 J. H. Bindeman, Mgr.

Listen to the Voice of Firestone, Monday  
evenings, over N. B. C.—WEAF Network

## COLONEL CHEERIO

Says:

"We Deliver — Free"

and we have . . .

"OLD COLLINS" GIN.....85c pt.; \$1.35 5th; \$1.65 qt.

"DOWNING STREET" Gin....79c pt.; \$1.19 5th; \$1.49 qt.

WHISKEYS .....75c pt. up

FRUITED WINE.....39c pt.; 90c ½ gal.

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Fried Chicken Maryland Style

- 1 frying chicken
- 1 1/4 cups milk
- 1/2 cup cake flour
- 1/2 cup hot fat
- 1 cup light cream
- 2 tablespoons butter
- 2 tablespoons all-purpose flour
- 1 teaspoon salt
- 1/8 teaspoon pepper
- 2 tablespoons parsley minced

Disjoint chicken and cut into pieces for serving. Dip pieces in milk, then roll in cake flour. Fry in hot fat until nicely browned on both sides and chicken is tender. Remove chicken and pour off fat. Pour cream into pan and simmer until reduced one-half, then add milk left from dipping. Rub butter to a paste with all-purpose flour, salt and pepper. Stir in a little hot milk from pan. Return to pan and allow to boil up once. Strain over chicken and sprinkle with parsley. This recipe yields 4 portions.

## Cantaloup and Peach Conserve

- 4 cups diced cantaloup
- 4 cups diced peaches
- 6 cups sugar
- 4 lemons, juice and grated rind
- 1 1/2 cups walnut meats, if desired

Combine all above ingredients except nutmeats. Cook until mixture is thick and clear, stirring frequently to prevent scorching. Stir in nut meats when done and seal in hot sterilized jars.

R. W. B., Colt St.

## TRAUTMAN & SMITH

FLOWERS OF QUALITY

149 No. Exchange St. Phone 2026

(Member F. T. D.)

Flowers Telegraphed Anywhere

## Raisin Pie

- 1 cup sugar
- 1 cup seeded raisins
- 1 teaspoon each ground cinnamon and allspice
- 1/2 teaspoon each ground cloves and salt

Mix thoroughly and add 1 unbeaten egg. Stir well, then add 1 cup thick sour cream. Stir mixture again and pour into unbaked pie shell. Place in moderate oven and bake until filling is set about 20 to 25 minutes. Cool and serve with whipped cream flavored with vanilla and sweetened.

Mrs. C. J., R. D. No. 1

## Nancy's Pickles

Use cucumbers about 3 inches long for this recipe.

- 1 peck cucumbers
- 1 cup salt
- 1 cup sugar
- 1/2 cup dry mustard
- 1 cup sliced horseradish root
- 1 gallon vinegar

Wash cucumbers and pack in deep crock, sprinkling salt, sugar, mustard and horseradish thru then. Pour vinegar over cover with plate and let stand 1 week before using.

Mrs. J. G., Hogarth Ave.

## Louis XIV Bath Restored

The marble bath used by King Louis XIV has been restored to the Palace of Versailles, in France. The bath is hollowed out of a block of marble weighing 12 tons, and is quite ornamental. Four steps lead down into the water.

Would you want your youth back without your present wisdom?

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator" the conditioned-air refrigerator

110 Lake St.

Phone 2740

## LEVEL BENTWOOD CO.

Beer Dispensing Equipment  
Also Bars, Tables, Chairs, Coolers, etc.

## Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## SEASONED Hard Body Wood

(Cut and dried over 12 months)

— We Specialize in All Sizes —

### Split for Kitchen Range:

1/2 Cord, delivered.....\$1.75  
1 Cord, delivered .....\$3.40

### KINDLING:

Pine and Basswood - Split Fine -  
Ready for Use.

Or Well-Seasoned Old Lumber  
Kindling:

1/4 Cord, delivered .....\$1.25  
1/2 Cord, delivered .....\$2.40

### SEASONED APPLE LOGS:

Best for fireplace - No limb wood.  
Furnished in 20 and 24" lengths.  
Per Cord, delivered .....\$3.50

Chunks for Furnace, large or small,  
Per Cord, delivered .....\$3.25

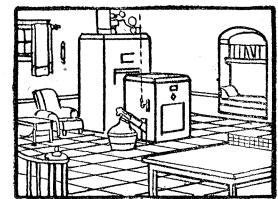
All Wood delivered in 32 cubic foot  
cords. It's worth your while to  
drive up and see what we have.

## L. E. HILTON

Phone 6102

14 Clover St.

## INVESTIGATE



The  
ELECTRIC FURNACE MAN  
Before

You put in automatic heat. You'll find coal heat is economical and clean, as well as being automatic. Let us measure your home now at no obligation to you.

Phone 2221

## RAPALEE'S



## RADIO FLASHES

by Ralph Le Brun



Veteran  
NBC  
announcer  
Graham  
McNamee

Featured on next Sunday's Magic Key of RCA will be Albert Spaulding, celebrated violinist and another broadcast by Floyd Gibbons direct from Madrid and the war zone.

American short-wave listeners are tuning-in often these days to EAQ, Madrid, in search of late reports on the Spanish revolt. They are getting little information however as the station has been taken over by the Madrid government and is being operated as if nothing unusual has happened.

Fred Astaire, Helen Hayes, Lanny Ross, Red Grange, Walter Winchell, Marion Talley, Bob Ripley, Warden Lewis E. Lawes, Fred Allen, Jack Benny, Richard Crooks and Margaret Speaks will be among the famous names to be heard regularly over NBC net-

### *Make Up Your Mind . . .*

that the political battle will be fought to a finish over the radio. Don't let a badly performing radio cheat you of the right to hear all sides.

**RALPH LE BRUN**

225 High Street

Phone 3237

### ROOF COATING

Get our estimate for coating your roof with

GENASCO ROOF COATING

This warm weather is the ideal time for this work

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

works next season according to the schedule of fall premieres just announced by the National Broadcasting Co.

Pat O'Brien, Ross Alexander and Beverly Roberts will be starred in the broadcast version of the new film "China Clipper" during the "Hollywood Hotel" program on the Columbia network Friday, at 8 P.M. The story deals with the adventures encountered by the daring aviators who established the trans-pacific airline.

With John B. Kennedy at the microphone, returns of *The Literary Digest's* nationwide Presidential poll will (Continued on page 11)

## LENNOX

AIRE-FLO-FURNACES

Conditions the air in your home more completely and at lower cost than any other system made. A unit for every home, every fuel, every purse. Estimates gladly given.

Phone 2170

**COONEY, WATTS & COONEY**  
HARDWARE

513 Exchange Street

Geneva, N. Y.

## ONTARIO BUSINESS INSTITUTE

### FALL TERM

SEPTEMBER 8

PEARL R. STUCHELL, Prin.

64 Seneca Street

Phone 2284

## ROSELAND PARK

CANANDAIGUA LAKE

**DANCING -- Every Night (Until Labor Day)**

After Labor Day — Friday, Saturday, Sunday.

### Free Attraction . . .

THIS WEEK — including, Sunday, August 30

BERT SLOAN & CO. — Performing many astonishing feats on the tight wire; also difficult dances, including the Mazurka.

— Daily Performances: 4:00, 7:30, and 10:00 P. M. —

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as pos-

sible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

"EASY MONEY" SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.  
Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## A GOOD WASH

Then a Good Sysematic Grease Job by  
our experts, and chart method will surely  
increase the comfort and appearance  
of any car and prolong it's life.

TED'S AUTO INN  
Phone 5174 35 Tillman St.

When you buy  
BREAD

Insist upon

## "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## DIAMONDS

... are advancing in PRICE  
Buy now from our  
complete stock

PRICES TO PLEASE YOU

Diamond and Wedding Ring Sets  
as low \$14.95  
as

Credit—of course Liberal Terms

## S. A. GILBERT

510 Exchange St. Jeweler Geneva

MR. MERCHANT. Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

## LERKIN'S GARAGE

16 Davis Street Phone 6782

General Repair Work - Batteries  
Brakes Relined & Adjusted  
Our Experts Know How  
NORWALK - FIRESTONE  
Tires & Tubes

## FRONT WHEELS OUT OF LINE?

That's dangeous and surely ruins tires.  
Our experts and modern equipment will  
adjust them and stop the shimmy.

STRATTON'S BRAKE SERVICE  
Lake St. near Exchange St. Phone 2028

## NEW and USED TIRES

The Kind That Give Service

Come in Now—See Elmer  
He'll Give You A Guarantee

DUNLOP TIRE & RUBBER CO.  
"Elmer" H. Turner, Mgr.  
373 Exchange St. Easy Terms

## OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

MARFAX Lubrication—the kind that  
ALWAYS SATISFIES and prolongs  
the life of your car.

★ ★ Look for Star Pumps ★ ★

## No Matter How Bad

The Body, Fenders, or Top is wrecked or  
crumpled up, we'll remove all bumps, repaint  
and match the colors — you won't believe its  
the same car.

## PETERSON

Seymour Alley

rear Geneva Loan & Savings Assn.

## BLUE COAL SOLVAY COKE

Fuel Oil

Fast Dependable Service

P. O'MALLEY & SON

Phones 6186 - 6232

## GOOD FRUIT & LOW PRICES

Delicious Watermelons, Cantalopes,  
Peaches, Pears, Oranges, Vegetables,  
Complete Line Fresh Fruit.

## CAITO'S FRUIT STORE

380 Exchange St. Phone 5374  
Phone Your Order—Free Delivery

## NEW, MODERNLY EQUIPPED SHOP

Sunbeam Furnaces Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows  
Air-conditioning Engineering

Our Best Advertisement  
Is Satisfied Customers

## H. R. OSTRANDER

Phone 3976 70 Colt St.

# "EASY MONEY" (Continued)

THE GENEVA HEADQUARTERS  
for Sherwin-Williams Paint  
Wall Paper — the kind you admire  
Glass — all kinds and sizes

FAIRFAX BROS. CO.  
87 Castle Street Phone 2441

## "EASY MONEY"

### CONTEST WINNERS

ARE NOTIFIED

BY MAIL

It pays to look well . . .

### "KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50  
HOTEL SENECA BARBER SHOP  
Jos. O'Byrne Anthony Alvaro  
Prop. Associate  
Free Parking in Rear of Hotel

## BUY YOUR NEXT SUIT

Tailor Made-to-Measure  
Style - Fit - Comfort  
Only \$23.50 up

R. J. IREDALE  
MEN'S FURNISHINGS

461 Exchange St. Next Western Union

## THIS WEEK'S SPECIALS

Spring Valley Flour, 24½-lb. sack...73c  
Blue & White Soap Chips, 2½-lb. box,  
2 for .....27c  
Red & White Sliced Pineapple,  
No. 2 can, 2 for.....35c

### FLORENCE LABIGAN

Red & White Store

261 Willim St. Everything in Groceries

## BAUMAN & MEDES

151 Exchange St. Geneva Phone 3391

Furniture Repairing, Upholstering, Auto  
Tops, Seat Covers, Tarpaulins, Canvas  
Covers made to order and repaired.

All Work Guaranteed

## SPECIALS—Fri.-Sat., Aug. 28-29

No. 1 Fruit Salad.....18c  
Lucky Dog Food, 3 for.....25c  
1-lb. Can Choc. Malted Milk.....25c

Fresh Fruits and Vegetables

### C. S. DADSON

70 Cherry Street Phone 2630

## THREE LARGE BOTTLES

### IRONDEQUOIT GINGER ALE

Lime Rickey - Root Beer - Strawberry  
and other flavors - ONLY 25c

### GEORGE PHILLIPS

Red & White Store

111 Pulteney Street Plenty of Parking  
Space

Buy in Geneva.

## CARROLL'S Central Service Station

Main St. Opp. Armory. Phone 2592

Geneva's Complete Service Station  
Noted for "Friendly Service"

Socony - Mobilgas - Mobiloil  
U. S. Royal Tires

Scientific Lubrication

24-HOUR SERVICE

## Persistent Advertising

even in a small way, is surely a lot  
better than no advertising at all.

## QUALITY

## SILVERWARE

See

## BARTH

Schine's Theatre Bldg. Phone 2686

## SPECIALS THIS WEEK

10 Bars Ivory Soap, only.....51c  
Oxydol, large size.....22c  
Ivory Flakes, large size.....21c

### L. J. McCANN'S GROCERY

144 High St. Phone 2653. We'll Deliver

## SPECIALS—This Week

Tomatoes, home grown, basket.....29c  
Pickles, home grow, per 100.....39c  
Green Peppers, doz.....19c

### BRENNAN'S GROCERY

31 John St.

Sure—We'll Deliver Phone 4572

## PRESERVING TIME IS COMING

Large Heavy Canners.....\$1.29 & \$1.49  
Large line of other Accessories.

And while they last, those cute little  
Swiss Weather Prophets. See them in  
the window.....ONLY 69c

### DORCHESTER & ROSE

543 Exchange Street Phone 2496

It pays to advertise in THE GE-  
NEVA COMMUNITY NEWS.

## SCHOOL SHOES? SURE!

We have a complete stock, all sizes,  
style, and low prices. You always save  
money in

THE TRIANGLE SHOE STORE  
488 Exchange Street Phone 2636  
Where QUALITY Reigns Supreme

You will enjoy eating

## DAVIDSON'S ICE CREAM

It does not leave your throat  
all dry and parched.

### DAVIDSON'S

312 Castle Street Phone 6122

## HOT DAYS ARE HERE

"Give Mother a Treat", send the whole  
wash to GENEVA STAR LAUNDRY.

Rough Dry Wash only 8c per lb.  
Shirts in this bundle approximately  
10c each

Phone 2112 — We'll Call and Deliver

## MEAT THAT SATISFIES

SURE: PHONE 2127

We Deliver to All Parts of Geneva

### WILSON & JOHNSON

261 William Street Everything in  
MEAT  
Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.  
The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

D. E.  
MARTIN

105  
Oak St.

## ICE? PHONE 2706

Your SCHOOL SUPPLIES are here  
Tell Us Your Needs!

Don't forget our Fountain Service. Our  
Delicious Sundaes & Double Dip Cones.  
Newspapers, Magazines, Cigars,  
Cigarettes, Candy.

### THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

Let's have the children's eyes examined  
before they go back to school

G. W. FLETCHER - OPTOMETRIST  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044

Eyes Examined, Glasses Fitted, Frames  
Repaired, Broken Lenses Replaced.  
Phone for Appointment.

"Easy Money" Section continued  
on next page.

## "EASY MONEY" (Continued)

### Don't Miss THOSE FISH DINNERS

They're serving every Friday at

### The Texaco Grille

Lake St. near Exchange St.  
Penty of Parking Space

—: ONLY 40¢ :—

P.S. That Chef SURE knows how

### "SEE THEM MADE"

OUR POTATO CHIPS ARE FRESH

Stop in, receive a sample free and be convinced.

101 Seneca St.

Top of the Hill

It's Just Natural

When you **REAL**  
Think of **ESTATE**

To Think of "FINZAR"

20 Linden St. (Prince's)

Phone 2661

### JOE'S MARKET

226 Exchange St. Phone 2027

A Treat for the Working Man

Round Steak .....	20c
Shoulder Steak .....	18c
Sirloin Steak .....	22c
Porterhouse Steak .....	25c
Chuck Roast .....	15c
Italian Sausage, (Sat. only) .....	25c
Veal & Beef Stewing Meat .....	10c

Free Delivery To All Parts  
of Geneva



### THE FUNNYBONE



#### Figure This Out

Traffic Officer—Hey, you can't make a turn to the right.

Motorist—Why not, officer?

Traffic Officer—Well, a right turn is wrong here. If you want to turn right, turn left.

—o—  
"How's your car running?"

"Not so good. I can't keep it throttled down."

"How's your wife?"

"Oh, she's about the same." —  
Pathfinder.

#### Yes, Yes

Teacher: Willie, give the definition of home.

Willie: Home is where part of the family waits while the others are using the car.

#### What Have You Got?

What Do You Want?

Before the advent of anything in trade, of which our present money is the successor, folks bartered things they had for other things they needed. We call it "Swap".

If you've anything you wish to swap send a description of the article with a memo of what you wish in exchange to

### M. F. DEVANEY

Printing and Office Supplies

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

#### Wouldn't Tell

"Willie, run across the street and see how old Miss Brown is this morning."

Five minutes later Willie returned: "Miss Brown says it's none of your business how old she is."

#### Some Pitcher

A young lady who had never seen a baseball game before attended one with her escort.

"Isn't that pitcher grand?" she said. "He hits their bats no matter how they hold them."

#### Strange Restriction

Sign at library: "Only low talk permitted here."

#### The Puzzling Sex

A woman's ways you can't define. Her meaning often she obscures. May wrote she never could be mine,

And signed it, "Very truly yours."

#### Glittering Illustration

"The clothes my tailor makes last for years. Look at that blue serge suit of mine. There's an example."

"Yes, a shining example."

He called to ask for the daughter's hand.

And all he got was the mother's tongue and the father's foot.

Those who haggle over the price usually pay cash.

## MALLORY HATS

The Only Hats That Are  
"Cravenette" Moisture-Proof



### Sensational!

Mallory have designed and we present the hat with phantom edge—like the hem of a handkerchief. It's a "grand-feeling" hat, and a "grand-looking" hat, and you'll say the low price is grand, too.

## CASEY & SON

71 Seneca Street



## RADIO FLASHES

(Continued from page 7)

be broadcast three times weekly over an NBC network starting Wednesday, Sept. 2, the broadcasts to be sponsored by the Goodyear Tire & Rubber Co. Kennedy will report returns each Monday, Wednesday and Friday over NBC-WHAM, at 6:15 P.M. Final broadcast will take place on Election Eve, November 2.

Donald Novis will join Ben Bernie and All The Lads on the American Can program, Tuesday, at 8 P.M. over NBC-WHAM. Novis, in addition to his radio broadcasts, has made several short subjects for the movies, and last season played the juvenile lead in the musical "Jumbo." He is now rehearsing the romantic lead in the musical comedy, "White Horse Inn."

HAS-3, Budapest, is now broadcasting a weekly message to Hungarians abroad, Sundays, at 10 A.M., on 19.5 meters, (15.37 mcs.) It has been received with excellent signal strength here in Geneva.

## WINNERS OF MERCHANDISE AND THEATRE TICKETS

The successful contestants for the past week, in our "Easy Money" feature, are as follows:

Winners of Merchandise:

Jane E. Spengler, 76 William St.  
Mrs. J. C. Henning, 738 Castle St.  
Philip Heimlich, 18 Maxwell Ave.  
Mrs. R. K. Truesdale, 63 Copeland Ave.  
Mrs. L. L. Hamill, 70 No. Brook St.

Winners of Theatre Tickets:

Mrs. James J. Leamy, 15 Goodelle Terrace  
Mrs. Kenneth E. Hauck, 61 Reed St.  
Miss Florence Sweet, Box 313, Geneva

It pays to read every ad in THE NEWS, carefully — every week.

It pays to advertise in THE NEWS — every week.

**Children's School Clothes . . .**

Should be cleaned now in time for school opening. Naturally you should send them to a reliable cleaner. Phone us now.

**GENEVA DRY CLEANING CO.**

Phone 2742 30 Linden Street

**COAL** — FILL YOUR BINS NOW — **COKE**  
In Advance of Winter Prices

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 6186 and 6232 261 Exchange St.

Lao T'se to a disciple: "How many teeth have I left?" The disciple replied: "Very few." He then inquired: "What of my tongue?" The disciple replied: "Perfect." To this the great Chinese teacher then said: "See, softness outlives strongness."

—o—

Architects recently estimated that a solid stone replica of the Great Pyramid, if erected in New York, would cost about \$156,000,000 and would take 2,250,000 man-days of labor. A modern structure of the same size and shape in steel and concrete would cost \$15,000,000 and require 750,000 man-days.

**Specials . . . Closing-out our****TROPICAL WORSTED SUITS**

For Men . . .

\$14.75 \$11.80 \$18.50 \$14.80  
Values..... Values.....

**MEN'S POLO SHIRTS**

\$1.00 Value.....75c \$1.50 Value.....\$1.20

BOYS' 50c quality.....39c

**HIKING SHORTS**

\$1.00 Value.....75c 75c Value.....59c

**WELCH'S**

494 Exchange St.

**FREE . . .**

A Van Sant System of Touch Typewriting with each typewriter purchased, in the next 30 days.

The big rewards go to young men and women who can typewrite their ideas.

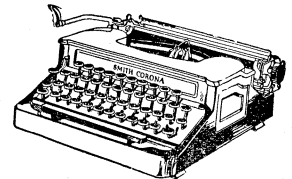
Nearly every line you read was first typed, then printed. Fully 90% of the words you hear spoken on the radio — speeches, plays, announcements — were typed. More often than not, by writers whose thoughts were inspired by the rhythm of typewriting.

A complete selection of new and rebuilt machines. From \$17.50 up. Terms as low as \$1.00 per week.

**GENEVA TYPEWRITER EXCHANGE**

17 E. CASTLE STREET

GENEVA, N. Y.



**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Thursday, September 3

Will Earn Dividends from September 1

—o—

**Geneva Savings Bank**

24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —

## Don't Drive 'Bald Headed' Tires

STOP IN AND ASK US  
ABOUT OUR G.T.A.C.  
PLAN

"Pay While You Ride"

## FINK'S SUPER-SERVICE STATION

Lake Street Phone 2448

## ADVERTISING SPACE

in next week's issue must  
be reserved by Saturday  
noon. All copy must be  
in by Monday noon . . .

## CASH LOANS

Cash to buy the things you need.  
Or, perhaps, to pay what you owe.  
We'll lend it to you quickly and,  
like hundreds of other people,  
you'll find it easy to repay. Here's  
a quick and simple way to get that  
extra cash. Why not see us today?

Loans up to \$300—20 months to repay

3rd Floor

National Bk. Bldg.

Room 304

120 Genesee St.

Phone 251

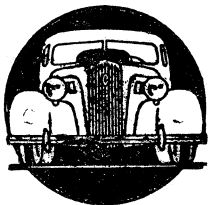
Auburn, N. Y.

LOANS MADE IN NEARBY TOWNS

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday  
and Friday, at 6 P. M.

## PERSONAL FINANCE CO.

## USED CARS -Honest Values-



1934 CHEVROLET TOURING SEDAN  
1934 FORD TUDOR  
1933 CHEVROLET COACH  
1933 CHEVROLET COUPE  
1931 STUDEBAKER COUPE  
1930 CHEVROLET COACH

Several other cars, with down payments  
as low as \$25.00

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

—:— NOW OPEN —:—

## HAMMEL'S GARAGE and AUTO PARTS

ON ROUTES 5-and-20

Bean's Hill

Opposite Geneva Airport

### NEW AND USED AUTO PARTS

Electric Arc Welding

Acetylene Welding and Cutting

Cylinder Reboring and Grinding

Cylinder Sleeves Installed

24-Hour Towing Service

Generator, Starter, and

Electrical Service

Auto Glass Installed

## H. H. HAMMEL, Prop.

PHONE 2665

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., SEPTEMBER 10, 1936

## THE GREAT NAPLES FAIR

September 10-11-12

DAY AND NIGHT

### POLITICAL SPEECHES:

JOHN T. GIBBS, Deputy State Commissioner of Conservation, Friday, 8:30 P. M.

LEWIS H. GASPER of Geneva, Friday afternoon (Grange Day).

The Hon. JOSEPH E. HANLEY, Saturday, 8 P. M.

FRIDAY 8. P. M.

"HANK AND HERB"

8 PIECE ORCHESTRA

FIREMEN'S PARADE

SATURDAY 3 P. M.

— 20 COMPANIES IN LINE —

### FREE ACTS

CARLO'S COMEDY CIRCUS

CAPT. CHARLES' LEAPING HOUNDS

THE AUDACIOUS SANTINELLOS

THE MOREEN TROUPE

### BASE BALL GAMES

MIDDLESEX vs. COHOCTON - - - Saturday A.M.

ATLANTA vs. PRATTSBURG - - - Friday A.M.

Spectacular Fireworks - Best Races Ever

COME ONE!! COME ALL!!

THE FIRST CHOICE IN STYLE  
THE LAST WORD IN QUALITY

BAKER & STARK

## New Fall Hats

STYLEPARK  
HATS.....\$3.50 - \$4.50

(Others as low as \$1.95)

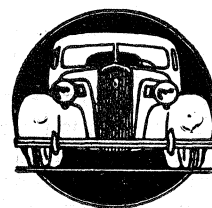
The Label in Your Hat is the Only Label  
About You that Folks See: Wear a Hat  
Whose Name Means Something.

**Baker & Stark Inc.**  
CASH & CARRY PRICES CLOTHIERS  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

## USED CARS

-Honest Values-



1933 CHEVROLET COACH

1933 CHEVROLET COUPE

1934 FORD TUDOR

1932 FORD COUPE

1931 STUDEBAKER COUPE

Several others. Down payments  
as low as \$25.00

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange Street

Geneva, N. Y.

Phone 6621

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., SEPTEMBER 10, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - *Manager*

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

**5100 COPIES WEEKLY**

### New Engine Burns Anything

A new German Diesel engine runs  
on anything that will burn, including  
hard coal, soft coal, lignite, peat,  
coke, potato peelings, sawdust,  
leaves, wood residues, pine needles,  
hay, cotton hulls, corn and cereal  
stalks, soy beans, fruit peelings, palm  
seeds and residues of peanuts, olives,  
palm cocoanuts, according to the  
magazine *Power*. The engine has  
been in development for twenty years  
by Rudolph Pawlikowski.

A young man was out walking  
with his girl friend and he noticed  
tears coursing down her cheeks.  
"May I kiss away those tears?" he  
asked. The girl consented and he  
kissed her again and again, but he  
noticed the tears continued to fall.  
"What is the matter?" he asked.  
"Will nothing stop them?" "No,"  
the girl replied, "it's hay fever, but  
keep up the treatment." In develop-  
ing business with advertising there  
will be no success unless you keep  
up the treatment.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### SUCCESSFUL CONTESTANTS

... for the past week in our "Easy  
Money" feature are as follows:

Winners of Merchandise:  
Henry Iredale, 218 Genesee St.  
John Paterson, 45 Dorchester Ave.  
Margaret Carlson, 455 William St.  
Miss Agnes Larsen, 325 Main St.  
Betty Reid, 198 Nursery Ave.

Winners of Theatre Tickets:  
Mrs. T. E. Rippey, 145 No. Brook  
St.

Jack Place, 30 Maple St.  
Mrs. Edward Roberts, 22 Pine St.

Interest in our "Easy Money"  
feature is increasing as the feature  
progresses.

Yes "Butterfly" — the delicious  
bread product of the Geneva Baking  
Co. — was the correct solution for  
last week.

A number of contestants pointed  
out that there was an "i" left out  
of the ad of "Anna's Beauty Shop."  
That was not intentional. Thanks for  
calling this to our attention.

We suggest you read the contest  
conditions carefully.

Specify, for merchandise, only  
merchants whose ads appear the  
week you send in a solution. One of  
the first solutions received last week  
specified "J. W. Smith's", but  
Smith's had no ad in last week's  
issue.

Other solutions were received un-  
signed and some others did not  
specify where merchandise was pre-  
ferred in case of winning.

See the Free Acts at the Naples  
Fair — Thursday, Friday, Satur-  
day.

**BACK TO SCHOOL DAYS**  
It's Time to prepare that wardrobe  
for School Days. Let us be of Ser-  
vice to you in your **CLEANING**  
requirements.

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

### BUY IN GENEVA

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

CHRYSLER — PLYMOUTH  
Sales - Service

## BUY - -

Fohl's Quality Used Cars

1936 Plymouth Touring, 2-door  
1935 Plymouth Sedan, 4-door  
1935 Plymouth Business Coupe  
1934 Ford 4-door  
1933 Ford Tudor  
1932 Plymouth Coupe

Also a quantity of cars  
under \$100

JOIN  
OUR LUBRICATION CLUB  
IT WILL SAVE YOU MONEY

## Fohl Motors, Inc.

230-234 GENESEE ST.  
Phone 2811 Open Evenings  
Closed All Day Sunday

## PREPARE FOR BAD WEATHER

Let us equip your car  
with a set of

## GOODYEAR

NON-SKID TIRES

**RICKELS**  
SERVICE STATION

Lake Street

Phone 2920

# An Invitation ~ to visit Lynch's Exhibit

## EARLY AMERICAN FURNITURE IN

A carefully selected display assembled on our 3rd floor.

Suites and Separate Pieces  
and a Five Room Model  
Apartment.

We invite your inspection  
commencing  
SATURDAY

# MAPLE

## and FLOOR COVERINGS

In Designs to perfectly blend with the rich colorings  
of the maple!

OPEN SATURDAY EVENINGS

*Considerate Credit Terms Readily Arranged*

**THE LYNCH FURNITURE CO.**  
485 EXCHANGE STREET GENEVA, N. Y.



## RADIO FLASHES

by Ralph Le Brun



Helen Jepson,  
glamorous  
young soprano  
who won a  
Metropolitan Opera  
contract  
through singing  
on the radio,  
and now  
prima donna  
on the  
Maxwell House  
Show Boat  
Thursdays  
at  
8 P. M.  
on  
NBC-WEAF.

Amateur Hour on the CBS network Thursday, Sept. 17, at 8 P. M. The program, under the new sponsorship of Chrysler, will not only dedicate the Columbia theatre and welcome Major Bowes to his first series on the network, but coincidentally falls on the eve of the ninth anniversary of the Columbia Broadcasting system.

Bob Burns, Arkansas comic heard on NBC's Kraft Music Hall, has signed a screen contract that will make him a millionaire within three years. Despite the fact that Burn's Paramount contract calls for him to receive  
(Continued on page 5)

## CHATEAU DUGAS

on Lake Keuka, 2 miles south of Branchport  
LUNCHES - DINNERS - PARTIES - BANQUETS  
— Phone Branchport 24 —

Service at all hours in Grille. Legal Beverages.  
OPEN THE YEAR AROUND

## Before Bad Weather Sets In

... be sure your roof is O.K.

Let us give you an estimate on one of those fine  
COPPER BOUND ROOFS

**JOHN A. PONTIUS**


90 Elm Street

Phone 4575

Columbia will open its new Radio Theatre on Broadway with a gala premiere broadcast of Major Bowes'

# ★ DOROTHY GOES SHOPPING ★

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?



## GENEVA

Friday and Saturday

HER  
WILDEST COMEDY!

**Jane WITHERS**  
in  
**"PEPPER"**

with  
**IRVIN S. COBB**  
Slim SUMMERVILLE  
20th Century-Fox Picture

— Plus Screen Vodvil —

---


4 DAYS — STARTS SUNDAY

ONLY  
THE SCREEN  
COULD BRING  
YOU THIS  
RENOVED  
NOVEL!

**Anthony Adverse**

with  
**FREDRIC MARCH**  
**Olivia De HAVILLAND**  
**Anita LOUISE**  
**Claude RAINS**

A  
Warner Bros.  
First National Picture



**Added**  
**Color**  
**Cartoon**  
**Latest**  
**News**

**SHOP IN GENEVA**

A choice of 60 Pure Wool Fabrics in all the seasonal weaves . . . A quality rarely seen at this price . . . Backed by fine custom tailoring, this \$25.00 range is peerless in value.

**A. P. Petersen**  
476 Exchange St.

Old fashioned jewelry is in style again. The more maidenly it looks the better it is. Amethyst pansies, turquoise forget-me-nots, daisy flowers made of pearls—that's the stuff! It is rapidly ousting our paste and diamond glitter. They are decorative and they have individuality.

It is all vacation grime for your watch—seashore or mountains. For expert cleaning and repairing—**Prince's Jewelry Store, 20 Linden St.** Prompt service. Reasonable prices. All work guaranteed.

A touch of red leather will brighten our new autumn ensembles.

She: "It's cold tonight! I would like something hot to drink."

He: "O. K., let's go over to **The Corner News** and get a **Nestle's Hot Chocolate** or a delicious **Hot Fudge** or **Butterscotch Sundae**." cor. Main and Castle St.

**McCarthy's Pharmacy, 162 Castle St.**, has a fine assortment of Perfumed Water Softener—Lavender, Lilac, Gardenia, Bouquet and Pine Balsam.

5 lb. bag.....59c  
12 oz. (trial size).....10c  
A nice gift — delightful for your own personal use.

Dear Anne,

It's a fine picture of the boys! Be sure to stop in **The Stewart Studio, 41 Seneca St.**, and see their frames—metal, crystal and wood. Very reasonable prices.

**Stewart's** do picture framing too.  
Dorothy

**Le Brun's Fur Shop**, over 38 **Linden St.**, Geneva's oldest fur establishment will manufacture the finest of fur garments to your order. They will, also, remodel, repair and reline your present furs.

At **Lynch's** see the new patterns in **Armstrong Inlaid Linoleum Linoflor**. A room 9 ft. x 12 ft. with linoleum cemented to the floor costs only \$18.00.

**Lynch Bros.**  
485 Exchange St.

**Baker & Stark, Inc.** are offering a very large assortment of Boys' and Young Men's Trousers and Slip-ons for school wear at exceptionally low prices. You really should see them!

Let **Carl** solve your shoe problem! Worn, comfortable shoes can be properly rebuilt . . . Light shoes can be dyed a dark color for Fall wear.

**Carl's Shoe Repair Shop**  
(next to Empire Gas)  
**Castle St.**

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

Meet your old friends "Hank and Herb" at the **Naples Fair**, Friday, at 8 p. m.

## VOICE TEACHER STUDYING IN NEW YORK

Grace Wynne Tapley, teacher of voice, is at present in New York City, studying and preparing for the starting of her Fall classes.

Mrs. Tapley who is a regional director of the New York Federation of Music Clubs will also confer with Federation officials in New York relative to the season's activities in this region.

## RADIO FLASHES

(Continued from page 3)

\$60,000 per picture, and his contract for Kraft brings his salary up to an additional high bracket, the bazooka player plans on retaining the same \$27.50 a month apartment he has occupied for the last three years.

Kate Smith — "Songbird of the South". Born in Greenville, Va. Went to school in Washington, D. C. Made her entertainment debut singing for soldiers encamped near the capitol. Studied nursing at Georgetown. Gave it up for the theatre. Entered radio in May, 1931. She is 5 ft. 11 in. tall, weighs 235, has blonde hair and blue eyes.

A description of the final matches of "Speedway Championship of the World" for motorcycles in London will be broadcast over the BBC empire short wave service on Thursday, at 7:10 P. M. Geneva time.

A world-wide salute to the National Broadcasting Company on the occasion of its tenth anniversary will be marked in a series of international broadcasts to be heard each week beginning Sunday, September 20. Broadcasting companies and radio stations in the four corners of the world will present the foremost orchestras, choirs, singers and radio entertainers of their countries during the special programs over the NBC-Red Network, at 11 A. M. The final program on Sunday, November 15, the day NBC was formed ten years ago, will include four-minute salutes from 15 countries in all parts of the globe.

Ramona, singing pianist of Paul Whiteman's organization, will be Ben Bernie's guest star on the American Can Company program over an NBC-Blue Network on Tuesday, at 8 P. M. The Old Maestro is in Dallas, playing at the Centennial, and Whiteman is being featured at the Fort Worth celebration.

## Canada Famous for Lobsters

The greatest lobster-producing area is located off the coast of Canada's Atlantic provinces. Canada supplies all but a small part of the world's production of canned lobsters. The total annual pack put up in Nova Scotia, New Brunswick, Prince Edward Island and Quebec averages 137,900 cases.

## The Brazilian Venice

Pernambuco is called the Brazilian Venice because of its canals, deepened to obtain filler for lowlands. The city

NOBODY CAN TELL YOU  
HOW TO VOTE . . .

But intelligent voters will listen to all sides of the arguments. Only your radio can bring them to you fully. Is it in perfect running order?

**RALPH LE BRUN**

225 High Street

Phone 3237

is the easternmost in South America and the white-crested surf of the clear Atlantic never ceases beating upon its shores. In the old part of the city the streets are narrow and the houses tall, the idea being to obtain the maximum of shade.

WILL YOU KINDLY MENTION  
GENEVA COMMUNITY NEWS**Your Knit Garments**

. . . should only be cleaned and blocked by a concern having the specialized equipment to do it properly.

We are the ones in Geneva.

**GENEVA DRY CLEANING CO.**

Phone 2742

30 Linden Street

**COAL — FILL YOUR BINS NOW — COKE**  
In Advance of Winter Prices

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 6186 and 6232 261 Exchange St.

**Fall Needs for the Home**

**GALVANIZED SMOKE PIPE,**  
7 inch, 26 gauge.....29c length  
**GALVANIZED ADJUSTABLE ELBOWS,**  
7 inch.....31c each  
**BAMBOO RAKES, sturdy built.....19c each**  
Repair that Leaky Roof  
**BARRETT ASBESTOS FIBER ROOF COATING,**  
5 gallon can.....\$2.25  
**6 inch BLUED STOVE PIPE, 24" lengths.....19c each**  
**STOVE PIPE ELBOWS, size 6 inch.....25c each**

See our new line of ROOM HEATERS

. . . reasonably priced.

**COONEY, WATTS & COONEY**

513 Exchange St. HARDWARE Geneva, N. Y.

5100 COPIES  
WEEKLY**Advertise  
Every Week**5100 COPIES  
WEEKLY

in the

**Geneva Community News**

"An Advertising Medium of Distinction"

Distributed in GENEVA, WATERLOO, PHELPS,  
OVID, WILLARD, STANLEY, HALL and  
SENECA CASTLE

P. O. Box 146

Phone 2108



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Delicious Jelly Roll

- 4 eggs
- 1 cup sugar
- 1½ cups flour
- 1 teaspoon baking powder
- ¾ cup water
- 1 teaspoon vanilla or other flavoring

Sift the sugar and add gradually to the well beaten yolks, beating constantly. Add flavoring, the water, and 1 cup of flour. Sift the baking powder with one-half cup flour and add to batter. Fold in the stiffly beaten whites. Pour into pan and bake for 30 to 45 minutes in a moderate oven. Remove from pan and invert on moist turkish towel. Spread jelly evenly over top. Roll cake into the desired form by using the towel, and dust with powdered sugar.

Mrs. A. D., Colt St.

## Nut Puffs

- 1/3 cup shortening
- 1 cup granulated sugar
- 2 eggs
- 1¾ cups all-purpose flour
- 3 teaspoons baking powder
- ½ teaspoon vanilla
- ½ cup milk
- ½ cup chopped meats

Cream shortening, beat in sugar, eggs, and vanilla. Add flour, sifted with salt and baking powder, alternating with milk. Add nut meats, beat thoroughly and bake in cup cake tins at 375° for about 30 minutes. Serve with vanilla sauce.

Mrs. S. B., Brook St.

## SPENCER BOILERS

for Steam, Vapor, or Hot Water

Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## Spiced Cucumber Pickles

To 1 gallon vinegar, add 1 cup each of mustard, black pepper, salt, and sugar. Put in jar and mix well. Wash cucumbers, wipe dry and place in vinegar solution. This makes 2 gallons of pickles.

Mrs. J. G., Hogarth Ave.

## Cider Punch

1 quart sweet cider  
Juice of 6 lemons  
1 cup sugar  
1 quart mineral water  
Combine cider, lemon juice and sugar. Let stand a few hours and when ready to serve add large piece of ice, more sugar if necessary and the mineral water.

M. O'C., Exchange St.

## Creole Tuna

2 tablespoons butter  
2 tablespoons flour  
1 small tomato, peeled and cut  
2 tablespoons chopped green pepper  
1½ cups milk  
1 small can tuna  
Salt and pepper to taste  
Melt butter in saucepan, add chopped pepper and tomato. Cook 3 minutes. Add flour and milk and stir smooth. Add flaked tuna and cook about 10 minutes. Serve on toast triangles.

F. T., Waterloo

## FREEDMAN BLOCK REMODELED

The Freedman block at 114 Seneca St. has been remodeled and the entire second floor is now being used as a workshop. This means three entire floors being used exclusively for the Freedman Fur business.

# C. J. BRADY

RE-FILTERED CITY WATER

# ICE

Let us show you the "Coolerator" the conditioned-air refrigerator

110 Lake St.

Phone 2740

## Education

"The man is best educated who knows what should be done when the thing is to be done, whether he has a diploma or not."—Charles F. Ketterina.

## GRACE WYNNE TAPLEY

Announces the beginning of

FALL CLASSES

in Voice, Sight Singing and Ear Training

MONDAY, SEPTEMBER 14

Children's Class

Saturday morning, Sept. 19

Voices examined Free—

Call 6229 for appointment

81 MAXWELL AVE.

*fine*

... Save Money

... Buy in Geneva

# FREEDMAN'S

114 Seneca St. Phone 2172

Remodeling - Repairing

CUSTOM MADE FURS

Every Freedman Coat guaranteed for two years

*furs*

It is

NOT TOO LATE

To have your

WINTER'S SUPPLY

of

# COAL or COKE

DELIVERED

Before Winter Prices

Take Effect

Phone 2221

and place your order with

# RAPALEE'S

## BAUMGARTNER'S FOOD STORE

Specials for Friday & Saturday

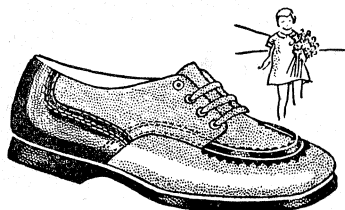
Fancy Fresh Eggs, per doz.....35c  
Fancy Alberta Peaches,  
per bu. ....\$2.50  
GLF Patent Flour,  
24½-lb sack .....\$1.10  
Blue & Gold Pastry Flour,  
24½-lb. sack .....85c  
Ivanhoe Potato Salad, 1-lb. can 18c  
Queen Bess Sweet Peas,  
No. 2 can, 2 for.....23c  
Dold's Special Butter, per lb.....40c  
Mel-O-Nut Oleo, 2 lbs. for.....35c

Top of Bean's Hill Phone 2546  
at edge of City We'll Deliver

## IRRITABLENESS

In children can often be traced to unhealthy feet, caused by ill fitting, poorly constructed shoes.

Let us insure your children's foot health with shoes properly designed and fitted.



EXCEPTIONAL VALUES FOR THE  
VERY REASONABLE PRICES

\$1.98 to \$3.95

## LATTIMER'S

492 Exchange St.

## FLYING CLASS DAYS CHANGED

Flying classes are now being held at the Bean's Hill Flying Field on Wednesdays and Saturdays, instead of on Thursdays and Fridays, as formerly.

Big Firemen's Parade — Naples Fair — Saturday, at 3 p. m.

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"The only advantage of being a bungler in life is that you may stumble on to something good."

"A friend is someone who will make us do what we can, when we are saying we can't."

"A man of words and not of deeds is like a garden full of weeds." — English Proverb.

"The worth while things in life we have to win."

"It's the little things that scare us."

"Be a hero for ten days and then go to work."

"If you keep at it and never give up you can do anything."

"Somebody is always doing what somebody else said couldn't be done."

"In history, as in nature, nothing happens in a day."

"No matter how homely the face it always looks better smiling."

(To be continued)

## Typical American Changes

Foreign observers note a marked change in the physical appearance of Americans within the last half century. Fifty years ago the tall lantern-jawed man typified Uncle Sam. Today, they say, the square-faced, stocky business man of the Babbitt type best typifies him.

## Light Task for Him

Kilgosh—My faith could move a mountain.

Mrs. K.—Then you had better apply some of it to those ashes in the basement.—*Pathfinder Magazine*.

## SOUND EQUIPMENT

For Rent

For Any Public Meetings  
Indoors or Outdoors

Our Equipment is  
High Fidelity . . .  
the Best Obtainable

— Perfect Tonal Quality —

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522

— Battery and Radio Service —

## Don't Wait Till Snow Flies

. . . Let us install an  
**ARVIN HEATER**  
in your car now.

You'll appreciate it — now —  
these cool nights and  
mornings.

## FINK'S SUPER-SERVICE STATION

Lake Street Phone 2448

## SEASONED HARD WOOD

CUT AND DRIED OVER 12 MONTHS

We Specialize in Kitchen Range Size and Kindling

KITCHEN RANGE SIZE, \$3.40  
per cord, delivered.....

KINDLING, chopped fine, \$1.25  
ready for use, ¼ cord.....

KINDLING, per ½ cord, \$2.40  
delivered.....

HARDWOOD CHUNKS, \$3.25  
all sizes, per cord.....

FIREPLACE WOOD, well seasoned, 12-14-20 and 24 inch lengths.  
Price on request.

MILL WOOD, well seasoned, all sizes, per cord.... \$2.85

May be seen at 14 Clover Street

**LESLIE E. HILTON**

Phone 6102

We Deliver Any Amount — Promptly

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as possible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

"EASY MONEY" SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.  
Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## A GOOD WASH

Then a Good Systematic Grease Job by  
our experts, and chart method will surely  
increase the comfort and appearance  
of any car and prolong it's life.

TED'S AUTO INN  
Phone 5174 35 Tillman St.

When you buy  
BREAD

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## SCHOOL NEEDS

Fountain Pen & Pencil Sets  
\$1.95 and up

We carry a complete line of  
PARKER and SHEAFFER  
PENS and PENCILS

**S. A. GILBERT**  
JEWELER

510 Exchange St. Geneva

## COOK'S FEED STORE

40 Castle Street Phone 2722  
FLOUR—Whole Wheat, Rye, Graham,  
Gluten—Pastry and Bread Flour  
DOG FOOD—Spratt's, Beacon, Bresko  
and other leading brands.  
Everything In Our Line

Will your car stand the test? Better see  
"LERKINS"

16 Davis Street Phone 6782  
Complete garage, expert mechanics. Be  
safe—it's dangerous to take chances.  
Norwalk & Firestone Tires with good  
brakes mean safety, ease and real com-  
fort.

FRONT WHEELS OUT OF LINE?  
That's dangerous and surely ruins tires.  
Our experts and modern equipment will  
adjust them and stop the shimmy.

STRATTON'S BRAKE SERVICE  
Lake St. near Exchange St. Phone 2028

NEW and USED TIRES  
The Kind That Give Service  
Come in Now—See Elmer  
He'll Give You A Guarantee

DUNLOP TIRE & RUBBER CO.  
"Elmer" H. Turner, Mgr.  
373 Exchange St. Easy Terms

## OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920  
MARFAX Lubrication—the kind that  
ALWAYS SATISFIES and prolongs  
the life of your car.

★ ★ Look for Star Pumps ★ ★

## No Matter How Bad

The Body, Fenders, or Top is wrecked or  
crumpled up, we'll remove all bumps, repaint  
and match the colors — you won't believe its  
the same car.

## PETERSON

Seymour Alley  
rear Geneva Loan & Savings Assn.

New 1937 "PHILCO" Now Displayed  
The Radio that covers the world like  
the morning dew. "Nothing missed."  
A set for every purpose and every purse.

Only \$20.00 and up—Easy Terms  
MAYTAG SALES & SERVICE  
431 Exchange St. Phone 2005

## GOOD FRUIT & LOW PRICES

Delicious Watermelons, Cantalopes,  
Peaches, Pears, Oranges, Vegetables,  
Complete Line Fresh Fruit.

CAITO'S FRUIT STORE  
380 Exchange St. Phone 5374  
Phone Your Order—Free Delivery

## NEW, MODERNLY EQUIPPED SHOP

Sunbeam Furnaces Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows  
Air-conditioning Engineering

Our Best Advertisement  
Is Satisfied Customers

**H. R. OSTRANDER**  
Phone 3976 70 Colt St.

# "EASY MONEY" (Continued)

## THE GENEVA HEADQUARTERS

for Sherwin-Williams Paint  
Wall Paper — the kind you admire  
Glass — all kinds and sizes

**FAIRFAX BROS. CO.**

87 Castle Street Phone 2441

Thorobred "Schnauzer" Puppies  
Kind, Intelligent. They almost talk and seem to understand every word. You just can't help but love them. 4 months old.

**SEE THEM AT**

488 Castle Street Phone 5975

It pays to look well . . .

"KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50

**HOTEL SENECA BARBER SHOP**

Jos. O'Byrne Anthony Alvaro  
Prop. Associate

Free Parking in Rear of Hotel

## YOUNG MEN

Come and see our new Fall Trousers and Sweaters!

Trousers.....\$1.98 to \$3.95  
Sweaters.....\$1.59 to \$3.95

**R. J. IREDALE**

**MEN'S FURNISHINGS**

461 Exchange St. Next Western Union

## THIS WEEK'S SPECIALS

Red & White Fancy Red Salmon,  
2 for .....37c  
Early Riser Coffee, 2 lbs.....27c  
Red & White Corn Flakes.....10c

**FLORENCE LABIGAN**

Red & White Store

261 William St. Everything in Groceries

## BAUMAN & MEDES

151 Exchange St. Geneva Phone 3391

Furniture Repairing, Upholstering, Auto  
Tops, Seat Covers, Tarpaulins, Canvas  
Covers made to order and repaired.

All Work Guaranteed

## SPECIALS—Fri.-Sat., Sept. 11-12

Wax Beans, 2 cans.....25c  
No. 2½ Cans Peaches.....20c  
Certo .....23c  
Fresh Vegetables - Cold Meats - Bacon

**C. S. DADSON**

70 Cherry Street Phone 2630

## A FULL LINE SCHOOL SUPPLIES

Come In — We Have Them!

**GEORGE PHILLIPS**

Red & White Store

111 Pulteney Street Plenty of Parking  
Space

Buy in Geneva.

**CARROLL'S  
CENTRAL SERVICE STATION**  
Main St. Opp. Armory Phone 2592  
Geneva's Complete Service Station  
Noted for "Friendly Service"  
Socony - Mobilgas - Mobiloil  
U. S. Royal Tires  
Scientific Lubrication 24-Hour Service

THIS AD IS WORTH \$1.00  
Steam Oil Wave, only.....\$2.50  
Oil Wave, only.....\$2.00  
Marcel .....30c  
Special: Shampoo & Finger Wave, 40c

**ANNA'S BEAUTY SHOP**

99 Seneca St.

For Appointments Phone 5996

## Persistent Advertising

even in a small way, is surely a lot better than no advertising at all.

## FOR MANY YEARS

The **BARTH**  
Name of

Seneca St.

Phone 2686 Schine's Theatre Bldg.

Has been a lasting guarantee for

**Beautiful High Grade Diamonds  
and Standard Watches**

Don't fail to see the new stock and new mountings, now on display.

A small deposit holds any article

## SPECIALS THIS WEEK

Boscull Coffe, two 1-lb. cans, and  
one ½-lb. can; all for.....59c  
Baker's Cocoa, 1 lb.....15c  
Baker's Chocolate, ½ lb.....15c

**L. J. McCANN'S GROCERY**

144 High St. Phone 2653. We'll Deliver

## SPECIALS—This Week

Sugar, 10 lbs. ....49c  
Pink Salmon, 2 cans .....25c  
Oxydol, pkge. ....23c

**BRENNAN'S GROCERY**

31 John St.

Sure—We'll Deliver Phone 4572

## THESE COOL NIGHTS

It's nice and comfortable with a  
"Florence" Oil Heater  
We have all sizes and styles

**DORCHESTER & ROSE**

543 Exchange Street Phone 2496

It pays to advertise in THE GENEVA COMMUNITY NEWS.

## SCHOOL SHOES? SURE!

We have a complete stock, all sizes, style, and low prices. You always save money in

**THE TRIANGLE SHOE STORE**

488 Exchange Street Phone 2636  
Where QUALITY Reigns Supreme

You will enjoy eating

**DAVIDSON'S ICE CREAM**

It does not leave your throat  
all dry and parched.

**DAVIDSON'S**

312 Castle Street Phone 6122

SAVE MONEY? Sure, and  
saves Mother a lot of labor

**GENEVA STAR LAUNDRY**

Rough Dry Wsh only 8c per lb.  
Shirts in this bundle approximately  
10c each

Phone 2112 — We'll Call and Deliver

**MEAT THAT SATISFIES**

**SURE: PHONE 2127**

We Deliver to All Parts of Geneva

**WILSON & JOHNSON**

261 William Street Everything in  
MEAT  
Plenty of Free Parking Space

Our nation-wide hook-up with "United Van Service" gives you a service excelled by none and equaled by only a few. Short Trips or Long Trips, Tell Us. The **GENEVA MOVING & STORAGE COMPANY, Inc.**

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

**D. E. MARTIN** 105 Oak St

**ICE?**  
**PHONE 2706**

Your **SCHOOL SUPPLIES** are here  
Tell Us Your Needs!

Don't forget our Fountain Service. Our  
Delicious Sundaes & Double Dip Cones.  
Newspapers, Magazines, Cigars,  
Cigarettes, Candy.

**THE CORNER NEWS**

Cor. Main & Castle Sts. Phone 2515

**EYE STRAIN** retards a  
Child's Progress in School

**G. W. FLETCHER - OPTOMETRIST**  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044

Eyes Examined, Glasses Fitted, Frames  
Repaired, Broken Lenses Replaced.  
Phone for Appointment.

"Easy Money" Section continued  
on next page.

# "EASY MONEY" (Continued)

When you want amusement, you go to a good show —

But when you're HUNGRY  
Man-Oh-Man, you're going quick to

## The Texaco Grille

-: Drive In :-

Lake St. near Exchange St.      Plenty of Parking Space

OUR NEW FALL DRESSES  
have arrived, only \$5.95

PEGGY BURKE DRESS SHOP  
168 Lafayette Ave.      Phone 6487

Charis Foundation Garments

Fitted to your measurements. Gives unexcelled style and comfort.

### "SEE THEM MADE"

OUR POTATO CHIPS ARE FRESH  
Stop in, receive a sample free and be convinced.

101 Seneca St.      Top of the Hill

It's Just Natural

When you      REAL  
Think of      ESTATE

To Think of "FINZAR"

20 Linden St. (Prince's)      Phone 2661

Everybody likes good old fashioned  
Homemade Bread

Our Flour Makes Good Bread  
You'll Save Money, Too!

GENEVA BRANCH

Phelps Co-operative G.L.F. Service, Inc.  
Middle St. Geneva, N. Y. Phone 2601

## JOE'S MARKET

226 Exchange St.      Phone 2027

This Week's Specials:

Boneless Corn Beef.....	18c
Round or Sirloin Steak.....	25c
Hamburg Steak .....	12½c
Rolled Rib Roast.....	25c
Shoulder Steak .....	18c
Homemade Bologna .....	20c

THE CRAB SEASON IS HERE

Ours Are Always Fresh

Fresh Shipments Received Daily

GENEVA FISH MARKET

Louis A. Boehm, Prop.      We Deliver

Phone 6222      358 Exchange St.

EVERYTHING IN SEAFOOD



## THE FUNNYBONE



### Natural, of Course

Teacher—My goodness, Willie!  
How did you get such dirty hands?  
Willie—Washin' my face.

### Sure Sign

Boss—Who is at the phone?  
New Secretary—It seems to be  
some woman; all I can hear her say  
is "idiot."

Boss—I'll answer it. It must be  
my wife.

### What Have You Got?

What Do You Want?

Before the advent of anything in trade,  
of which our present money is the suc-  
cessor, folks bartered things they had  
for other things they needed. We call it  
"Swap".

If you've anything you wish to swap  
send a description of the article with a  
memo of what you wish in exchange to

**M. F. DEVANEY**

Printing and Office Supplies

435 Exchange St. or 19 East Castle  
Room 15, Second Floor      Geneva, N. Y.

### That's Something

"Is your wife economical?"  
"Sometimes. She used only thirty  
candles on her fortieth birthday  
cake."

### Chance for Business

Householder—I really cannot see  
you.

Canvasser—Good! I'm selling  
spectacles.—*Pearson's Weekly*.

### Efficiency, What?

"I'm broke. I can't sell my book."

"What's it called?"

"The Art of Salesmanship."

### The Mixup

"I was a fool when I married  
you," he said, bitterly.

"Yes, but I was in love with you  
and didn't notice it."

### Sharps and Flats

"What purpose does that bridge  
serve on your violin?"

"Oh, that's to get my music  
across." — *Nip and Tuck*.

## JOHN B. STETSON HATS

Sold Exclusively in Geneva  
by CASEY & SON



### STETSON-GRAM

"Watch the lightweight felts go  
by ... on the smartest heads. Wear  
them telescoped, pinched, dented,  
snapped in front or down all  
around."

"PLAY BOY" and "BANTAM"

**\$5.00**

**CASEY & SON**

71 Seneca Street

**"G. A."**

## Where the MOST Cars Are Sold

... YOU GET THE MOST FOR YOUR MONEY.

Thrifty Genevans are flocking to "G.A." — to get more for their money. And no wonder! We're quoting **ROCK-BOTTOM PRICES** on **FINE USED CARS** — giving you **REAL SAVINGS**. All makes — all models! At prices that will amaze you. Hurry! Come in right away and **SAVE WITH CONFIDENCE**.

- '34 PLYMOUTH DELUXE SEDAN
- '36 TERRAPLANE COACH
- '32 DODGE SEDAN
- '30 FORD SEDAN
- '31 PONTIAC COACH
- '31 OLDSMOBILE COUPE
- '32 HUDSON SEDAN
- '32 PLYMOUTH COACH
- '29 CHEVROLET COUPE
- '29 DeSOTO SEDAN

Many others to choose from.

Priced from  
\$19.00 to \$675.00

**EASY TERMS**  
**SMALL**  
**DOWN PAYMENTS**

# GENEVA AUTO CO.

145 Castle St. Open Evenings

**"G. A."**

### Modernistic

"Whatever has happened?" asked the puzzled husband. "Why have you got that plaster over your left eye?"

"Plaster? That is my new hat."

## Cold Cash FOR HOT WEATHER NEEDS

Why go without a vacation or other summer needs simply because you're short of cash? We'll lend you any amount up to \$300 and like hundreds of other people, you'll find it easy to repay. Use this quick, convenient way to get the extra cash you need. Come in or telephone us today.

*Loans up to \$300 — 20 months to repay*

3rd Floor      National Bk. Bldg.      Room 304  
120 Genesee St.      Phone 251      Auburn, N. Y.

### LOANS MADE IN NEARBY TOWNS

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday and Friday, at 6 P. M.

## PERSONAL FINANCE CO.

### Y. M. C. A. NEWS

#### Boys' Clubs

The first meeting of the Friendly Indian Club will be held on Saturday, October 10. The first meeting of the Junior Comrades will be held on Friday, October 16.

#### Fall Campaign

Fall repairs: The swimming pool is now being painted and will be ready for use next week. The painting and repairs in the locker room and shower room have been completed, also the Young Men's club room. The new pool tables have been installed this week. Dr. H. N. Hubbs, chairman of the House Committee, is directing other immediate repairs.

Mr. Vernon B. Ramseuer of New York City arrived in Geneva this week to direct the campaign for the Y. M. C. A. this coming October. Mr. Ramseuer has had wide experience in Y. M. C. A. work and valuable background over a long period of years in general philanthropic financial work.

#### Hi-Y News

Four Hi-Y boys returned from Camp Tousey, Syracuse Y. M. C.

A. camp, where they attended the State Hi-Y Training Conference. The first meeting of the Hi-Y Club for this season will be held some time before the end of the month.

#### Fall Program

Informal games in the lobby and the gymnasium will be organized until the regular fall opening in October.

Lewis H. Gasper, of Geneva, speaks at the Naples Fair, Friday afternoon (Grange Day).

#### Red Rose Has Light Red Veins

A Czechoslovakian gardener has developed a dark red rose, with veins of lighter red, which with the permission of the government of Yugoslavia he has named after the late King Alexander.—*Gas Logic*.

### ROSELAND PARK

Canandaigua Lake

—: D A N C I N G :—

Friday - Saturday - Sunday  
Best of Orchestras

## ADVERTISING SPACE

in next week's issue must be reserved by Saturday noon. All copy must be in by Monday noon . . .

**CARPENTER and BUILDER**  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given—free

*3 months  
to pay*

● Everything you need for your car can be purchased on our convenient budget plan. Come in and let us show you how easy it is to make your driving safer and more comfortable. There is no delay.

**LOW WEEKLY  
PAYMENTS  
AS LOW AS**

**65¢**

**PER  
WEEK**

**Firestone**

AUTO SUPPLY & SERVICE STORES

**COMPLETE CAR SERVICE**

Cor. Lake & Exchange St.

Phone 2323 J. H. Bindeman, Mgr.

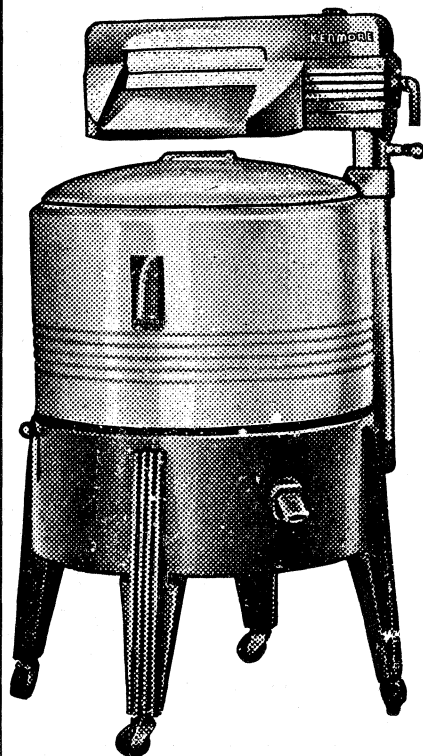
Listen to the Voice of Firestone, Monday evenings, over N. B. C.—WEAF Network



does a  
big wash  
with a

**KENMORE**

**\$50**



**Safety!** New safety balloon wringer features a quick-acting release that operates at a touch. "Pressure cleans" clothes thoroughly.

**Speed!** 20% faster washing—more washday leisure. Curved top prevents splashing.

**Ask an owner!** Well over half a million homes are enthusiastic about their Kenmores. Then see this NEW Kenmore today.

**Other Models  
as low as  
\$33.95**

**SEARS, ROEBUCK  
AND CO.**

479 Exchange Street

Geneva, N. Y.

Will you kindly mention  
**GENEVA COMMUNITY NEWS**

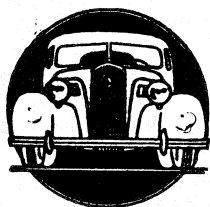
When making purchases from our advertisers



# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., SEPTEMBER 17, 1936

## USED CARS - Honest Values -



1935 CHEVROLET COUPE  
1934 CHEVROLET SEDAN  
1934 FORD COACH  
1933 CHEVROLET COACH  
1933 CHEVROLET COUPE  
1931 STUDEBAKER COUPE  
1931 BUICK COUPE

Several others. Down payments  
as low as \$25.00

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

## Just Common Cents . . . That's All

If You Are Interested In A

## Made-to-Measure SUIT or TOPCOAT

Why not look over our extensive line, and  
be measured by our tailor, who has had  
years of experience in this work.

SUITS - TOPCOATS - O'COATS

**\$20.00 up**

**Baker & Stark Inc.**  
CASH & CARRY PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

## BAUMGARTNER'S FOOD STORE

Specials for Friday & Saturday

Mastermixt Mayonnaise (Cup and  
Saucer, Free), per pt. ....29c  
Campbell's Pork & Beans,  
4 cans for .....25c  
Campbell's Tomato or Vegetable-  
Beef Soup, 3 cans for .....25c  
Niagara Vegetable Soup,  
large can .....10c  
N. B. C. Flake Crackers,  
per pkg. ....18c  
Sun-Graze Corned Beef, 12 oz. can,  
2 for .....35c  
Dold's Special Butter, per lb., 40c  
Mel-O-Nut Oleo, 2 lbs. for.....35c

Top of Bean's Hill  
at edge of City

Phone 2546  
We'll Deliver

## \$5.00 in Merchandise

offered our readers  
**EACH WEEK**  
from Merchants whose ads appear  
in "The News"  
(See page 8)

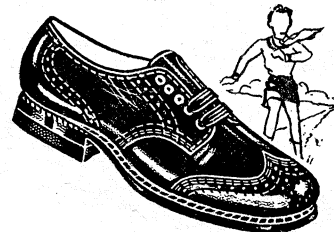
### MR. MERCHANT:—

Advertise — Every Week.  
Contestants cannot specify **YOUR**  
**STORE** if your ad does not appear.

Advertising in "The News" is much  
cheaper than not advertising in it  
. . . You are paying for it many  
times over in lost business.

### "THE SMART STEP"

Buy the Next Pair at Lattimer's



Shoddy ill-fitting Shoes may ruin your  
children's tender feet — often causing  
corns, bunions and broken arches.

Let us fit them correctly in **PROPERLY  
DESIGNED Shoes**

Very Reasonably Priced  
**\$1.98 to \$3.95**

## LATTIMER'S

492 Exchange St.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., SEPTEMBER 17, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

## ALMANAC



"Shallow wits censure everything that is beyond their depth"

### SEPTEMBER



17—Indecisive, bloody battle of Antietam ends; 1862.



18—Palmer, first chiropractor, starts his practice, 1895.



19—New Amsterdam's Gov. Kieft starts first U. S. brewery, 1640.



20—Upton Sinclair, author and politician, born, 1878.



21—All lottery advertising is barred from United States mails, 1890



22—British capture and hang Captain Nathan Hale, 1776



23—Martyred President Garfield buried at Cleveland, 1881

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing and Picture Framing

## LIBRARY NEWS

Instead of just reading lists of new books at the Geneva Free Library it might be more interesting to read a few words about some of the books which may be obtained there.

"Beyond Sing the Woods" by Trygve Gulbrandsen, a translation from the Norwegian, is a beautifully written novel which, ever since its publication a few months ago, has been on the "best-seller" lists. It is a chronicle of fifty years in a Norwegian family who live on their estate in a manner reminiscent of feudal times. Not only is it notable as an excellent piece of writing, but the story itself with its picturesque setting of the Norwegian forests and the strong characterization is an appealing one, especially to those who are fond of Sigrid Undset's books.

"Inside Europe" by John Gunther, is a personality study of the world's dictators, written by an outstanding American foreign correspondent. It gives us, therefore, an insight into the political and social movements now afoot in Europe. It

(Continued on page 7)

## Why not be CLOTHES CONSCIOUS?

A neat appearance is essential for social or business success. Use our cleaning, pressing and repairing service regularly.

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

## WILL YOU KINDLY MENTION

## THE GENEVA COMMUNITY NEWS

WHEN MAKING PURCHASES FROM OUR ADVERTISERS ...

## BUY IN GENEVA

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

## "A GREAT OIL"

say those who are using that new

TEXACO  
MOTOR OIL

Come in for a change . . .  
today . . . and learn for  
yourself.

## RICKELS SERVICE STATION

Lake Street

Phone 2920

CHRYSLER — PLYMOUTH  
Sales - Service

## LOOK:

Quality Used Cars at  
new low prices

1935 Oldsmobile Coach  
1935 Plymouth Coupe  
1934 Ford Sedan  
1934 Chevrolet Coach  
1933 Terraplane Coach  
1933 Chevrolet Roadster  
1932 Plymouth Coupe  
1931 Ford Roadster  
1930 Plymouth Sedan

We have  
REDUCED THE PRICES on  
all of OUR USED CARS. Take  
advantage of these prices NOW.

## Fohl Motors, Inc.

230-234 GENESEE ST.  
Phone 2811 Open Evenings  
Closed All Day Sunday

**Sport Cost Placed High**

The American people spend close to \$1,000,000,000 a year on sports, "The Index" of the New York Trust company states in an article on sports as an industry. The estimated yearly cost of sporting and athletic goods aggregates \$500,000,000, country club dues and fees \$200,000,000, while the estimated 256,000,000 paid admissions for sporting events is at least \$125,000,000, the article says.

Babies are too intelligent to use the baby talk that grown people utter to them.

## DESIRABLE USED CARS

1935 Chevrolet Sedan  
1935 Buick Sedan  
1933 Buick Sedan  
1933 Olds Coupe  
Dodge Panel Delivery

### KITCHELL MOTOR CO.

386 Exchange St. Phone 2178

5100 COPIES  
WEEKLY

5100 COPIES  
WEEKLY

## Advertise Every Week

in the

## Geneva Community News

"An Advertising Medium of Distinction"

Distributed in GENEVA, WATERLOO, PHELPS,  
OVID, WILLARD, STANLEY, HALL and  
SENECA CASTLE

P. O. Box 146

Phone 2108



## RADIO FLASHES

by Ralph Le Brun

On Sunday, at 8:30 P. M., over the Columbia network, Eddie Cantor will inaugurate a new Texaco Fire Chief series supported by Parkyakarkus, Bobby Breen, Jimmy Wallington and Jacques Renard's Orchestra.

The 1936-37 Ford Sunday Evening Hour series will be inaugurated when John Charles Thomas, distinguished baritone of the Metropolitan Opera, appears as guest artist with the Ford Symphony Orchestra, originating in the great Masonic Temple auditorium, in Detroit, over the Columbia network, at 8 P. M.

Floyd Gibbons, famous reporter and war correspondent, and Vincent Lopez and his orchestra will be starred

(Continued on page 5)

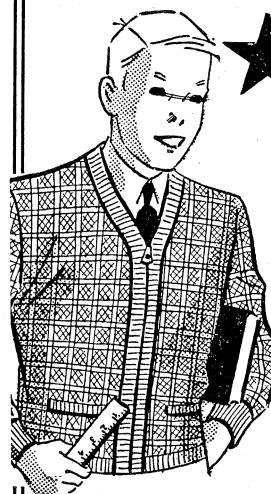
## NOBODY CAN TELL YOU HOW TO VOTE . . .

But intelligent voters will listen to all sides of the arguments. Only your radio can bring them to you fully. Is it in perfect running order?

### RALPH LE BRUN

225 High Street

Phone 3237



## ★ Smith's

J. W. Smith Dry Goods Co.

### Boys' School Sweaters

\$1.59 and \$1.98

All wool zipper type, slip ons, or coats. Smart checks, plain knits, fancy backs, in Cedar, brown, royal or maroon.

### Boys' Wool Knickers

\$1.59 \$1.98 \$2.98

Wool checks and fancy weaves, well tailored, and lined, with worsted cuffs. In greys, blues and browns. Some have the popular "Hip-Zip" fastenings.

### Boys' "Town Boy" Shirts

79¢


Well tailored plain broadcloths, smart new dark checks, and plain deep tones. Every boy wants several of these good looking shirts.

# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

GENEVA

Thursday - Friday



A MERRY MELANGE OF  
MELODY AND LAUGHS!


"SING  
BABY,  
SING"

with  
ALICE FAYE  
Adolphe MENJOU  
TED HEALY  
PATSY KELLY

Added: Oddity, Cartoon, News.

---

Saturday — ONE DAY ONLY



"MY  
AMERICAN  
WIFE"

A Paramount Picture

Plus SCREEN VODVIL


---

4 DAYS — STARTS SUNDAY

HELP YOURSELF  
TO HAPPINESS!

Songs to enchant your  
ears... dances to thrill  
your toes... a prize  
package of tuneful  
entertainment!

FRED  
ASTAIRE  
GINGER  
ROGERS



in the biggest hit of their career

"SWING  
TIME"

with a host of supporting stars

Added  
Short  
Subjects

SHOP IN GENEVA

Do try a pair of the famous **Mun-singwear Hosiery** from **Baker & Stark, Inc.** Popular Fall shades in both chiffon and service weight. A splendid value at only 89c per pair.

—D—

A woman should have not only the "new" thing in fashion — more important than that, she should have the "true" thing. Her frocks should be so well adapted to her taste, personality and body that they become highly individual. Fortunately, fashion offers such latitude of choice, that every woman can dress to her type of mind and character as well as to her figure and complexion.

—D—

### Frames for Photographs

Frames should compliment and harmonize with the photographs. Stop in **The Stewart Studio, 41 Seneca St.**, and see their selection. Standard frames, 50c and up.

—D—

This year's version of the cape has shoulders as broad and square as those of a man's coat. And its silhouette hangs straight, as opposed to the swinging capes of last year. The length may vary — be anything from elbow-length to long enough to cover the hemline of your dress.

—D—

The **Fall** showing of curtains and draperies is really a very interesting display. New nets in beautiful designs — both coarse and fine mesh. Prices are as low as \$1.00 and \$1.19 per pair.

**Lynch Bros.**  
485 Exchange St.

—D—

A jabot rippling to the waistline softens simple lines and invites the use of a contrasting fabric.

—D—

**Le Brun's Fur Shop**, over 38 Linden St., Geneva's oldest fur establishment will manufacture the finest of fur garments to your order. They will, also, remodel, repair and reline your present furs.

A choice of 60 Pure Wool Fabrics in all the seasonal weaves . . . A quality rarely seen at this price . . . Backed by fine custom tailoring, this \$25.00 range is peerless in value . . . **Ladies' Tailoring, a Specialty!**

**A. P. Petersen**  
476 Exchange St.

—D—

The slim, unbroken lines of the princess silhouette are the talk of the season — flared, fitted, broad-shouldered, and usually, a high neckline.

—D—

### Announcement

**McCarthy's Pharmacy, 162 Castle St.**, has just been granted an agency for **Lenthéric** products. A complete line of cosmetics in all odors — **Tweed, Gardenia, Miracle.**

—D—

A velvet top on a wool dress is a smart combination for fall days.

—D—

Being ahead of time is better than being late — but, being on time is best of all. Perhaps your watch or clock needs cleaning and regulating. Expert service at **Prince's Jewelry Store, 20 Linden St.** Reasonable prices. Guaranteed work.

—D—

The invention of wool and ciré rick rack is news this fall. It means that for the first time, rick rack becomes a winter as well as a summer nicety. The ciré variety was introduced by Alix at the Paris openings. Try it in color around all the edges of a black wool dress or in the triple rows on the swirling hem of an evening dress.

—D—

The **Fall** selections of coats and snowsuits are arriving at **The Julia Elizabeth Shoppe, 18 Linden St.** Make an early choice. A small deposit will hold any garment . . . Felt hats, caps and berets.

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

## GIN SEASON IS STILL ON

AMERICAN DRY GIN .....	pts., 69c; fifths, \$1.05
SILVER SWALLOW .....	pts., 75c; qts., \$1.45
GILBEY'S .....	fifths, \$1.35
ROYAL BOX .....	pts., 85c; fifths, \$1.29; qts., \$1.60
SEAGRAM'S .....	pts., 85c; qts., \$1.60
ORANGE and SLOE GIN.....	\$1.05 per pt. and up

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

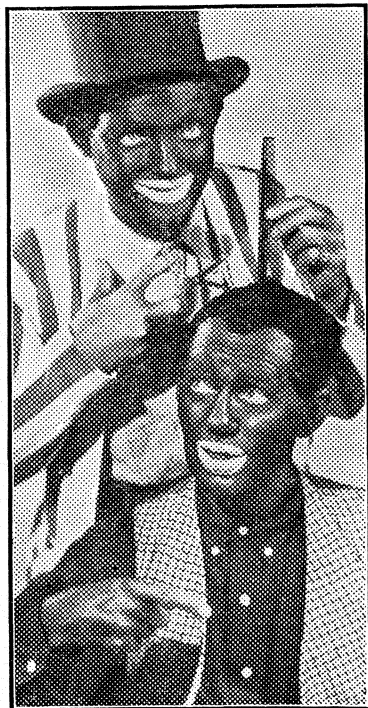
Phone 2635

We Deliver

## RADIO FLASHES

(Continued from page 3)

in a new weekly series of programs over the Columbia network each Saturday, at 9 P. M., beginning October 3. Gibbons is now in Europe, where he has been gathering material on the European scene to be used in the broadcasts. He is expected to return on the Hindenburg, leaving September 18.



Molasses 'n January,  
droll,  
blackface  
comedy stars  
of the  
Maxwell House  
Show Boat,  
NBC-Red Network  
program  
on  
Thursdays,  
at  
8 P. M.

Joe Penner, the young comedian who almost overnight has millions mouthing his nonsensical expressions, will return to the air in a new series of broadcasts over the Columbia network each Sunday, at 6 P. M., beginning October 4. The programs will be under the sponsorship of R. B. Davis Company, manufacturers of Cocomalt. Jimmie Grier's Orchestra will accompany Penner in the series which will be broadcast from the CBS studios in Hollywood.

The first microphone to send a woman's voice on the air was an inverted gramophone horn. That was 'way back in January, 1920, and the voice was that of Vaughn de Leath, still broadcasting on NBC. The program emanated from Dr. Lee de Forrest's attic studio in the old World Tower, New York City.

## BUY IN GENEVA

## DO YOU KNOW . . .

that every woolen garment cleaned by us is moth-proofed and is guaranteed until the next cleaning by a nationally known Insurance Co. of sound reput. And at no extra charge.

## GENEVA DRY CLEANING CO.

Phone 2742

30 Linden Street

## COAL — FILL YOUR BINS NOW — COKE

In Advance of Winter Prices

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

## P. O'MALLEY &amp; SON FUEL and SUPPLY CO.

27 Castle St. Phone 6186 and 6232 261 Exchange St.

## O-Cedar Specials

for FRIDAY and SATURDAY

O-CEDAR FLOOR MOP, large size \$1.00  
(regular \$1.50 value) special.....

O-CEDAR PROOF PACKAGE  
½ pt. O-Cedar Self-Polishing Wax, regular 30c  
4 oz. Bottle O-Cedar Polish, regular 25c  
Both 39c  
for

O-CEDAR ZEPHYR DUSTER  
"Light-as-Air," a full 50c value. Combined with regular 50c bottle O-Cedar Polish (regular value \$1.00). Special combination price..... 79c

## COONEY, WATTS &amp; COONEY

513 Exchange St. HARDWARE Geneva, N. Y.

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Iced Orange Cookies

2 cups sugar  
1 cup shortening  
2 eggs  
1 cup sour cream  
Grated rind and juice of 1 orange  
4 cups flour, pinch of salt  
½ teaspoon baking powder and 1 teaspoon of soda sifted in last cup of flour  
Cream shortening and sugar well, add other ingredients in order given and bake in 400° oven for 10 minutes. Ice with following while warm. Thicken the juice of ½ a large orange and ½ lemon with confectioner's sugar, about 2½ cups. Add grated rind of both orange and lemon. Icing should be thin enough to give a glazed appearance.

Mrs. B. G., Hogarth Ave.

## Banana Gingerbread Shortcake

3 tablespoons shortening  
½ cup sugar  
1 egg (well beaten)  
½ cup molasses  
1¾ cups flour  
1 teaspoon baking powder  
½ teaspoon soda  
½ teaspoon each salt and cinnamon  
1 teaspoon ginger  
½ cup boiling water  
3 bananas and 1 cup of heavy whipping cream

Cream sugar and shortening, add molasses and egg and other ingredients sifted together. Add boiling

## EVER HOT

Automatic storage water heaters

**Seneca Plumbing & Heating**

41 Wadsworth St., Geneva - Phone 6574

water, mix well and bake in moderate oven in greased layer tins for 20 to 25 minutes. When cool, place sliced bananas between layers and top with whipped cream and banana slices. Serves 6 to 8.

V. G., Argyle St.

## Rice Griddle Cakes

1 cup cooked rice  
1 pint milk  
1 egg, salt to taste  
2 tablespoons sugar  
2 tablespoons baking powder  
Add just enough flour to make a thin batter and fry as any griddle cakes.

R. B., Colt St.

## Bread and Butter Pickles

Slice thin with skins on, 25 medium sized cucumbers. Let stand over night in salt water, then drain well and place in jars. Bring to a boil 1½ quarts of vinegar, 2 cups sugar and 1 teaspoon of powdered alum. Remove from fire and stir in 1 teaspoon pepper seed, 1 teaspoon tumeric, 1 teaspoon celery seed and 2 teaspoons mustard seed. When mixture is cold, pour over cucumbers in jars and seal.

Mrs. T. B., Universal Ave.

## Chocolate Custard Pie

3 eggs  
½ cup sugar  
1½ squares chocolate (melted)  
1 pint of milk  
1 teaspoon vanilla and pinch of salt  
Bake in unbaked pastry shell as for any custard pie, and when done, cover with meringue and brown in oven.

Mrs. G. S., Willard, N. Y.

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator" the conditioned-air refrigerator

110 Lake St.

Phone 2740

It is not only our duty to be pleasant to others—it is our privilege.

The pleasantness we pass out is sure to return and we want it, don't we?

TELEDIAL IS HERE

## 1937 GRUNOW RADIO

12 tubes, all wave, all world Radio

at \$99.95  
only

## BOLIN MUSIC HOUSE

*fine*

DON'T GAMBLE  
WITH YOUR FURS

Have your Remodeling and Repairing done by "The Only Practical Furrier in Geneva."

## FREEDMAN'S

114 Seneca St. Phone 2172

Three floors devoted exclusively to FURS.

*furs*

COOLER WEATHER  
AHEAD!

Better order your

**COAL or COKE  
RIGHT NOW**

and you will take no chances with being caught without fuel.

Investigate Automatic  
Heat with Anthracite

Phone 2221

**RAPALEE'S**

# HOSPITAL SERVICE NEWS

PUBLISHED BY COMMUNITY HOSPITAL ASSOCIATION OF GENEVA, INC.

## PREPARE FOR EMERGENCY BEFORE TIME OF NEED

### Hospital Association Plan Is Answer To A Problem That May Confront Anyone Without Warning

The Community Hospital Association of Geneva, Inc., is a local organization, formed as a community service by citizens of Geneva to offer a small payment plan for budgeting hospital expenses before the emergency of needing hospital care arises. Each subscriber is helping to create a central fund from which the money to pay for his hospital care can be drawn when his physician sends him to the hospital for treatment.

---

**The chance of needing hospital care is greater than the chance of affording its cost.**

---

To most of us the payment of a hospital bill is a real hardship. We have to break into our savings if we are so fortunate as to have money in the bank, or we have to go into debt. It would take most of us a long time to build up a savings account large enough to pay for 21 days of hospital care, but the plan of the Hospital Association offers to pay that amount immediately upon acceptance as a subscriber.

If you are a subscriber you can go to the hospital without worry about costs. If you are not, you are faced with the problem of raising funds to pay for this part of your sickness expenses.

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**Prevent heavy burdens when sick by small payments when well.**

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The choice is yours. Will you take care of this expense in small payments while you are well and can afford it, or will you wait too long and find yourself facing a large expense when you cannot afford it?

## HERE IS WHAT YOU GET

A total of 21 days hospital care in the Geneva General Hospital; including the following services:

Bed and board in a two-bed semi-private room, or a credit of \$4.50 per day on the cost of a single room.

General nursing care.

Laboratory examinations made by the hospital.

Operating room service.

Customary drugs and dressings.

All other routine services.

## WHO IS ENTITLED TO THE HOSPITAL PLAN BENEFITS?

### Any Healthy Person Between Ages of 16 and 65 Living or Working Within 15 Mile Radius Of Geneva

#### 1. *Who may subscribe?*

Any man or woman who is in good health and either working or living within a 15 mile radius of Geneva.

#### 2. *What is the age limit?*

Subscriptions will be accepted from those between the ages of 15 and 65.

#### 3. *May I make individual application?*

Yes, if you are not employed where there is a group formed.

#### 4. *How can I join a group?*

If the company in which you are employed has a group of subscribers you may have your name added to the list by making application to your employer.

#### 5. *What is the difference between a group subscriber and an individual subscriber?*

Group subscribers are allowed to pay on a monthly basis of 70 cents while individual subscribers must pay semi-annually. The annual premium and the benefits received are the same.

#### 6. *Is there an enrollment fee?*

No, there are no charges except the subscription fee.

#### 7. *Is a medical examination necessary?*

No; but applicants must certify to their good health and that they have no ailments that may require hospital care.

#### 8. *Does the plan cover all illnesses and injuries?*

The benefits of the plan apply in all cases except those provided for under workmen's compensation; those not usually treated in general hospitals, such as tuberculosis, contagious and mental diseases; and maternity cases for the first ten months of membership, after which time the association pays \$2.75 per day on the total bill.

#### 9. *How do I make application?*

Application forms may be obtained from the office of the Association in the Geneva General Hospital. They will be mailed if requested. Phone 2816.

## OUT OF TOWN SERVICE

In cases of emergency, or when a subscriber lives outside of Geneva and desires to go to his local hospital, the Association will pay \$4.50 per day for his hospital care for a total of 21 days.

## What Others Have To Say About The Plan

"I recently found a trip to the hospital necessary and as a member of the Association, I was given most comfortable accommodations and received splendid treatment at what might be regarded as negligible expense. . . . ."

"I was in the hospital for about twelve days and had it not been for my membership and its resultant method of budgeting the expense. I would have experienced a serious financial handicap. Financial worries in cases of illness often retard recovery seriously and I really believe I recovered much more rapidly as a result of my membership. . . . ."

MYRON E. TILLEMA  
Geneva Star Laundry

"I cannot speak too highly of your hospitalization plan as I think it takes care of a long needed want in our community."

CHARLES H. SWEENEY

Thos. Sweeney and Sons

"The protection which this plan gives me at so small a cost has enabled me to enjoy a feeling of security which I could not have had otherwise without a bank account large enough to meet such emergencies."

A SUBSCRIBER



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PIANO TUNING  
and Rebuilding

**R. J. PARK**

60 Lyceum St. Phone 6165



Your  
Account  
Opened  
in Just  
a Few  
Minutes



Use this  
Plan for  
buying your  
complete  
car needs

**Firestone**

AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange St.  
Phone 2323 J. H. Bindeman, Mgr.

Listen to the Voice of Firestone, Monday  
evenings, over N. B. C.—WEAF Network

### Race of 3-Foot-Tall Men Found

Humans made small by iron have been found near Wuchung, Manchuria. They constitute a colony of pigmies, less than three feet tall. Thirty of them have been taken to Peking to be examined. Their diminutive size, which is particularly apparent in their tiny hands and feet, is attributed to the excessive iron content of their native soil.

Try to be at peace. It is a state of mind Orientals prize highest.

### LIBRARY NEWS

(Continued from page 2)

will appeal to anyone interested in affairs of today.

At the present time many books dealing with New York State seem to be appearing. One of these is Edward Hungerford's "Pathway of Empire", which, beginning with the City of New York, gradually moving upstate, portrays the various localities and their character. It will appeal to all New York State people, and is of local interest as well since it describes the Finger Lakes Region, including of course, Seneca Lake and our own city.

All those who have read and enjoyed "The Young Mrs. Meigs" and "A Nice Long Evening" by Elizabeth Corbett will be glad to learn that a new book about that sprightly and very lovable old lady is just off the press. "Mrs. Meigs and Mr. Cunningham" proves to be just as enjoyable a story as its predecessors, and even those who have not met Mrs. Meigs before will be glad to meet her in this volume.

—o—

### Baby Subject to Auction

When a baby was found abandoned on a railway train at Victoria, Australia, officials were puzzled as to what to do, and looking up the law found that all property found in trains must be auctioned.

### SOUND EQUIPMENT

For Rent

For Any Public Meetings  
Indoors or Outdoors

Our Equipment is  
High Fidelity . . .  
the Best Obtainable

— Perfect Tonal Quality —

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522

— Battery and Radio Service —

### Don't Take a Chance

on smooth Tires

We have tires  
as low as

**\$5.30**

Use our G.T.A.C. plan . . .  
"pay as you ride."

**FINK'S  
SUPER-SERVICE STATION**

Lake Street Phone 2448

**COLONEL CHEERIO**

Says:

"We Deliver — Free"

We have . . .

"SUGAR CREEK" WHISKEY.....	75c pt.; \$1.45 qt.
"CALVERT SPECIAL" WHISKEY.....	\$1.14 pt.; \$2.22 qt.
"CALVERT RESERVE" WHISKEY.....	\$1.42 pt.; \$2.76 qt.
SEAGRAM "5-CROWN".....	\$1.19 pt.; \$2.30 qt.
SEAGRAM "7-CROWN".....	\$1.49 pt.; \$2.35 fifth; \$2.90 qt.
GOLDEN WEDDING.....	\$1.39 pt.; \$2.69 qt.
CALIFORNIA WINE.....	60c qt.; \$1.00 ½ gal.; \$1.90 gal.
HARD CIDER.....	89c gal.

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as pos-

sible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

"EASY MONEY" SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.  
Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## A GOOD WASH

Then a Good Systematic Grease Job by  
our experts, and chart method will surely  
increase the comfort and appearance  
of any car and prolong it's life.

TED'S AUTO INN  
Phone 5174 35 Tillman St.

When you buy  
BREAD

Insist upon

## "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## A SURPRISE

Come in and let us show you  
the new

COMMUNITY  
CORONATION PATTERN

Different but Attractive  
26 Pieces for \$24.75

To introduce this pattern we are selling  
for a short time a

Bon Bon Spoon for 25c

**S. A. GILBERT**

JEWELER

510 Exchange St. Geneva

## FARM EXPERTS SAY . . .

It is cheaper and more productive to  
use good seed and good feed. We carry  
a complete line of tested dairy and poultry  
feed, prepared remedies and seeds to  
supply every need.

## COOK'S FEED STORE

40 Castle Street Phone 2722

Will your car stand the test? Better see  
"LERKINS"

16 Davis Street Phone 6782

Complete garage, expert mechanics. Be  
safe—it's dangerous to take chances.  
Norwalk & Firestone Tires with good  
brakes mean safety, ease and real comfort.

## FRONT WHEELS OUT OF LINE?

That's dangerous and surely ruins tires.  
Our experts and modern equipment will  
adjust them and stop the shimmy.

## STRATTON'S BRAKE SERVICE

Lake St. near Exchange St. Phone 2028

## DO NOT USE . . .

Smooth Tread Tires. They're very dangerous  
and cause loss of life and many  
wrecked cars.

Call "ELMER" . . . Phone 3163

DUNLOP TIRE & RUBBER CO.

373 Exchange St. Easy Terms

## OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920  
MARFAX Lurication — the kind that  
ALWAYS SATISFIES and prolongs  
the life of your car.

★ ★ Look for Star Pumps ★ ★

## BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

## PETERSON

Seymour Alley  
rear Geneva Loan & Savings Assn.

New 1937 "PHILCO" Now Displayed  
The Radio that covers the world like  
the morning dew. "Nothing missed."  
A set for every purpose and every purse.

Only \$20.00 and up — Easy Terms

MAYTAG SALES & SERVICE

431 Exchange St. Phone 2005

## GOOD FRUIT & LOW PRICES

Delicious Watermelons, Cantalopes,  
Peaches, Pears, Oranges, Vegetables,  
Complete Line Fresh Fruit.

## CAITO'S FRUIT STORE

380 Exchange St. Phone 5374  
Phone Your Order — Free Delivery

## NEW, MODERNLY EQUIPPED SHOP

Sunbeam Furnaces Furnce Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows  
Air-conditioning Engineering

Our Best Advertisement  
Is Satisfied Customers

**H. R. OSTRANDER**

Phone 3976 70 Colt St.

# "EASY MONEY" (Continued)

**THE GENEVA HEADQUARTERS**  
for Sherwin-Williams Paint  
Wall Paper — the kind you admire  
Glass — all kinds and sizes

**FAIRFAX BROS. CO.**  
87 Castle Street Phone 2441

Thorobred "Schnauzer" Puppies  
Kind, Intelligent. They almost talk and  
seem to understand every word. You  
just can't help but love them. 4 months  
old.

**SEE THEM AT**  
488 Castle Street Phone 5975

It pays to look well . . .

"KREML" Hair Tonic  
Special this week, 16 oz. bottle, \$1.50  
**HOTEL SENECA BARBER SHOP**  
Jos. O'Byrne Anthony Alvaro  
Prop. Associate  
Free Parking in Rear of Hotel

**NEW FALL HATS?**  
Sure: We have a large line, all styles,  
sizes, and shades.  
ONLY \$1.50 and up  
Come in. Look them over.

**R. J. IREDALE**  
**MEN'S FURNISHINGS**  
461 Exchange St. Next Western Union

**THIS WEEK'S SPECIALS**  
10 lbs. Granulated Sugar.....48c  
Arpeako Lard .....13c  
Red & White Seedless Raisins, 3 lbs., 25c  
Red & White Seeded Raisins.....10c  
Red & White Flour, 24½ lb. sack....89c

**FLORENCE LABIGAN**  
Red & White Store  
261 William St. Everything in Groceries

**BAUMAN & MEDES**  
151 Exchange St. Geneva Phone 3391  
Furniture Repairing, Upholstering, Auto  
Tops, Seat Covers, Tarpaulins, Canvas  
Covers made to order and repaired.

All Work Guaranteed

**SPECIALS—Fri.-Sat., Sept. 18-19**  
Lucky Dog Food, 3 for.....25c  
Dadson's Coffee, lb. ....25c  
Graham Crackers, lb., 20c; and  
½ lb. Saltines.....FREE  
Matches, 6 boxes .....25c

**C. S. DADSON**  
70 Cherry Street Phone 2630

**A FULL LINE**  
**SCHOOL SUPPLIES**

Come In — We Have Them!

**GEORGE PHILLIPS**  
Red & White Store  
111 Pulteney Street Plenty of Parking  
Space

**CARROLL'S**  
**CENTRAL SERVICE STATION**  
Main St. Opp. Armory Phone 2592  
Geneva's Complete Service Station  
Noted for "Friendly Service"  
Socony - Mobilgas - Mobiloil  
U. S. Royal Tires  
Scientific Lubrication 24-Hour Service

**THIS AD IS WORTH \$1.00**  
Steam Oil Wave, only.....\$2.50  
Oil Wave, only.....\$2.00  
Marcel .....30c  
Special: Shampoo & Finger Wave, 40c  
**ANNA'S BEAUTY SHOP**  
99 Seneca St.  
For Appointments Phone 5996

**Persistent Advertising**  
even in a small way, is surely a lot  
better than no advertising at all.

**FALL BRIDES CHOOSE**  
**"COURTSHIP"**  
International Sterling  
COURTSHIP is charming, a silver to  
love, cherish, and admire. By all means  
don't fail to see the new styles now dis-  
played in our windows.

**BARTH**  
Seneca St.  
Phone 2686 Schine's Theatre Bldg.

**SPECIALS THIS WEEK**  
Large Packages "RINSO", 2 for.....25c  
P & G Soap, 6 bars for.....25c  
Ivory Flakes, large pkg.....21c

**L. J. McCANN'S GROCERY**  
144 High St. Phone 2653. We'll Deliver

**SPECIAL — This Week**  
**ARPEAKO**  
FRANKFURTS, lb. ....29c

**BRENNAN'S GROCERY**  
31 John St.  
Sure—We'll Deliver Phone 4572

**THESE COOL NIGHTS**  
It's nice and comfortable with a  
"Florence" Oil Heater  
We have all sizes and styles

**DORCHESTER & ROSE**  
543 Exchange Street Phone 2496

It pays to advertise in THE GE-  
NEVA COMMUNITY NEWS.

**SCHOOL SHOES? SURE!**  
We have a complete stock, all sizes,  
style, and low prices. You always save  
money in

**THE TRIANGLE SHOE STORE**  
488 Exchange Street Phone 2636  
Where QUALITY Reigns Supreme

You will enjoy eating  
**DAVIDSON'S ICE CREAM**  
It does not leave your throat  
all dry and parched.  
**DAVIDSON'S**  
312 Casle Street Phone 6122

**SAVE MONEY? Sure, and**  
saves Mother a lot of labor  
**GENEVA STAR LAUNDRY**  
Rough Dry Wash only 8c per lb.  
Shirts in this bundle approximately  
10c each  
Phone 2112 — We'll Call and Deliver

**WE DRESS OUR OWN POULTRY**  
Make Free Deliveries, Too!  
Phone 2127

**WILSON & JOHNSON**  
261 William Street Everything in  
MEAT  
Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.  
The **GENEVA MOVING & STORAGE**  
**COMPANY, Inc.**

C. A. BISSELL, Pres.  
99 Genesee Street Phone 2182

**D. E. MARTIN** 105  
Oak St

**ICE?**  
**PHONE 2706**

Your **SCHOOL SUPPLIES** are here  
Tell Us Your Needs!  
Don't forget our Fountain Service. Our  
Delicious Sundaes & Double Dip Cones.  
Newspapers, Magazines, Cigars,  
Cigarettes, Candy.

**THE CORNER NEWS**  
Cor. Main & Castle Sts. Phone 2515

**EYE STRAIN** retards a  
Child's Progress in School  
**G. W. FLETCHER - OPTOMETRIST**  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Eyes Examined, Glasses Fitted, Frames  
Repaired, Broken Lenses Replaced.  
Phone for Appointment.

"Easy Money" Section continued  
on next page.

## "EASY MONEY" (Continued)

### AND ARE THEY GOOD?

You'll Say So

Delicious Young Milk Fed Broilers  
with all the trimmings

ONLY 50c

### The Texaco Grille

-: Drive In :-

Lake St. near Exchange St. Plenty of  
Parking Space

P.S. Get a Meal Ticket - Save Money

OUR NEW FALL DRESSES  
ave arrived, only \$5.95

PEGGY BURKE DRESS SHOP  
168 Lafayette Ave. Phone 6487

Charis Foundation Garments

Fitted to your measurements. Gives un-  
excelled style and comfort.

### "SEE THEM MADE"

OUR POTATO CHIPS ARE FRESH

Stop in, receive a sample free and be  
convinced.

101 Seneca St.

Top of the Hill

It's Just Natural

When you REAL  
Think of ESTATE

To Think of "FINZAR"

20 Linden St. (Prince's) Phone 2661

Everybody likes good old fashioned  
Homemade Bread

Our Flour Makes Good Bread  
You'll Save Money, Too!

GENEVA BRANCH

Phelps Co-operative G.L.F. Service, Inc.  
Middle St. Geneva, N. Y. Phone 2601

### JOE'S MARKET

226 Exchange St. Phone 2027

#### This Week's Specials:

Leg of Lamb .....18c  
Lamb Shoulder .....15c  
Lamb Stew .....10c  
Hamburg Steak .....12½c  
Selox Speed Soap, 2 for.....25c  
Clean Quick Soap Chips,  
large 5-lb. box.....33c  
Macaroni, 2 lbs. ....15c

#### THE CRAB SEASON IS HERE

Ours Are Always Fresh

Fresh Shipments Received Daily

GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver

Phone 6222 358 Exchange St.

EVERYTHING IN SEAFOOD



## THE FUNNYBONE



#### Perfect Faith

"Smith's wife thinks the world of  
her husband."

"Does she?"

"Yes, she even believes the parrot  
taught him to swear."

#### Politics

"Why is a party platform in poli-  
tics similar to a bunker in golf?"

"The rules require it, but you must  
show your skill in avoiding it."

#### Top Speed

"What's the hurry—training for  
a race?"

"No, racing for a train!"—*Pear-  
son's Weekly*.

### PRINTING and OFFICE SUPPLIES

**M. F. Devaney**

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

#### High Tension Job

Foreman—Everything here is run  
by electricity.

New Hand—Yes, even the wages  
give you a shock.

#### Too Late

He—Didn't you say there was  
something you liked about me?

She—Yes, but you spent it all.

#### All that Was Left

Manager—You sold nothing on  
your business trip?

Traveler—Yes, my watch—to pay  
my fare home.—*Tit-Bits Magazine*.

#### Faux Pas De Luxe

He—Pardon me, dear, but your  
stockings seem rather wrinkled.

She—You brute! I have no stock-  
ings on.

#### No Fixing

Tenant—The roof is so bad that  
it rains on my head. How long is this  
going to continue.

Landlord—What do you think I  
am—a weather prophet?

#### Hard to Believe

Sailor (to waiter)—Hi, waiter, is  
this soup?

Waiter—Yes, sir.

Sailor—Well, would you believe  
it! To think I've been sailing on soup  
all these years, and have just found  
it out!—*Pearson's Weekly*.

#### High Pressure

Valet (to master)—Sir, your car  
is at the door.

Master—Yes, I hear it knocking.

#### Ahem!

He—You are so wonderful, so  
beautiful, so marvelous, so, so—

She—So what?

### Fur Craft Saves Money

LADIES! . . . stop needless waste.

Try Fur Craft with our cleansing for-  
mula, our ironing, glazing, electrifying,  
remodeling, repairing, relining.

Worn parts removed and perfectly  
matched with new fur. We can recreate  
almost like new an old Fur that most  
people would consider worthless.

COATS MADE TO ORDER

**SABATINI'S**

195 Exchange St. Geneva, N. Y.

## GLEANINGS

(From collection of quotations  
(compiled by M. F. Devaney)

"The best part of a man's life is that in which he is overcoming difficulties."

"The improvement of the mind is more important than any other task a man faces."

"No possession can surpass the worth of a friend who can be trusted in an emergency."

"No man is wiser than his own thinking makes him."

"If we begin to laugh the darkest clouds begin to clear away."

"It is a mark of perfection to bear with the imperfections of others."

"There can't be no heaven on earth until the hawk quits eating the sparrow and the sparrow quits eating the worm."—Out Our Way.

"A flower always smells sweeter after a day in the fertilizer factory."

"The richest minds never need seek entertainment outside themselves."

"Don't start worrying about that until tomorrow."

(To be continued)

—o—

## Carpenter's Square Ancient

The carpenter's square dates from prehistoric times, and has been found represented in an ancient Egyptian tomb. According to Frederick T. Hodgson in "The Steel

Square", the first steel square of which he finds record was made in the Nineteenth century near New Haven, Conn. Rude steel squares were made in Sheffield about 150 years ago.

## Before Bad Weather Sets In

... be sure your roof is O.K.

Let us give you an estimate on one of those fine  
COPPER BOUND ROOFS

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

The JAQUINS SCHOOL  
OF MUSIC

## Fall Term Starts Sept. 19th

Instruction in . . .

VIOLIN, PIANO, SAXOPHONE,  
CLARINET, CORNET, TENOR BANJO,  
HAWAIIAN GUITAR.

Ask about our FREE INSTRUMENT proposition  
New Studio: 392 Main Street

**NOW HERE**

BEER . . . Straight from the Keg

**KOOLER - KEG**

No Pipes nor Coils

"The Keg in Sight Means Beer Just Right."

**THE HOFFMAN HOUSE**

M. J. O'MALLEY

557 Exchange St.

**NOW . . .  
WE ARE PLEASED TO ANNOUNCE**

that we have installed the  
new, modern

**KOOLER - KEG  
SYSTEM**

for dispensing Draught Beer

NO PIPES — NO COILS

Beer drawn direct from the Keg

—: Taste the Difference —:

**McNERNEY'S RESTAURANT**

32 Castle St.

**CARPENTER and BUILDER**  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given — free

**"G. A."**

**HURRY!  
HURRY!  
HURRY!**

"CLEAN SWEEP"

NOW GOING ON

**36**

CARS TO CHOOSE FROM

All Makes — All Years  
Including:

- '32 PONTIAC SEDAN
- '33 STUDEBAKER SEDAN
- '33 PLYMOUTH SEDAN
- '32 PLYMOUTH COACH
- '31 FORD SEDAN
- '30 BUICK 5-pass. COUPE
- '31 FORD ROADSTER
- '33 TERRAPLANE COACH  
(Radio)
- '29 CHEVROLET COUPE

— Also Good Used Trucks —

You don't have to look  
farther for the car you  
want at the price you  
want to pay.

**GENEVA  
AUTO CO.**

145 Castle St. Open Evenings

**"G. A."**

**CASH LOANS**

Cash to buy things you need or pay what  
you owe. We'll lend it to you quickly  
and like hundreds of other people, you'll  
find it easy to repay. Here's a quick and  
simple way to get the extra cash you need.  
Why not phone us or come in today.

*Loans up to \$300 — 20 months to repay*

3rd Floor National Bk. Bldg. Room 304  
120 Genesee St. Phone 251 Auburn, N. Y.

**LOANS MADE IN NEARBY TOWNS**

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday  
and Friday, at 6 P. M.

**PERSONAL FINANCE CO.**

**IN A HURRY**

#### "EASY MONEY" WINNERS

Here is the list of successful contestants for the past week in our "Easy Money" feature: (See page 8)

Merchandise won by:

Mrs. Edward Roberts, 22 Pine St.  
Mrs. H. N. Young, 50 Clover St.  
Mrs. B. T. Smith, 67 Lyceum St.  
Mrs. Harry Lawrence, Reed St.  
Mrs. A. Flynn, 304 W. Main St.,  
Waterloo

Theatre Tickets won by:

Mrs. H. J. Stead, 2 Nagel Place  
Annaleta Carlson, 9 Linwood Ave.  
Kathleen Tunney, 56 No. Exchange  
St.

It PAYS to read THE GENEVA  
COMMUNITY NEWS—Every Week.

It PAYS to advertise in THE GENEVA  
COMMUNITY NEWS—Every Week.

"A prehistoric tooth eleven feet  
long, has been unearthed in Siberia."  
It put the six-deck special sandwich  
at an earlier date than we had  
dreamed.

#### ADVERTISING SPACE

in next week's issue must  
be reserved by Saturday  
noon. All copy must be  
in by Monday noon . . .

#### L. E. HILTON SERVICE TO THE HOME

Ashes and Rubbish removed in any  
quantity.

Building and Repairing Lawns and  
Driveways.

Rich Top Soil for Lawns and  
Gardens

Also:

Fine Rotted Manure, Peat Moss,  
Harvey's Finest Lawn Seed and  
Compost Soil.

Phone 6102 14 Clover St.  
GENEVA, N. Y.



# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., SEPTEMBER 24, 1936

## == SERVICE TO THE HOME ==

WE ANNOUNCE THE OPENING OF OUR WEEKLY ASH AND RUBBISH COLLECTION SERVICE  
STARTING THE WEEK OF OCTOBER 12TH, 1936, TO WEEK ENDING JUNE 1ST, 1937

**Regular Days for Every Street \* Ash Cans Furnished Free to Regular Customers**  
**PHONE 6102**

### PLAN A

SMALL HOMES—Averaging not over 1 ash can  
(about 2 bu.) per week.....15c  
OR save on a season service plan. **\$4.50**  
Total for season service.....

### PLAN B

MEDIUM SIZED HOME—Averaging 1 to 2 ash cans  
(about 4 bu.) per week.....25c  
OR save on a season service plan. **\$7.25**  
Total for season service.....

### PLAN C

LARGE HOMES—Averaging 2 to 3 ash cans (about  
6 bu.) per week.....30c  
OR save on a season service plan. **\$8.50**  
Total for season service.....

### PLAN D

LARGER HOMES—Averaging 3 to 4 ash cans (7 to  
8 bu.) per week.....35c  
OR save on a season service plan. **\$10.50**  
Total for season service.....

### PLAN E

EXTRA LARGE HOMES, APARTMENTS, FRA-  
TERNITIES, BUSINESS BLOCKS, Etc.—Averag-  
ing 5 ash cans (about 10 bu.) per week.....50c  
OR save on a season service plan. **\$12.50**  
Total for season service.....

**All Season Services**  
**CASH IN ADVANCE**

For Your Protection—All Men and Trucks Insured

14 Clover Street

**LESLIE E. HILTON**

Geneva, New York

## JOE BRILL'S

224 N. MAIN ST.

**CLUB RESTAURANT**

NEWARK, N. Y.

— NOW OPEN FOR FALL AND WINTER SEASON —

... featuring ...

## FRED KELLY and HIS BAND

with all new talent

DANCING EVERY NIGHT — except Monday

## COMPLETE FLOOR SHOW

EVERY SATURDAY NIGHT

Minimum Charge \$1.00 per person . . . Saturdays and Holidays Only



Never a Cover Charge

We know you'll enjoy our

**DELICIOUS STEAK DINNERS**

Guaranteed to delight the most discriminating tastes

Deliciously Prepared - Correctly Served

Call NEWARK 111 for Reservations



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., SEPTEMBER 24, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

### PROGRESSIVE CARD PARTY

The High Street Home and School Club will hold a Progressive Card Party on Tuesday, Sept. 29, at the homes of Mrs. Homer Ostrander, Mrs. Chas. Ferguson, Mrs. Chas. Wiltse, Mrs. E. R. Marshall, Mrs. Geo. Randall and Mrs. Benj. Merry. Tickets are 25c and those desiring to play may phone any of the above ladies.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

### RED HOT CAMPAIGN

BASEBALL! FOOTBALL!  
WONDERFUL NEW  
RADIO PROGRAMS!

Is your Radio in proper  
condition?

Our repair work is guaranteed  
and must give satisfaction.

### GEO. F. BRUZEE

23 E. Castle St. Phone 6522

Public address systems for sale  
and for rent.

### Y. M. C. A. CAMPAIGN

During the past few days announcement has been made by Charles A. Mitchell, president of the local Y. M. C. A., that a Golden Anniversary Campaign will be carried on from October 7 to October 14, inclusive.

The objective of the campaign is the raising of a fund of \$34,125 for necessary building repairs, renovations and equipment replacements at the Y. M. C. A. building on Castle Street.

It is also considered essential that a director for girl's work be added to the present inadequate "Y" staff.

One of the original group of organizers of the Y. M. C. A. in Geneva in 1886, Dr. W. W. Hopkins, is to act as general chairman of the Golden Anniversary Campaign.

Seven of Dr. Hopkins' associates at the meeting which inaugurated the Association 50 years ago have joined him now in the capacity of Honorary Chairmen. They are: C. K. Scoon, H. A. Wheat, H. B. Graves, M. H. Harman, C. B. Guile, C. K. Howland and C. D. Bean.

Police Chief R. W. Morris, an ardent supporter of the Y. M. C. A. as a vital factor in crime prevention among the boys of the community, has accepted the chairmanship of the Team Organization. This will consist of three divisions of men and one of ladies in charge of general solicitation during the campaign.

### FINE RUG CLEANING

Color and beauty restored to your rugs. We remove every trace of soil and grit. The backs and fringe of your rugs are cleaned as well as the nap.

## FOOTE'S CLEANERS

HARRY D. TARBELL

Phone 2910

78 Castle Street

### BUY IN GENEVA

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

## "A GREAT OIL"

say those who are using that  
new

TEXACO  
MOTOR OIL

Come in for a change . . .  
today . . . and learn for  
yourself.

RICKELS  
SERVICE STATION

Lake Street

Phone 2920

CHRYSLER — PLYMOUTH  
Sales — Service

BUY NOW:  
At New Low Prices!!

1935 Dodge Coach  
1935 Plymouth Coupe  
1934 Ford Sedan  
1934 Chevrolet Coach  
1933 Terraplane Coach  
1933 Chevrolet Roadster  
1932 Plymouth Coupe  
1931 Ford Roadster  
1930 Plymouth Cpe.

Take advantage of our 30 DAY  
GUARANTEE offer on Used  
Cars over \$100.00

## Fohl Motors, Inc.

230-234 GENESEE ST.  
Phone 2811 Open Evenings  
Closed All Day Sunday

## WERE WE "BORN THIRTY YEARS TOO SOON?"

One of our readers advises that thirty years ago the proposal was made to properly mark Geneva's streets. This proposal was carried out a few months ago. The reader referred to says that perhaps in another thirty years we may have our old abandoned street car tracks covered.

## FORMAL OPENING

of our new  
larger  
more artistic  
store

at

### 59 Seneca Street

SATURDAY . . .  
SEPTEMBER 26

Thru your appreciation of our efforts to be of real service to the residents of Geneva and vicinity during the past year . . . while located at 32 Linden St. . . . we have been enabled to extend our facilities.

You are cordially invited to visit us at our new location and we are offering

## Three \$10.00 Prizes

for the three best 100-word essays written about our new store.

The judges will be three well known Geneva business men and the contest is open to everyone except those connected with our store.

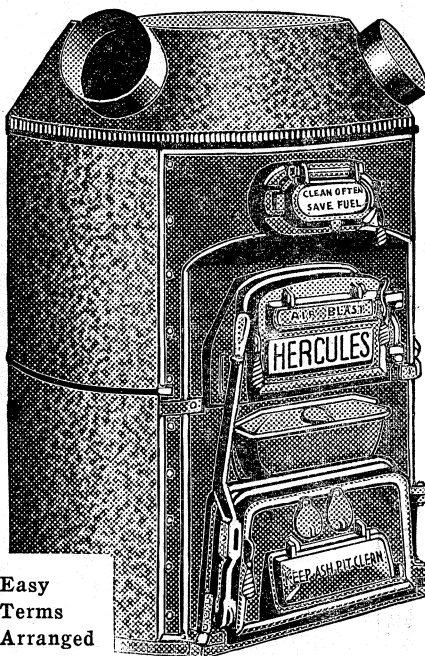
## FIR00ZI

RUGS - GIFTS  
DRAPERIES

59 Seneca St. Phone 2770

## SEARS 50<sup>TH</sup> ANNIVERSARY SALE

### GUARANTEED 10 YEARS!!



Easy  
Terms  
Arranged

## "Hercules" HOT AIR FURNACE

**\$49.50**  
18 IN. SIZE

(Other Sizes Proportionate)

- HEAVY CAST IRON!
- GAS-TIGHT JOINTS!
- ONE-INCH AIR SPACE INSULATION!
- DOUBLE GALV. CASING!

Installations planned. See our heating engineer about free estimates.

Phone 6635  
or call at store  
for details

When you buy heating equipment be sure the company will be in business for the life of the guarantee. Sears will be.

# SEARS, ROEBUCK AND CO.

479 EXCHANGE STREET

GENEVA, N. Y.

## CARY PARTY AND STYLE SHOW

Under the auspices of Court Geneva, Catholic Daughters of America, a Card Party and Style Show is to be held at Lewis Hall on Wednesday evening, Sept. 30, at 8:00 o'clock.

Contract and Auction Bridge, Euchre and Rummy will be played and the Style Show will be staged under the direction of James

Hobbins of The Seneca Shop.

Tickets are 50c and the public is cordially invited.

**KEROSENE OIL**  
RANGE OIL FUEL OIL  
**JOHNSON PETROLEUM PRODUCTS**

Geo. Johnson, Mgr.

Distributor ARMUR Motor Oils

86 Norwood Ave. Phone 5760

# \* DOROTHY GOES SHOPPING \*

Phone 3529 . . .

or address Miss Dorothy Frautz,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

GENEVA

Thur.-Fri., Sept. 24-25  
Thrill to a new air epic!

"CHINA CLIPPER"



with  
**PAT O'BRIEN**  
**BEVERLY ROBERTS**  
**ROSS ALEXANDER**  
Added: Patsy Kelly Comedy News

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Saturday Morning 11:00 A.M.  
**MICKEY MOUSE**  
Birthday Party  
8 CARTOONS  
Mickey Mouse Silly Symphonies  
15c to all. Bring your parents!

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Saturday — ONE DAY ONLY

THE JONES FAMILY



"BACK TO NATURE"

Plus Screen Vodvil

---

4 DAYS — STARTS SUNDAY

The GREAT ZIEGFELD



GLAMOUR!  
GLITTER!  
GIRLS!

A sensational  
spectacle of the  
show world with  
**William POWELL**  
**Myrna Loy**  
**Frank Morgan**  
**Virginia Bruce**  
**Louise Rainer**  
**Fanny Brice**  
**Harriet Hooton**

Continuous  
Performance  
Feature at  
2:35-5:55-9:15

SHOP IN GENEVA

Do try a pair of the famous **Mun-singwear Hosiery** from **Baker & Stark, Inc.** Popular Fall shades in both chiffon and service weight. A splendid value at only 89c per pair.

—D—

Both Miss and Matron are delighted with the latitude of choice of dresses at **The Bon Ton, 498 Exchange St.** Latest fashions are available in sizes from 12 to 52 and half-sizes. Prices, \$3.98 to \$7.98. Visit their new department!

—D—

Lynch's are offering some real **Bargains** in odd size, plain and figured **Broadloom Carpet**. There may be just the size and color for your room. If so, you will find some of these much less than ½ price.

**Lynch Bros.**  
485 Exchange St.

—D—

Mixing bowls have new features this year. One aluminum bowl, especially well designed, has a finish that resists stains — a convenient handle — a lip for easy pouring.

—D—

A choice of 60 Pure Wool Fabrics in all the seasonal weaves . . . A quality rarely seen at this price . . . Backed by fine custom tailoring, this \$25.00 range is peerless in value . . . **Ladies' Tailoring, a Specialty!**

**A. P. Petersen**  
476 Exchange St.

—D—

Combine the charm of lace with what enormous shoulder ruffles do for you, and the result is a big evening.

—D—

A word of cheer to a friend or relative — how much it means to one, we never fully realize. Select your **Greeting Cards** at **McCarthy's Pharmacy, 162 Castle St.** . . . Birthday . . . Anniversary . . . Friendship . . . Convalescent . . . Sympathy, etc. etc.

Being ahead of time is better than being late — but, being on time is best of all. Perhaps your watch or clock needs cleaning and regulating. Expert service at **Prince's Jewelry Store, 20 Linden St.** Reasonable prices. Guaranteed work.

—D—

If you possibly can, give your child a room of his own. It doesn't have to be the best room in the house and it doesn't have to have a lot of flourishes. But let it be his (or her) very own. There are only a few fundamentals — a good bed, for health and posture; a table or desk with a chair the right height; correct lighting; shelves or cupboards for treasures. Beyond this, the rest is up to your imagination, the size of the room, the age of the child and the state of your pocket-book.

—D—

**Le Brun's Fur Shop**, over 38 Linden St., Geneva's oldest fur establishment will manufacture the finest of fur garments to your order. They will, also, remodel, repair and reline your present furs.

—D—

Let **Carl** solve your shoe problem! Worn, comfortable shoes can be properly rebuilt . . . Light shoes can be dyed a dark color for Fall wear.

**Carl's Shoe Repair Shop**  
(next to Empire Gas)  
Castle St.

—D—

Have you noticed the new **Burch Pop Corn Machine** at **The Corner News**? Delicious pop corn, always available — always fresh!

**The Corner News**  
cor. Main and Castle St.

—D—

**Frames for Photographs**  
Frames should compliment and harmonize with the photographs. Stop in **The Stewart Studio, 41 Seneca St.**, and see their selection. Standard frames, 50c and up.



## RADIO FLASHES

by Ralph Le Brun



**Milton Berle,**  
comedian  
star of many a  
Broadway  
musical success  
lives  
the  
thousand singers  
in the  
studio audience  
and the  
millions of  
home participants  
on the  
Gillette  
"Community Sing"  
over the  
Columbia  
network  
Sundays,  
at  
9 P. M.

Flaunting a galaxy of big names from stage and screen, Sears, Roebuck and Co. will present on Thursday the second of a new series of dramatic and entertaining programs over the Columbia Broadcasting System. Negotiations are under way to secure the services of Al Jolson, Irene Dunne, Freddy Bartholomew, George Gershwin, Jeannette MacDonald, George M. Cohan, Shirley Temple, Fred Stone, Elsie Janis, Irving Berlin, Admiral Byrd, the Abbe Children, Constance Bennett, Robert Montgomery, and others, many of whom have already been signed. The program, "Sears—Then and Now", is on the air on Thursdays, at 9 P.M.

Sunday, at 9 P.M., over the Columbia network, Mischa Elman, world-famous violinist will appear as guest

### RADIO FOR SALE

1936 All-wave Stewart-Warner demonstrator, 8 metal tube radio with additional 2 metal tube noise silencer. Was \$104.50. Will sell for \$60 cash. Phone 3237.

**RALPH LE BRUN**

225 High St.

Radio Service

artist with the Ford Symphony Orchestra and Chorus directed by Fritz Reiner.

Charles Butterworth, somber-faced stage and screen comedian, provides the comic relief on Fred Astaire's new Packard programs on Tuesdays, at 8:30 P.M., over an NBC-Red Network. The melancholy jester, who somehow never finishes saying anything that he starts, hails from South Bend, Ind., site of Notre Dame. He graduated from the university's law school with a degree and what he regards as a distinguished gridiron record—he was injured falling off the bench during the Army game.

(Continued on page 11)

## WILLIAM H. THOMPSON

Announces

**THE OPENING OF HIS STUDIO FOR THE  
FALL AND WINTER SEASONS**

Instruction in Pianoforte and Organ

21 Argyle St. For Lesson Appointment Phone 2729

## Before Bad Weather Sets In

... be sure your roof is O.K.

Let us give you an estimate on one of those fine  
COPPER BOUND ROOFS

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

## COAL — FILL YOUR BINS NOW — COKE

In Advance of Winter Prices

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 6186 and 6232 261 Exchange St.

## Clearance Sale ELECTRIC REFRIGERATORS

ALL FLOOR MODELS

- 1—LEONARD, 5.25 cubic feet, (Regular Price \$168.50).....SALE PRICE \$135.50
- 1—STEWART-WARNER Standard model, 6.00 cubic feet, (Regular Price \$149.50) SALE PRICE \$129.50
- 1—STEWART-WARNER DeLuxe model, 6.03 cubic feet, (Regular price \$199.50) SALE PRICE \$179.65

We have only the above three 1936 models left and they are REAL BARGAINS.

**COONEY, WATTS & COONEY**

513 Exchange St. HARDWARE Geneva, N. Y.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Red Sauce

- 30 ripe tomatoes
- 6 medium size onions
- 3 sweet red peppers
- 5 tablespoons salt
- 2 cups sugar
- 4 cups vinegar

Peel tomatoes, then combine with onions and peppers which have been put thru food chopper. Add remaining ingredients and cook until thick. For a hotter sauce, use hot peppers. Can while hot.

Mrs. M. V., Seneca Castle

## Rye-Bread-and-Cherry Pudding

- ¼ cup butter
- ¼ cup cake flour
- ¼ cup granulated sugar
- ½ cup almonds, finely chopped
- ½ tablespoon cinnamon
- 1 cup fine rye bread crumbs
- 5 eggs
- 4 cups sweet cherries, fresh or canned

## Cherry Sauce

Cream butter until very soft. Blend in flour, granulated sugar, almonds, cinnamon and bread crumbs. Beat eggs well and add. Arrange a thin layer of this mixture in the bottom of a buttered mold. Bake in a hot oven (400 degrees F.) about 8 minutes. Remove, add a layer of pitted cherries and another of crumb mixture. Bake 10 minutes longer. Repeat layers, using remaining ingredients. Bake until nicely browned, about 15 to 20 minutes. Unmold and serve with cherry sauce. This recipe will yield 4 portions.

## M c D O N A L D

Cast Iron Traps  
and Plumbing Specialties

Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## Cherry Sauce

- 2 cups cherries, fresh or canned
- ¼ cup water
- 1 tablespoon granulated sugar
- ¼ cup orange juice

Cook cherries in water until tender. Press through fine sieve. To purée add sugar and orange juice. This recipe yields 1 cup sauce.

## Never Fail Chocolate Cake

- 2 squares unsweetened chocolate melted in
- ½ cup milk in double boiler
- 1/3 cup butter
- 1 cup sugar
- 2 eggs (separated)
- 1½ cups flour
- 2 teaspoons soda
- ¼ teaspoon baking powder
- Pinch of salt

Cream butter and sugar, add egg yolks. Add dry ingredients, sifted together, alternately with ½ cup milk. Add one beaten egg white, lastly melted chocolate partly cooled. Bake in loaf or layers and frost with boiled frosting, using the extra egg white.

Mrs. C. K., Seneca Castle

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator"  
the conditioned-air refrigerator

110 Lake St. Phone 2740

## GRACE WYNNE TAPLEY

— Announces —

High School Student Voice Classes  
beginning Friday, September 25

Individual Training - Ensemble Singing  
Both Boys' and Girls' Classes

Informal Studio Recitals Monthly . . .  
develops poise and confidence for public appearances.

81 Maxwell Ave. Phone 6229

Science, the friend of man, turns  
murderer in times of war.

## CARPENTER and BUILDER

Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free

## BAUMGARTNER'S FOOD STORE

- Specials for Friday & Saturday
- Blue & Gold Pastry Flour,  
24½ lb. sack.....85c
  - Gold Medal All Around Flour,  
5 lb. sack.....30c
  - Queen Bess Pancake Flour,  
5 lb. sack .....27c
  - Queen Bess Table Syrup,  
per bottle .....15c
  - Health Club Baking Powder,  
large can .....22c
  - Health Club Baking Powder,  
small can .....10c
  - Ivanhoe Brand Sweet Peas,  
6 oz. can .....9c
  - Ivanhoe Brand Molasses,  
No. 2 can .....26c

Top of Bean's Hill Phone 2546  
at edge of City We'll Deliver

## WINTER APPROACHING

Put your mind at ease  
and be ready for quick  
weather changes.

Which do you choose

D & H

ANTHRACITE

or

SEMET-SOLVAY

COKE

## RAPALEE'S

Phone 2221



Anyone who lives from night to night instead of day to day is likely to die early.



give  
**YOUR  
CHILD**  
this  
chance  
with a

BALDWIN, HAMILTON  
OR HOWARD PIANO

**BOLIN  
MUSIC HOUSE**

**Buy ON  
CREDIT**

**YOUR  
ACCOUNT  
OPENED  
IN  
JUST  
A FEW  
MINUTES**



**Firestone**  
AUTO SUPPLY & SERVICE STORES

**COMPLETE CAR SERVICE**

Cor. Lake & Exchange St.  
Phone 2323 J. H. Bindeman, Mgr.

Listen to the Voice of Firestone, Monday  
evenings, over N. B. C.—WEAF Network

## BOOK REVIEW

(These books are available  
at Geneva Free Library)

"The Rolling Years", by Agnes Sligh Turnbull, is a most enjoyable novel in which is given a chronicle of three generations of an American family living in western Pennsylvania in the latter part of 19th century and early 20th century. It is a story of farm life, which should appeal to all those who enjoyed that other novel of farm life "As the Earth Turns" which was so popular a few years ago. The characters are all sympathetically drawn and we follow the life of the principal character especially from her birth until her death with the utmost enjoyment. This book is more than "just another novel of farm life"—it is a most interesting and appealing story.

—o—  
"T. H. Huxley's Diary of the Voyage of H. M. S. Rattlesnake" is a series of hitherto unpublished diaries recorded by the scientist on cruises in the tropics during which he served as assistant surgeon. Besides being scientific, a personal interest is also brought into the book by extracts from the journal of Henrietta Heathorn whom he met in Sydney and later married. The book is illustrated with Huxley's own drawings and with old prints.

—o—  
"Drums Along the Mohawk", by Walter D. Edmonds, is a stirring novel about the early German settlers in the Mohawk River valley of New York State. The story takes place during the Revolutionary War, which touched the Mohawk Valley frontier in terrifying Indian massacres and raids by the British. The sturdy settler's defense of their homes in these isolated outposts of early York State, their courage in the face of heart-breaking disasters, and the splendid characterization of Gil Martin and his wife and neighbors create a story well worth reading.

**PIANO TUNING  
and Rebuilding**

**R. J. PARK**

60 Lyceum St.

Phone 6165

## SHOP IN GENEVA

**IT'S HERE!**

... the new Kathanode Battery

**Unconditionally Guaranteed  
as long as you own your car**

See this remarkable Battery

at

23 E. Castle St. Phone 6522

**GEO. F. BRUZEE**

"The Battery Man"

— Battery and Radio Service —

**Cold Weather  
Will Soon Be Here**

... Let us check  
your Battery — now —  
and prevent trouble later

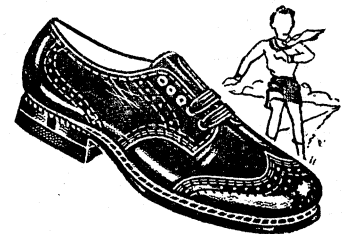
We have BATTERIES

as low as

**\$3.25**

**FINK'S  
SUPER-SERVICE STATION**

Lake Street Phone 2448



See your dentist  
twice a year.

Consult your doctor  
frequently.

Buy your CHILDREN'S SHOES  
at

**LATTIMER'S**

492 Exchange St.



# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as possible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

"EASY MONEY" SECTION  
DIAL 2108

MR. FRED I. COOK Will Call

## AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service  
J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.  
Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## A GOOD WASH

Then a Good Systematic Grease Job by  
our experts, and chart method will surely  
increase the comfort and appearance  
of any car and prolong its life.

TED'S AUTO INN  
Phone 5174 35 Tillman St.

When you buy  
BREAD

Insist upon

## "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## A SURPRISE

Come in and let us show you  
the new

## COMMUNITY CORONATION PATTERN

Different but Attractive  
26 Pieces for \$24.75

To introduce this pattern we are selling  
for a short time a

Bon Bon Spoon for 25c

## S. A. GILBERT

JEWELER

510 Exchange St. Geneva  
CREDIT? Of course — Liberal Terms.

## FARM EXPERTS SAY . . .

It is cheaper and more productive to  
use good seed and good feed. We carry  
a complete line of tested dairy and poultry  
feed, prepped remedies and seeds to  
supply every need.

## COOK'S FEED STORE

40 Castle Street Phone 2722

Will your car stand the test? Better see  
"LERKINS"

16 Davis Street Phone 6782

Complete garage, expert mechanics. Be  
safe—it's dangerous to take chances.  
Norwalk & Firestone Tires with good  
brakes mean safety, ease and real comfort.

## FRONT WHEELS OUT OF LINE?

That's dangerous and surely ruins tires.  
Our experts and modern equipment will  
adjust them and stop the shimmy.

## STRATTON'S BRAKE SERVICE

Lake St. near Exchange St. Phone 2028

## DO NOT USE . . .

Smooth Tread Tires. They're very dangerous  
and cause loss of life and many  
wrecked cars.

Call "ELMER" . . . Phone 3163

## DUNLOP TIRE & RUBBER CO.

373 Exchange St. Easy Terms

## OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920  
MARFAX Lubrication — the kind that  
ALWAYS SATISFIES and prolongs  
the life of your car.

★ ★ Look for Star Pumps ★ ★

## BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

## PETERSON

Seymour Alley  
rear Geneva Loan & Savings Assn.

New 1937 "PHILCO" Now Displayed  
The Radio that covers the world like  
the morning dew. "Nothing missed."  
A set for every purpose and every purse.

Only \$20.00 and up — Easy Terms

## MAYTAG SALES & SERVICE

431 Exchange St. Phone 2005

## NEW, MODERNLY EQUIPPED SHOP

Sunbeam Furnaces Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows  
Air-conditioning Engineering

Our Best Advertisement  
Is Satisfied Customers

## H. R. OSTRANDER

Phone 3976 70 Colt St.

## "CHARIS"

## FOUNDATION GARMENTS

Fitted to your measurements. Gives un-  
excelled style and comfort.

## PEGGY BURKE DRESS SHOP

168 Lafayette Ave. Phone 6487

# "EASY MONEY" (Continued)

## DO YOUR ROOFS LEAK?

We have the proper material to make them like new

### S-W LIQUID ROOF CEMENT

FAIRFAX BROS. CO.

87 Castle Street Phone 2441

## Thorobred "Schnauzer" Puppies

Kind, Intelligent. They almost talk and seem to understand every word. You just can't help but love them. 4 months old.

## SEE THEM AT

488 Castle Street Phone 5975

It pays to look well . . .

## "KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50

## HOTEL SENECA BARBER SHOP

Jos. O'Byrne Anthony Alvaro

Prop. Associate

Free Parking in Rear of Hotel

## NEW FALL HATS?

Sure: We have a large line, all styles, sizes, and shades.

ONLY \$1.50 and up

Come in. Look them over.

## R. J. IREDALE

### MEN'S FURNISHINGS

461 Exchange St. Next Western Union

## THIS WEEK'S SPECIALS

Ammonia .....15c

Blue & White Soap Chips, 5 lbs.....26c

Pink Salmon .....10c

## FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

## BAUMAN & MEDES

151 Exchange St. Geneva Phone 3391

Furniture Repairing, Upholstering, Auto

Tops, Seat Covers, Tarpaulins, Canvas

Covers made to order and repaired.

All Work Guaranteed

## SPECIALS—Fri.-Sat., Sept. 25-26

Snider's Grape Fruit Juice, 3 for.....29c

Sliced or Whole Peaches, No. 2½,

2 for .....35c

Elbo Macaroni, 3 lbs. for.....25c

Veteran Tomato Juice, No. 10.....25c

## C. S. DADSON

70 Cherry Street Phone 2630

## A FULL LINE SCHOOL SUPPLIES

Come In — We Have Them!

## GEORGE PHILLIPS

Red & White Store

111 Pulteney Street Plenty of Parking Space

## CARROLL'S

CENTRAL SERVICE STATION  
Main St. Opp. Armory Phone 2592

Geneva's Complete Service Station

Noted for "Friendly Service"

Socony - Mobilgas - Mobiloil

U. S. Royal Tires

Scientific Lubrication 24-Hour Service

## SPECIALS THIS WEEK ONLY

Permanent Wave with Free Facial

ONLY \$300

Shampoo and Finger Wave, 50c

## ANNA'S BEAUTY SHOP

99 Seneca St.

For Appointments Phone 5996

## Persistent Advertising

even in a small way, is surely a lot better than no advertising at all.

## FALL BRIDES CHOOSE

## "COURTSHIP"

International Sterling

COURTSHIP is charming, a silver to love, cherish, and admire. By all means don't fail to see the new styles now displayed in our windows.

## BARTH

Seneca St.

Phone 2686 Schine's Theatre Bldg.

## SPECIALS THIS WEEK

Jello, 3 for .....17c

Cloverdale Ginger Ale, 29 oz bottles,

2 for 25c, plus bottle charge

Campfire Marshmallows, 1 lb.....20c

## L. J. McCANN'S GROCERY

144 High St. Phone 2653. We'll Deliver

## QUALITY GROCERIES?

Low Prices? Quick Service?

Your neighbors trade with us. Ask them.

They'll answer "Yes."

## BRENNAN'S GROCERY

31 John St.

Sure—We'll Deliver Phone 4572

## THESE COOL NIGHTS

It's nice and comfortable with a

"Florence" Oil Heater

We have all sizes and styles

## DORCHESTER & ROSE

543 Exchange Street Phone 2496

It pays to advertise in THE GENEVA COMMUNITY NEWS.

## SCHOOL SHOES? SURE!

We have a complete stock, all sizes, style, and low prices. You always save money in

## THE TRIANGLE SHOE STORE

488 Exchange Street Phone 2636

Where QUALITY Reigns Supreme

You will enjoy eating

## DAVIDSON'S ICE CREAM

It does not leave your throat all dry and parched.

## DAVIDSON'S

312 Castle Street Phone 6122

SAVE MONEY? Sure, and saves Mother a lot of labor

## GENEVA STAR LAUNDRY

Rough Dry Wash only 8c per lb.

Shirts in this bundle approximately 10c each

Phone 2112 — We'll Call and Deliver

## WE DRESS OUR OWN POULTRY

Make Free Deliveries, Too!

Phone 2127

## WILSON & JOHNSON

261 William Street Everything in MEAT

Plenty of Free Parking Space

Our nation-wide hook-up with "United Van Service" gives you a service excelled by none and equaled by only a few. Short Trips or Long Trips, Tell Us. The GENEVA MOVING & STORAGE COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## TIME FOR FALL REPAIRS

Liquid Asbestos Roof Cement

Roll Roofing, Barn & House Paint

We'll save you money, too.

## GENEVA BRANCH

Phelps Co-operative G.L.F. Service, Inc. Middle St. Geneva, N. Y. Phone 2601

Your SCHOOL SUPPLIES are here Tell Us Your Needs!

Don't forget our Fountain Service. Our

Delicious Sundaes & Double Dip Cones.

Newspapers, Magazines, Cigars,

Cigarettes, Candy.

## THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

EYE STRAIN retards a

Child's Progress in School

G. W. FLETCHER - OPTOMETRIST

Castle Street Opp. City Hall

Office Phone 2292 Residence 2044

Eyes Examined, Glasses Fitted, Frames

Repaired, Broken Lenses Replaced.

Phone for Appointment.

"Easy Money" Section continued on next page.

# "EASY MONEY" (Continued)

## AND ARE THEY GOOD?

You'll Say So

Delicious Young Milk Fed Broilers  
with all the trimmings

ONLY 50c

## The Texaco Grille

-: Drive In :-

Lake St. near Exchange St. Plenty of  
Parking Space

P.S. Get a Meal Ticket - Sve Money

## It's Just Natural

When you Think of REAL ESTATE

To Think of "FINZAR"

20 Linden St. (Prince's) Phone 2661

## OYSTERS ARE IN SEASON

Ours Are Always Fresh

Shipments Received Daily

GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver

Phone 6222 358 Exchange St.

EVERYTHING IN SEAFOOD

## JOE'S MARKET

226 Exchange St. Phone 2027

## This Week's Specials:

Hamburg Steak, 2 lbs.....25c  
Pure Pork Italian Sausage,  
Hot or Sweet, lb.....28c  
Round Steak, lb.....25c  
Porterhouse Steak, lb.....25c  
Sirloin Steak, lb.....25c  
Tender Boneless Roast Beef,  
lb. ....25c



## THE FUNNYBONE



## Drives a Hard Bargain

"Darling," she cooed, "I've just read that a man out west exchanged his wife for a horse. You wouldn't exchange me for a horse, would you?"

"Never," he replied dutifully. "But I would hate to have anyone tempt me with a good car."

## Post Worth Having

"So your husband tried to get a government post? What is he doing now?"

"Nothing—he got the post."

## Finger of Guilt

A meek little man was in court for a minor offense.

"Were you ever in trouble before?" asked the judge.

"Well, er—er—," was the hesitating response, "I kept a library book too long once, and was fined 6 cents."

## Cooled 'Em Off

Jones: "Why are your stockings wrongside?"

Smith: "My feet were hot so I turned the hose on them."

## Possession

"No, you can't see Mr. Smith," snapped the sharp-faced woman to the political canvasser at the door.

"But, madam," expostulated the canvasser, "I merely wish to find out what party he belongs to."

"Well, then take a good look at me. I'm the party he belongs to."

## Fine Distinction

"Hey, what are you doing?" yelled the foreman.

"I'm just sharpening my pencil," called back a bricklayer.

"Well, be quick about it, and don't let anybody see you. That's a carpenter's job, you know."

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"Everyone must carry some loads alone, for no one can help him with them."

"Everyone may see in any situation just about anything he wants to see."

"All who would win battles must be willing to endure suffering."

"The surest way to have happiness is to start giving it away."

"Habit is either a chain or a beacon."

"Nobody ever got rid of trouble by trying to sick it on somebody else."

"It is almost as presumptuous to think that you can do nothing as to think you can do everything."

"Life is not a matter of always winning but of always trying."

"If you want to know how strong you are try battling with another man's temptations."

"Tho given away we never part with kindness shown to a lonely heart."

(To be continued)

## PRINTING and OFFICE SUPPLIES

## M. F. Devaney

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

## Fur Craft Saves Money

LADIES! . . . stop needless waste.

Try Fur Craft with our cleansing formula, our ironing, glazing, electrifying, remodeling, repairing, relining.

Worn parts removed and perfectly matched with new fur. We can recreate almost like new an old Fur that most people would consider worthless.

COATS MADE TO ORDER

## SABATINI'S

195 Exchange St. Geneva, N. Y.

## WINNING CONTESTANTS

The successful contestants for the past week in our "Easy Money" special feature are as follows: (See page 8)

Merchandise won by:

Eloise Abel, 64 West St.

Mrs. Remick Reid, 34 Copeland Ave.

Mrs. Elmer S. Jorgensen, 150 N. Brook St.

Joseph T. DeBott, 171 W. North St.

Marion D. Clise, 27 Columbia St.

Theatre Tickets won by:

Mrs. Mae C. Drumm, 88 North Brook St.

Mrs. Kenneth Fisher, 20 Pine St.

Miss Rosina Felice, 369 N. Genesee St.

—o—

Merchants: Persistent advertising pays; don't let a single week go by without your ad appearing in THE NEWS.

—o—

## BAKE SALE

The Ladies' Aid Society of the Anglican Church will hold a Home Cooked and Baked Goods Sale at the Daylight Grocery, Seneca St., on Saturday, Sept. 26.

## RADIO FLASHES

(Continued from page 5)

Thatcher Colt, legendary police commissioner whose adventures in tracking down crime have been portrayed in short stories, novels and motion pictures, will bring his exploits to the air in a new detective series over an NBC-WEAF network, on Sundays, at 1:30 P.M.

—o—

## Uses for Glycerin

Glycerin is used in the treatment of leather, in soap, cosmetics, as a culinary ingredient to keep baked goods fresh, to prolong the life of rubber products, in brake units, in photography and in vulcanizing. Glycerin is also an important ingredient in the manufacture of high grade inks, typewriter ribbons, carbon paper and printing fluids.

—o—

A magazine writer says a dog fills an empty place in man's life. This is especially true of the hot dog.

## OUR REPAIR DEPARTMENT . . .

is in the hands of competent ladies' and gentlemen's tailors. We make alterations on all garments and at prices that will be consistent with the class of work performed.

## GENEVA DRY CLEANING CO.

Phone 2742

30 Linden Street

## "How cash helped us"



"We needed \$100 to pay my husband's insurance premium — so when a friend told us about you we came to your office. You loaned us the cash we needed — on our own signatures — and we actually find it *easy* to repay." You will, too! Use this quick, private way to get the cash *you* need. Phone or come in TODAY.

*Loans up to \$300—20 months to repay*

3rd Floor

National Bk. Bldg.

Room 304

120 Genesee St.

Phone 251

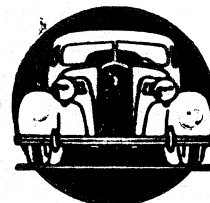
Auburn, N. Y.

### LOANS MADE IN NEARBY TOWNS

Listen to the Melody Millionaires—WSYR, Syracuse, every Monday and Friday, at 6 P. M.

## PERSONAL FINANCE CO.

## USED CARS -Honest Values-



1935 CHEVROLET COUPE

1934 CHEVROLET SEDAN

1934 FORD COACH

1933 CHEVROLET COACH

1933 CHEVROLET COUPE

1931 STUDEBAKER COUPE

1931 BUICK COUPE

Several others. Down payments  
as low as \$25.00

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

*"East Side, West Side,  
All Around th' Town"*

OVER 500 HOMES IN  
THE GENEVA DISTRICT  
HEAT WITH **GAS** . . .

The Ideal Fuel

SEE YOUR LOCAL HEAT-  
ING CONTRACTOR LISTED  
BELOW OR YOUR GAS  
COMPANY FOR FREE ES-  
TIMATE FOR HEATING  
YOUR HOME.

CHAS. F. BARTH

425 Exchange St. Phone 2126

COONEY, WATTS &  
COONEY

513 Exchange St. Phone 2170

HARRY A. LEADER

Rear 111 Castle St. Phone 3637

JOHN A. PONTIUS

90 Elm St. Phone 4575

RIGGS & JENSEN

475 Exchange St. Phone 2739

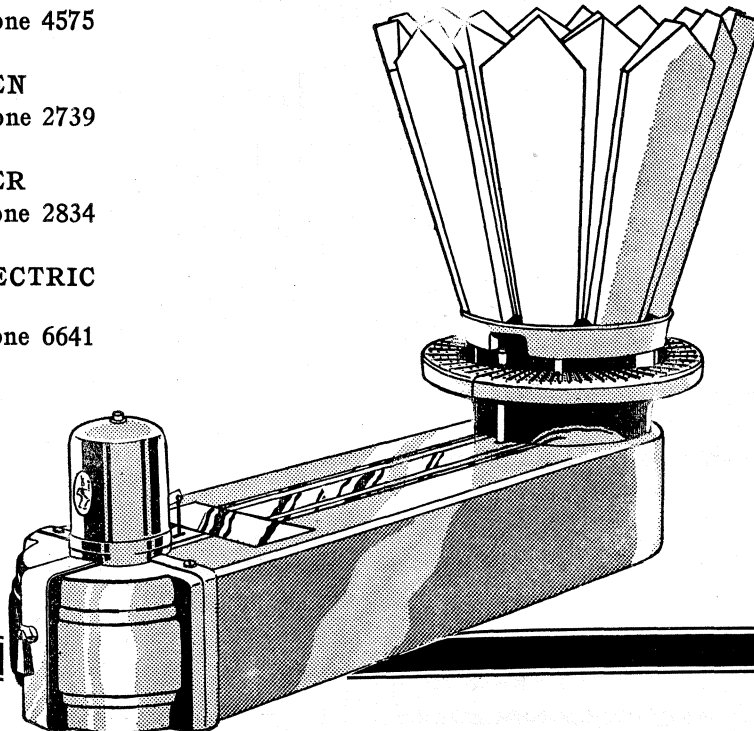
M. J. KELLEHER

106 Castle St. Phone 2834

EMPIRE GAS & ELECTRIC  
CO.

103 Castle St. Phone 6641

GET THE TRUE  
FACTS NOW ABOUT  
GAS HOUSE HEAT-  
ING BEFORE YOU  
DECIDE ON YOUR  
WINTER'S FUEL  
SUPPLY



YOU CAN CON-  
VERT ANY FUR-  
NACE INTO A  
GAS FURNACE,  
EASILY,  
QUICKLY, AND  
AT SMALL COST.

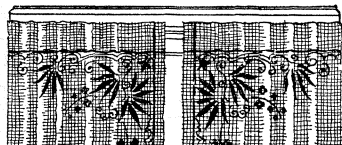
# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., OCTOBER 1, 1936



## Smith's

J. W. SMITH DRY GOODS CO.



ANOTHER LOT  
of new Fall Styles in

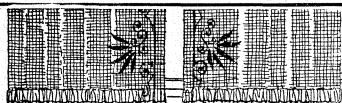
### QUAKERCRAFT CURTAINS

only \$1.00 pair

- Paris cream      ● 2 1/4 yds. long
- Ecu                  ● Full width

Other new numbers at  
\$1.59 and \$2.00 pair

Complete line of New Silk Pillows  
59c - 79c - \$1.00



## For These Chilly Nights and Mornings



PERFECTION  
OIL HEATERS..... 5.95 up

WESTINGHOUSE "COSY-GLOW"  
ELECTRIC  
HEATERS ..... \$4.95 up

RADIANT FIRE  
GAS HEATERS ..... \$9.95 up

ANDES COAL AND COMBINATION  
RANGES

ESTATE HEATROLAS

and some good Used Coal & Combination Ranges  
... very reasonably priced.

## DILLINGHAM & SON, INC.

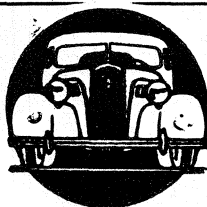
HARDWARE and HOUSEWARE

20-22 Castle Street

Phone 2278

## USED CARS

### Prepare for Cold Weather... NOW



Enjoy driving one of these  
DEPENDABLE USED CARS  
this Winter.

1934 CHEVROLET SEDAN

1934 FORD V-8 TUDOR

1933 CHEVROLET COACH

1931 PONTIAC COACH

These cars are in exceptionally good condition.  
Come in ... look them over.

If you are going to keep your present car,  
let us install a Hot Water Heater.  
\$9.75 and up, installed.

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

## For Sheer Satisfaction

Munsingwear Hosiery  
for Ladies

Service or Chiffon

- Flawless
- Ringless
- Full Fashion
- Cradle Foot
- French Heel

89c Pair

Ask to see these splendid Hosiery Values

**Baker & Stark Inc.**  
CASH & ONE PRICE CLOTHINGS  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., OCTOBER 1, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

### CRASH! CRASH!

What's that? Auto skidded on slippery car tracks.

What is The Corner News doing October 10?

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

Let us  
**MARFAK**  
your car

... for the bad weather  
just ahead.

A MARFAK job lasts twice  
as long as the ordinary  
lubrication.

**RICKELS**  
SERVICE STATION

Lake Street

Phone 2920

## GENEVA FREE LIBRARY NOTES

The reference collection at Geneva Free Library has been increased by the purchase of a new edition of Funk and Wagnalls New Standard Dictionary (1936). The dictionary is in two volumes, making it easier to handle than the old one-volume edition. A special feature is a history of the world day by day.

For general circulation there has also been purchased The Scribner Radio Music Library. This set of books, bound attractively in red and gold, consists of eight volumes, each containing a different type of music, i.e. grand opera, light opera, sacred music, old classic masters, contemporary composers, waltzes, etc. The music is for piano and voice, and is intended for the layman. It fills a long-felt need in this particular field of books and the staff of the library is most pleased to announce its addition to the music collection.

The staff of the library wishes to express its appreciation of gifts of flowers from two of the library's patrons, Mrs. E. L. Wentworth and Mr. Jesse Bahn. These contributions have added much to the attractive appearance of the library.

### GRANGE SUPPER AT HALL

A chicken and roast pork Supper will be served by the Hall Grange in their new hall, at Hall, N. Y., on Thursday, Oct. 1, starting at 5:30 p. m. Tickets, adults, 50c; children, 25c.

### Now is the time to RENEW LAST SEASON'S COATS

Our careful cleaning and expert repairing will add much more wear and pleasure to last season's garments. Let us get them ready now.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

## RED HOT CAMPAIGN

BASEBALL! FOOTBALL!

WONDERFUL NEW  
RADIO PROGRAMS!

Is your Radio in proper  
condition?

Our repair work is guaranteed  
and must give satisfaction.

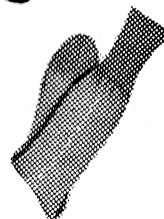
## GEO. F. BRUZEE

23 E. Castle St. Phone 6522

Public address systems for sale  
and for rent.

## NOTICE TO THE

*Ladies!*



BUY HIM *Buffer*  
HOSE

*Darning days are  
over, at holes he'll  
NEVER SWEAR BUFFER  
Heel and Toe Give  
Miles and Miles of  
Extra Wear.*

35c and 50c

**CASEY & SON**

71 Seneca St.  
opp. Schine's Geneva

Mallory Stetson Timely  
Hats Hats Clothes  
Wilson Bros. Shirts



**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

CHRYSLER — PLYMOUTH  
Sales - Service**WHY WAIT?**Here's the Car for which you've  
been waiting.

1936 Chrysler Imperial Sedan  
 1935 Dodge Coach  
 1935 Plymouth Coach  
 1935 Plymouth Coupe  
 1934 Ford Sedan  
 1934 Chevrolet Coach  
 1933 Plymouth Coupe  
 1932 Plymouth Coupe  
 1930 Plymouth Coupe  
 1930 Studebaker Sedan

30 DAY GUARANTEE  
 ON ALL OF THE ABOVE

**Fohl Motors, Inc.**

230-234 GENESEE ST.

Phone 2811

Open Evenings

Closed All Day Sunday

**SEARS 50<sup>TH</sup>  
ANNIVERSARY SALE****LAST THREE DAYS****Shop at SEARS and Save**

1886 **SEARS, ROEBUCK** 1936  
**AND CO.**

479 EXCHANGE STREET

GENEVA, N. Y.

**RADIO FLASHES**

by Ralph Le Brun



I paid a flying visit to New York last week and attended the Institute of Radio Service Men's Convention and Radio Trade Show and stopped in at CBS and NBC. At NBC I was invited to tour Radio City's studios and stay over to view some broadcasts. I was at the Firestone broadcast which featured a rebroadcast of Margaret Speaks from Berle, Switzerland. Incidentally, one of the very few "program slips" developed on this program when the Swiss portion of the program began about three minutes late. A quick shift to a musical number in New York, a hurried conference between announcers, control man and director, and the program continued as smooth as silk to finish "right on the nose".

With Al Jolson, Walter Huston and David Wark Griffith as guest stars, two historical events of the motion picture industry will be revived and dramatized during the broadcast of "Sears—Then and Now" over the Columbia network Thursday, at 10 P.M. D. W. Griffith will relate the story of the making of the film epic, "Birth of a Nation", and Jolson will play a portion of the role he immortalized in his first all-talking picture, "The Jazz Singer."

(Continued on page 5)

Will you kindly mention  
 GENEVA COMMUNITY NEWS  
 When making purchases from our advertisers

**SPECIAL FOR OCTOBER**

Regular \$5.00 PERMANENT WAVES  
 for **\$3.50**

including Shampoo and Finger Wave

**NORA COMISKY**

50 West Avenue

Phone 4153

**FALL and WINTER WEAR  
for INFANTS**

New - Warm - Good-looking Merchandise

Innerwear and Outerwear


All moderately priced and attractively boxed

"ME-DO" SUITS and "DR. DENTON'S"  
 in all sizes

**HOWARD DRY GOODS CO.**

# \* DOROTHY GOES SHOPPING \*


Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?



**GENEVA**

Thurs. and Fri., Oct. 1-2

**A QUEEN WHO LOST HER HEART AND HER HEAD!**




KATHARINE HEPBURN  
FREDRIC MARCH  
IN  
**"MARY OF SCOTLAND"**  
with Florence ELDRIDGE

Saturday — ONE DAY


Lew Ayres Mary Carlisle  
**"LADY BE CAREFUL"**  
Screen Vodvil

**3 DAYS — STARTS SUNDAY**



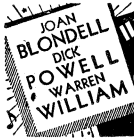
The glorious romance of a beautiful indian maiden and her ill-fated lover!

**Added Shorts**



Wed.-Thurs., Oct. 7-8

It's tops in tune triumphs



**Stage Struck**

What is The Corner News doing October 10?

**Le Brun's Fur Shop**, over 38 Linden St., Geneva's oldest fur establishment will manufacture the finest of fur garments to your order. They will, also, remodel, repair and reline your present furs.

If sport accessories are substituted for formal ones, a velveteen suit looks as smart in the grandstand as in a luncheon lounge.

**Frames for Photographs**  
Frames should compliment and harmonize with the photographs. Stop in **The Stewart Studio**, 41 Seneca St., and see their selection. Standard frames, 50c and up.

The swing skirt under a neatly fitted coat or the straight skirt under a flared swing coat are the two silhouettes to keep in mind right now.

When downtown, visit **The Corner News'** new soda fountain. Enjoy a delicious **Hot Chocolate** or a **Hot Fudge Sundae**. You will like them, we are sure.

**The Corner News**  
cor. Main and Castle St.

As sporty as the game itself — a black suit of rough woolen with red bindings which will score a style touchdown in any football stadium. The bindings match the finger-tip length topcoat.

A remarkable range in finer quality materials, especially selected for suits and coats. Distinctive Tailoring at money saving prices.  
**Ladies' Tailoring, a Specialty.**  
\$28.00 \$30.00 \$32.50

**A. P. Petersen**  
476 Exchange St.

Brushing is paramount in improving the appearance of your hair.

Wear high-cut oxfords, to make your feet look slim and trim, to conform with the new altitudes in necklines and hats.

Being ahead of time is better than being late — but, being on time is best of all. Perhaps your watch or clock needs cleaning and regulating. Expert service at **Prince's Jewelry Store**, 20 Linden St. Reasonable prices. Guaranteed work.

October's bright blue weather brings crisp, autumn days. Enjoy them and enjoy selecting your coat at **The Bon Ton**, 498 Exchange St. ... Sport coats, \$9.98 ... Fur-trimmed coats, \$15.98 to \$24.98. Plaids, tweeds and plain colors.

Afternoon frocks are often in new lightweight silk jerseys and have softly draped bodices and skirts, or skirts with fullness concentrated in the center back. One of the newest developments for winter is the lamé afternoon dress in ordinary daytime length, strictly tailored or formal.

Stiff and picturesque or of drapable softness are the new fall silks, in rich weaves, new finishes, and lustrous effects.

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

**WILLIAM H. THOMPSON**

Instruction in  
**PIANOFORTE**  
and **ORGAN**

**Phone 2729**  
**Studio: 21 Argyle St.**

C O M M U N I T Y      C H E S T      B U L L E T I N  
(Published by the Geneva United Welfare Council, Inc.)

Final figures for the 1936-37 Campaign have been arrived at and show that we actually raised \$24,100.42, while our quota was \$25,135.00, the deficit being \$1034.58. There were 4378 subscribers this year as compared with 4175 last year - the largest number of subscribers ever known to the Community Chest.

- - - - -

The Budget Committee which included a representative from each agency has met and revised the budgets of the agencies, cutting each budget to meet the deficit of \$1034.58. The beneficiaries have assured us that they will make every effort to continue effective service in the face of revised budgets. Some corners will have to be cut, but we have great confidence that the agencies will maintain their high standards of efficiency.

- - - - -

Mrs. I. A. McGrew, our new President, has already begun her duties. She appointed a Committee on Chest Education which met twice during the summer. Among other suggestions, the Committee recommended to the first fall meeting of the Council a new tenure of office for Directors. Under the new plan, Directors will be elected for a period of one, two or three years, and after their term of office has expired, they will not be eligible for reelection for one year. In this way, the Board will be constantly changing, bringing new ideas for older consideration.

- - - - -

The Geneva United Welfare Council has suffered a great loss in the death of Francis J. Beatty, a Director of many years. As Representative of the Federation of Labor, Mr. Beatty was a valued member of the Council - a Director whose strong opinions and earnest convictions endeared him to all of his associates.

- - - - -

There follows nine duties of Board Members as quoted at the Board Member Institute held at Bridgeport, Conn.:

1. To know why the organization exists, and annually to review why it should.
2. To govern a board or a committee through joint thinking, not by majority vote.
3. To give money, or help get it, or both.
4. To face budgets with courage, endowments

with doubt, deficits without dismay, and to recover quickly from a surplus.

5. To deal with the professional staff as partners.
6. To keep far enough ahead of the community to be progressive and close enough to it to be practical.
7. To interpret social work to the public in words of two syllables.
8. To be proud of a tradition but eager to improve it.
9. Always to combine a New England sense of obligation with an Irish sense of humor.

- - - - -

Once again the Social Service League provided much-needed vacations for 40 "Sunny Jims". A truly note-worthy undertaking - this Children's Camp Fund. Under the League's supervision, clinics were held at the Hospital on April 30 and May 7 when 51 boys and 27 girls were examined. As a result 15 tonsilectomies and 20 other operations were performed on June 30. The doctors donated their services and the Hospital provided rooms, materials and the use of the operating room. Between the clothing bureau and Christmas baskets in the winter, and the camps and clinics in the summer, the Social Service League is doing a remarkable piece of work.

- - - - -

The Council welcomes Mr. Frederick Quinn, new Boy Scout Executive and Captain Paul Larson of the Salvation Army and wishes them every happiness in Geneva. The Council equally regrets the loss of Mr. Wm. E. Lawrence and Captain L. K. Pickering whose work as Boy Scout Executive and Salvation Army Captain respectively will long be remembered and appreciated.

- - - - -

We also wish Mrs. Corydon Wheat success in her new position as Executive Secretary of the Community Hospital Association of Geneva and extend to Mrs. Benjamin Butler our best wishes for her success as Girl Scout Local Director.

- - - - -

To the Girl Scout Council - Congratulations on their recent gift of a long-desired cabin so generously donated by Mr. and Mrs. Alfred G. Lewis.

- - - - -

This is the first issue of the Community Chest Bulletin - if you have any suggestions for its improvement, please let us know.



## RADIO FLASHES

(Continued from page 3)



**Helen Hayes**,  
distinguished  
actress  
and star  
of the  
New Penny  
radio  
dramatic series  
on  
NBC  
last season  
is  
now heard  
over  
NBC-WHAM  
in a  
new series  
on  
Mondays,  
at  
8 P. M.

Harry Richman has been engaged as guest artist on the "Laugh with Ken Murray" program. He is heard each Tuesday, at 8:30 P.M. over the Columbia system. One of the highlights of Richman's initial appearance was his announcement of a fund for families of air heroes. This will be created, he said, by selling to the public 41,000 autographed ping pong balls which they carried in the wings of the plane for buoyancy in case of a forced landing on the Atlantic.

Grete Stueckgold, soprano star of the Metropolitan Opera Association, and Billy Jones and Ernie Hare, veteran radio entertainers well known as the "Interwoven Pair", will be presented by Floyd Gibbons as guests of the inaugural Nash-Lafayette program over the Columbia network Saturday, at 9 P.M. In addition to his role of master-of-ceremonies, Gibbons will relate some of his experiences as journalist and war correspondent. He has just returned from the scenes of the Spanish rebellion.

Jane Withers, popular child star of the screen, will

## THE GONG . . .

doesn't always stop bad radio performance  
But a phone call to 3237 will. I have factory service  
information on over 15,000 different sets.

**RALPH LE BRUN**

225 High Street

Phone 3237

make her first appearance on the air Friday as guest star of the "Hollywood Hotel" program over the Columbia network, at 9 P.M. She will give preview scenes from her latest picture, "Can This Be Dixie?"

Fred Astaire's right surname is Austerlitz. He was born in Omaha, Neb., May 10, 1899, the son of Frederick Austerlitz, a brewmaster. His sister, Adele, now Lady Cavendish, is his senior by a year.

### Before Bad Weather Sets In

... be sure your roof is O.K.

Let us give you an estimate on one of those fine  
**COPPER BOUND ROOFS**

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

### COAL — FILL YOUR BINS NOW — COKE

In Advance of Winter Weather

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 6186 and 6232 261 Exchange St.

Latest Fall Styles . . .

### MALLORY HATS

**\$4 and \$5**

OUR OWN SPECIAL HAT

**\$2.95**

Other Hats as low as — \$1.50

**WELCH'S**  
494 Exchange St.

### WINTER NEEDS

GALVANIZED ASH CANS, 18 gallon size.....\$1.10 ea  
20 gallon size.....\$1.29 ea

FURNACE SCOOPS, with D Handle.....60c

GALVANIZED COAL HODS, will not leak,  
size 17 .....59c

ASH SIEVES, black enamel, with handle.....45c

MODERN OIL HEATER, with gallon oil tank...\$4.98

Complete stock of Stove Pipe, Elbows, Furnace Pipe,  
Window Glass, and Putty.

**COONEY, WATTS & COONEY**

513 Exchange St. **HARDWARE** Geneva, N. Y.

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Dill Pickles

Wash good sized pickles and pack in jars with 1 head of dill in each jar. Heat to boiling point: 2 quarts of water, 1 quart of vinegar and 1 cup of salt. When boiling hard, pour over pickles and seal. Very good.

Mrs. Wm. B., Clyde, N. Y.

## Tomato Soup

- 1 peck ripe tomatoes
- 6 onions
- 6 cloves
- 1 head celery

Cook together and strain. Melt  $\frac{1}{2}$  cup butter, stir in  $\frac{1}{2}$  cup flour,  $\frac{1}{4}$  cup sugar,  $\frac{1}{4}$  cup salt and  $\frac{1}{8}$  teaspoon cayenne pepper. Add to strained mixture, cook until thick and put in hot sterilized jars immediately.

Mrs. R. S., Universal Ave.

## Baked Ham with Ginger Pears

- 3 fresh pears
- 1 cup water
- $\frac{1}{2}$  cup sugar
- Juice of 1 lemon
- Grated rind of 1 lemon
- $\frac{1}{2}$  cup chopped preserved ginger
- $2\frac{1}{2}$  pounds ham (in 1 slice)
- $\frac{1}{2}$  cup brown sugar

Peel, halve and core pears. Combine water, sugar, lemon juice and rind and ginger, and cook 5 minutes. Add pear halves, cook 5 minutes longer. Place ham in large casserole, rub well with brown sugar and pour  $\frac{1}{4}$  cup of the pear syrup around it. Bake 20 minutes in a

moderate oven (350 degrees F.) basting frequently. Arrange pear halves around ham, and continue baking for 20 to 25 minutes longer. Yield: 6 portions.

## Sour Cream Pie

Beat 2 egg yolks and add  $\frac{1}{2}$  cup sugar sifted with 1 tablespoon flour and 1 teaspoon cinnamon. Add 1 cup thick sour cream, 1 cup chopped raisins and cook until thick. Pour into a baked pie crust. Beat 2 egg whites until frothy and add 4 tablespoons sugar gradually. When stiff enough to hold its shape, spread on top of the pie and brown lightly in a slow oven, or at about 300 degrees.

M. B., Hollenbeck Ave.

## Pineapple Lemonade

- 4 cups water
- 1 cup pineapple juice
- $\frac{3}{4}$  cup powdered sugar
- Juice of 3 lemons

Combine water, sugar, and fruit juices. Stir well and strain. Pour over cracked ice with a slice of lemon and a spoonful of crushed pineapple in each glass.

What is The Corner News doing October 10?

## ANNUAL W. R. C. INSPECTION

Swift Woman's Relief Corp. No. 179 will hold their annual inspection at the State Armory on Tuesday, Oct. 6. Department Inspector Mrs. Florence Huttleton of Syracuse will conduct the inspection. Luncheon will be served at 1 p. m., with meeting starting at 3 o'clock.

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator" the conditioned-air refrigerator

110 Lake St.

Phone 2740

What is The Corner News doing October 10?

## HARVEST SUPPER

Queen Christina Court, Order of the Amaranth, will serve a harvest supper at the Masonic Temple on Thursday, Oct. 15, from 5:30 to 7:30. Tickets, 50c.

## PIANO TUNING

and Rebuilding

**R. J. PARK**

60 Lyceum St.

Phone 6165

## FREE !!

"Election Year Facts  
for Every Voter"

by Lowell Thomas

— GET YOUR COPY HERE —

## BLUE SUNOCO MOTOR FUEL

Top performance for all cars  
at regular gas price.

One price - one grade - one quality

## BAUMGARTNER'S SERVICE STATION

Top of Bean's Hill  
at edge of City

## COOLER WEATHER AHEAD!

Why not be sure of having  
heat when you want it.

Order Fuel Now

Try D & H COAL  
SEMET-SOLVAY COKE

Remember

"Good Coal is not cheap —  
Cheap Coal is not good."

## RAPALEE'S

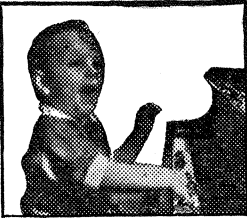
Phone 2221

## McDONALD

Cast Iron Traps  
and Plumbing Specialties

**Seneca Plumbing & Heating**

41 Wadsworth St., Geneva - Phone 6574



give  
**YOUR  
CHILD**  
this  
chance  
with a

BALDWIN, HAMILTON  
OR HOWARD PIANO

**BOLIN MUSIC HOUSE**

**5**  
MINUTES TO BUY  
**3**  
MONTHS TO PAY

ON THE  
**Firestone**  
BUDGET PLAN

BATTERIES  
AS LOW AS  
**54c**  
PER WEEK

BRAKE  
LINING  
AS LOW AS  
**66c**  
PER WEEK

**TIRES**  
AS  
LOW  
AS **47c** PER  
WEEK

ALSO AUTO SUPPLIES

**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange St.  
Phone 2323 J. H. Bindeman, Mgr.

Listen to the Voice of Firestone, Monday  
evenings, over N. B. C.—WEAF Network

## GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"If you want to know how rich  
you are, count up your friendships,  
not your possessions."

"Habit is a good servant or a  
terrible master."

"Everyone must accept some re-  
sponsibilities that cannot be shoul-  
dered off on anyone else."

"Hard luck tales and selfish cries  
strain the best of family ties."

"What is whispered in the ear  
can be heard miles away."

"Pain is a useful servant but a  
hard master."

"The best preparation for trou-  
ble is the cultivation of a resilient  
spirit."

"The larger the ship the greater  
the tribulation."

"Health comes more from the  
cook stove than the medicine bot-  
tle."

"Never argue with the other fel-  
low he may be right."

(To be continued)

What is The Corner News doing  
October 10?

## VOICE TRAINING

CHILDREN'S CHORUS  
STUDENTS' CLASSES . . .  
both Boys and Girls  
ADULT INSTRUCTION

**GRACE WYNNE TAPLEY**

81 Maxwell Ave. Phone 6229

## Be Comfortable

. . . these cool days.

We have a complete line of

The New  
**ARVIN HEATERS**

Also . . .

**SEVERAL GOOD  
USED HEATERS**

. . . very reasonably priced

**FINK'S**  
SUPER-SERVICE STATION

Lake Street Phone 2448

## -- SERVICE TO THE HOME --

We announce the opening of our weekly ash and rubbish collection service  
starting the week of October 12th, 1936, to week ending June 1st, 1937.

PHONE 6102

REGULAR DAYS FOR EVERY STREET  
ASH CANS FURNISHED TO REGULAR CUSTOMERS

**PLAN A** SMALL HOMES—Averaging not over 1 ash can (about 2  
bu.) per week, 15c; OR, save on a season service \$ **4.50**  
plan. Total for season service, CASH IN ADVANCE.....

**PLAN B** MEDIUM SIZED HOMES—Averaging 1 to 2 ash cans  
(about 4 bu.) per week, 25c; OR, save on a season \$ **7.25**  
service plan. Total for season service, CASH IN ADVANCE.....

**PLAN C** LARGE HOMES—Averaging 2 to 3 ash cans ((about 6 bu.)  
per week, 30c; OR, save on a season service plan. \$ **8.50**  
Total for season service, CASH IN ADVANCE.....

**PLAN D** LARGER HOMES—Averaging 3 to 4 ash cans (7 to 8 bu.)  
per week, 35c; OR, save on a season service plan. \$ **10.50**  
Total for season service, CASH IN ADVANCE.....

**PLAN E** EXTRA LARGE HOMES, APARTMENTS, FRATERNI-  
TIES, BUSINESS BLOCKS, Etc.—Averaging 5 ash cans  
(about 10 bu.) per week, 50c; OR, save on a season service plan. \$ **12.50**  
Total for season service, CASH IN ADVANCE.....

FOR YOUR PROTECTION—ALL MEN AND TRUCKS INSURED

**LESLIE E. HILTON** 14 Clover Street  
Geneva, New York



# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as possible—each week.

An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

**"EASY MONEY" SECTION**  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.  
Our free demonstration proves it.

**OLDSMOBILE SALES & SERVICE**  
Main & Seneca Streets Phone 6556

## A GOOD WASH

Then a Good Systematic Grease Job by  
our experts, and chart method will surely  
increase the comfort and appearance  
of any car and prolong it's life.

**TED'S AUTO INN**  
Phone 5174 35 Tillman St.

When you buy  
**BREAD**

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## A SURPRISE

Come in and let us show you  
the new

**COMMUNITY  
CORONATION PATTERN**

Different but Attractive  
26 Pieces for \$24.75

To introduce this pattern we are selling  
for a short time a

**Bon Bon Spoon for 25c**

**S. A. GILBERT**

JEWELER

510 Exchange St. Geneva  
CREDIT? Of course — Liberal Terms.

## LAWN SEED PLANTED NOW

... gives you a beautiful lawn in Spring.  
Get our Tested Seeds and Fertilizer  
for best results.

## COOK'S FEED STORE

40 Castle Street Phone 2722

Will your car stand the test? Better see

## "LERKINS"

16 Davis Street Phone 6782  
Complete garage, expert mechanics. Be  
safe—it's dangerous to take chances.  
Norwalk & Firestone Tires with good  
brakes mean safety, ease and real comfort.

## FRONT WHEELS OUT OF LINE?

That's dangerous and surely ruins tires.  
Our experts and modern equipment will  
adjust them and stop the shimmy.

## STRATTON'S BRAKE SERVICE

Lake St. near Exchange St. Phone 2028

## DO NOT USE ...

Smooth Tread Tires. They're very dangerous  
and cause loss of life and many  
wrecked cars.

Call "ELMER" ... Phone 3163

**DUNLOP TIRE & RUBBER CO.**

373 Exchange St. Easy Terms

## OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920  
**MARFAX Lubrication** — the kind that  
**ALWAYS SATISFIES** and prolongs  
the life of your car.

★ ★ Look for Star Pumps ★ ★

## BENT FENDERS ...

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

## PETERSON

Seymour Alley

rear Geneva Loan & Savings Assn.

New 1937 "PHILCO" Now Displayed  
The Radio that covers the world like  
the morning dew. "Nothing missed."  
A set for every purpose and every purse.

Only \$20.00 and up — Easy Terms

## MAYTAG SALES & SERVICE

431 Exchange St. Phone 2005

## NEW, MODERNLY EQUIPPED SHOP

Sunbeam Furnaces Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elows  
Air-conditioning Engineering

Our Best Advertisement  
Is Satisfied Customers

## H. R. OSTRANDER

Phone 3976 70 Colt St.

## CARROLL'S

**CENTRAL SERVICE STATION**  
Main St. Opp. Armory Phone 2592

Geneva's Complete Service Station  
Noted for "Friendly Service"

Socony - Mobilgas - Mobiloil  
U. S. Royal Tires

Scientific Lubrication 24-Hour Service

# "EASY MONEY" (Continued)

## DO YOUR ROOFS LEAK?

We have the proper material to make them like new

**S-W LIQUID ROOF CEMENT**

**FAIRFAX BROS. CO.**

87 Castle Street Phone 2441

Thorobred "Schnauzer" Puppies

Kind, Intelligent. They almost talk and seem to understand every word. You just can't help but love them, 4 months old.

**SEE THEM AT**

488 Castle Street Phone 5975  
Will exchange for Chickens or Produce

It pays to look well . . .

**"KREML" Hair Tonic**

Special this week, 16 oz. bottle, \$1.50

**HOTEL SENECA BARBER SHOP**

Jos. O'Byrne Anthony Alvaro

Prop. Associate

Free Parking in Rear of Hotel

For Those Football Games

Heavyweight Fleece Lined

**SKI HOODS, special.....ONLY \$1.49**

Fancy Plain All-Wool, Water Proved,

Sport Back, Zipper Front Jackets,  
only \$5.95.

**R. J. IREDALE**

**MEN'S FURNISHINGS**

461 Exchange St. Next Western Union

## THIS WEEK'S SPECIALS

Red & White Tomato Juicite 4 for....29c

Red & White Tomato Soup.....5c

Prunes in Bulk, 3 pounds.....20c

**FLORENCE LABIGAN**

Red & White Store

261 William St. Everything in Groceries

**BAUMAN & MEDES**

151 Exchange St. Geneva Phone 3391

Furniture Repairing, Upholsteing, Auto

Tops, Seat Covers, Tarpaulins, Canvas

Covers made to order and repaired.

**All Work Guaranteed**

**SPECIALS—Fri.-Sat., Oct. 2-3**

Veteran Spaghetti, 3 cans.....25c

Hershey Cocoa, 1-lb. can.....12c

Premier Soup, 3 for.....20c

C. A. Durr Meats - Vegetables

**C. S. DADSON**

70 Cherry Street Phone 2630

**A FULL LINE**

**SCHOOL SUPPLIES**

Come In — We Have Them!

**GEORGE PHILLIPS**

Red & White Store

111 Pulteney Street Plenty of Parking Space

## GET YOUR CAR HEATER NOW

We have them for  
all makes of cars.

—WIDE RANGE OF PRICES—

— Come in —

## AUTO ELECTRIC SERVICE

**CARL E. COLE**

30 Lake Street Phone 2814

## Persistent Advertising

even in a small way, is surely a lot  
better than no advertising at all.

**FALL BRIDES CHOOSE**

**"COURTSHIP"**

**International Sterling**

COURTSHIP is charming, a silver to  
love, cherish, and admire. By all means  
don't fail to see the new styles now dis-  
played in our windows.

**BARTH**

Seneca St.

Phone 2686 Schine's Theatre Bldg.

## SPECIALS THIS WEEK

Pillsbury's Farina, large pkg.....19c

Shredded Wheat, 2 pkgs.....19c

Wheaties, 2 pkgs.....25c

**L. J. McCANN'S GROCERY**

144 High St. Phone 2653. We'll Deliver

**FREE \$2.50 BASKET GROCERIES**

For the Best Letter — Write a letter,  
"Why I like to trade at BRENNAN'S

GROCERY". Bring or send your letter  
to our grocery on or before 9 P. M., Sat-  
urday, October 3, 1936. (Not over 100

words.)

31 John St. We'll Deliver Phone 4572

## THESE COOL NIGHTS

It's nice and comfortable with a  
"Florence" Oil Heater

We have all sizes and styles

**DORCHESTER & ROSE**

543 Exchange Street Phone 2496

It pays to advertise in THE GE-  
NEVA COMMUNITY NEWS.

## SCHOOL SHOES? SURE!

We have a complete stock, all sizes,  
style, and low prices. You always save  
money in

**THE TRIANGLE SHOE STORE**

488 Exchange Street Phone 2636

Where QUALITY Reigns Supreme

You will enjoy eatig

**DAVIDSON'S ICE CREAM**

It does not leave your throat  
all dry and parched.

**DAVIDSON'S**

312 Castle Street Phone 6122

**SAVE MONEY? Sure, and**  
saves Mother a lot of labor

**GENEVA STAR LAUNDRY**

Rough Dry Wash only 8c per lb.

Shirts in this bundle approximately  
10c each

Phone 2112 — We'll Call and Deliver

**WE DRESS OUR OWN POULTRY**

Make Free Deliveries, Too!

Phone 2127

**WILSON & JOHNSON**

261 William Street Everything in  
MEAT

Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by oly a  
few. Short Trips or Long Trips, Tell Us.

The **GENEVA MOVING & STORAGE**

**COMPANY, Inc.**

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## TIME FOR FALL REPAIRS

Liquid Asbestos Roof Cement

Roll Roofing, Barn & House Paint

We'll save you money, too.

**GENEVA BRANCH**

Phelps Co-operative G.L.F. Service, Inc.

Middle St. Geneva, N. Y. Phone 2601

## HOT BUTTERED POP CORN

"The Jumbo Kind"

The More You Eat

The More You Wnt

**THE CORNER NEWS**

Cor. Main & Castle Sts. Phone 2515

**EYE STRAIN** retards a  
Child's Progress in School

**G. W. FLETCHER - OPTOMETRIST**

Castle Street Opp. City Hall

Office Phone 2292 Residence 2044

Eyes Examined, Glasses Fitted, Frames

Repaired, Broken Lenses Replaced.

Phone for Appointment.

"Easy Money" Section continued  
on next page.

## "EASY MONEY" (Continued)

### CHILI CON CARNE

What a dish these cool nights.  
Takes off the chill. Gives you pep.  
And they're serving it now at  
**The Texaco Grille**  
-: Drive In :-

Lake St. near Exchange St.      Plenty of Parking Space

### It's Just Natural

When you      **REAL**  
Thik of      **ESTATE**  
To Think of "FINZAR"  
20 Linden St. (Prince's)      Phone 2661

**OYSTERS ARE IN SEASON**  
Our Are Always Fresh  
Shipments Received Daily  
**GENEVA FISH MARKET**  
Louis A. Boehm, Prop.      We Deliver  
Phone 6222      358 Exchange St.  
**EVERYTHING IN SEAFOOD**

### JOE'S MARKET

226 Exchange St.      Phone 2027

#### This Week's Specials:

Italian Sausage, lb.....25c  
Veal Chops, lb.....19c  
Leg of Lamb, lb.....18c  
Home Made Bologna, lb.....15c  
Shoulder Roast Beef, lb.....15c  
Pork Steak, lb.....25c

**FREE DELIVERIES**

### THE "Y" CAMPAIGN

Enthusiastic co-operation is being met with on all sides by Dr. W. W. Hopkins, general chairman of the Y. M. C. A. Golden Anniversary Campaign, which is to be carried on from Oct. 7 to Oct. 14, inclusive.

Campaign headquarters are located at 440 Exchange St., (phone 2631), with Miss Gladys Grey in charge.

Rev. Irving A. McGrew is leader of the preliminary gifts committee; Lee Taylor leader of the committee to solicit National Corporations; and Rev. S. T. Hardin leader of the Church co-operation committee.

Acting with Chief R. W. Morris, chairman of the Team Organization are: Mrs. T. C. Carson in charge of the Woman's Division and Messrs. Douglas McLean, Lewis Kayes and LaVerne Darling those of the three men's divisions.

According to L. L. McGuigan, who has accepted chairmanship of

the Budget Committee, the amount of \$34,125 being asked in the campaign was arrived at after careful study of last year's minimum budget and the present run down condition of the building and its furnishings and equipment. It is stated that the "Y" has been existing on practically nothing during the past three years. "Doing the splendid work that the 'Y' has done, it is high time the community came to the rescue," stated Mr. McGuigan.

Mrs. Rideout: What lovely, fleecy clouds. I'd like to be up there sitting on one of them.

Mr. Rideout: All right — you drive the car.

### EVER NOTICE?

In many cases the only difference between a man looking like a gentleman or a tramp is his hat.

### DESIRABLE USED CARS

1935 Chevrolet Sedan  
1935 Buick Sedan  
1933 Buick Sedan  
1931 Buick Sedan  
Dodge Panel Delivery

**KITCHELL MOTOR CO.**  
386 Exchange St. Phone 2178

### FUR CRAFT SERVICE

RELINING - REPAIRING

Worn parts removed and perfectly matched with new Fur.

**SABATIN'S**  
195 Exchange St.

### PRINTING and OFFICE SUPPLIES

**M. F. Devaney**

435 Exchange St. or 19 East Castle  
Room 15, Second Floor      Geneva, N. Y.

## COLONEL CHEERIO

Says:

"We Deliver — Free"

We have . . .

"OLD COLLINS" KENTUCKY BOURBON,

19 months old.....\$1.00 pt.; \$1.90 qt.

"OLD COLLINS" MARYLAND RYE BLEND.....\$1.15 pt.

"OLD COLLINS" GIN.....85c pt.; \$1.35 fifth; \$1.65 qt.

"OLD COLLINS" DOWNING ST. GIN

.....79c pt.; \$1.19 fifth; \$1.49 qt.

IMPORTED RUM.....85c tenth; \$1.60 fifth

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

**IT'S HERE!**

... the new Kathanode Battery

Unconditionally Guaranteed  
as long as you own your carSee this remarkable Battery  
at

23 E. Castle St. Phone 6522

**GEO. F. BRUZEE**

"The Battery Man"

— Battery and Radio Service —

**CARPENTER and BUILDER**

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free

**KEROSENE OIL**

RANGE OIL FUEL OIL

**JOHNSON PETROLEUM PRODUCTS**

Geo. Johnson, Mgr.

Distributor ARMUR Motor Oils

86 Norwood Ave. Phone 5760

FOR A  
**PERSONAL  
LOAN**  
COME TO  
**PERSONAL  
FINANCE CO.**

You can count on our long experience to help you promptly—with the cash in your hands in 24 hours. With so many different loan plans, we can accommodate any single or married man or woman who is regularly employed. Small monthly repayments will be arranged to suit your income.

**PERSONAL FINANCE CO.**

3rd Floor National Bk. Bldg. Room 304

120 Genesee St. Phone 251 Auburn, N. Y.

**LOANS MADE IN NEARBY TOWNS**

(Listen to "Your Unseen Friend", at 5:00 P.M., Sunday afternoon over Station WFBL.)

**"EASY MONEY" WINNERS**

Those of our readers who were successful during the past week in winning merchandise and theatre tickets in our "Easy Money" feature are as follows: (See page 8)

**Winners of Merchandise:**

Jane Stauff, 64 Seneca St.  
Mrs. Robert E. Dobbin, 150 High St.  
Mrs. Jay F. Goodman, 87 No. Main St.  
Mary B. Carroll, 37 Middle St.  
John Place, 30 Maple St.

**Winners of Theatre Tickets:**

Mrs. Howard Ward, 126 Hillcrest Ave.  
Eleanore Heist, 46 Park Place  
Miss Mary Clements, 11 Madison St.

"As I think this is an interesting feature of THE NEWS, I hope it will be continued thru the winter," writes one of the recent winners regarding our "Easy Money" contest.

Many others say: "It's lots of fun, whether or not we win."

**ALL WOOL GARMENTS**

Moth Proofed . . . when cleaned by us . . .  
at no extra charge. And guaranteed 'till the next  
cleaning by us.

**GENEVA DRY CLEANING CO.**

Phone 2742

30 Linden Street

**Early Name for Cincinnati**

When Cincinnati was first laid out, early in 1789, around Fort Washington, it was called Losantiville, a hybrid word signifying the city opposite the mouth of the Licking. Early in the next year it was named Cincinnati, in honor of Gen. St. Clair, the governor of the Northwest territory, then president of the Pennsylvania society of the Order of Cincinnati.

No matter how proud a man may be of his talents he is never quite in the class with a horse eating corn off the cob.

The only thing worse than being old and bent is being young and broke.

**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Friday, October 13

Will Earn Dividends from October 1

**Geneva Savings Bank**

24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —



FIND OUT  
for  
YOURSELF  
*how LITTLE*

## GAS HOUSE HEATING COSTS

**CHAS. F. BARTH**

425 Exchange St. Phone 2126

**COONEY, WATTS &  
COONEY**

513 Exchange St. Phone 2170

**HARRY A. LEADER**

Rear 111 Castle St. Phone 3637

**JOHN A. PONTIUS**

90 Elm St. Phone 4575

**RIGGS & JENSEN**

475 Exchange St. Phone 2739

**M. J. KELLEHER**

106 Castle St. Phone 2834

**EMPIRE GAS & ELECTRIC  
CO.**

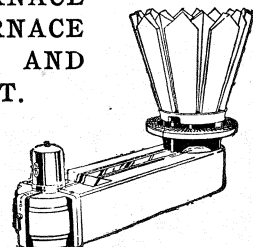
103 Castle St. Phone 6641

Don't guess about the cost of heating with gas. Get the facts for yourself. Know in advance just what it will cost to heat your home this ideal way.

A gas burner can be installed in your present furnace in five hours. It is the cheapest automatic heater you can buy.

Phone any of the local dealers listed here for a free estimate of the cost of heating your home with gas. No cost. No obligation.

YOU CAN  
CONVERT ANY FURNACE  
INTO A GAS FURNACE  
EASILY, QUICKLY, AND  
AT SMALL COST.



OVER 500 HOMES IN THE GENEVA DISTRICT HEAT WITH GAS

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., OCTOBER 8, 1936

## 1st ANNIVERSARY 1st

Tomorrow  
Saturday and Sunday

### SALE

October 9th  
10th  
11th

All  
\$1.00 PIPES..... **79c**

CANDY 3 **10c**  
GUM.....for

MANY OTHER  
BIG VALUES

CIGARETTES

All Popular Brands

**\$1.12** carton

CIGARS, 5c Brands **\$2.15**  
Box of 50.....

1 Pencil FREE with  
1 Peerless Tablet.....10c

Mechanical Pencils **5c**  
Reg. 10c.....

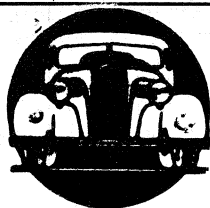
FOUNTAIN  
SPECIALS

LOWEST  
PRICES

**THE CORNER NEWS**  
Cor. Main & Castle Sts. Phone 2515

HIGHEST  
QUALITY

## USED CARS



Before buying any Used Car  
you owe it to yourself to

VISIT OUR USED CAR DEPARTMENT

Here are a few of our GOOD VALUES:

1929 HUPMOBILE .....\$100  
1929 DODGE, Reconditioned.....\$165  
1934 CHEVROLET SEDAN.....\$435  
1934 FORD V-8 COUPE.....\$235

We have a few more dependable cars  
under \$100.

Let us give you an estimate on conditioning your  
car for Winter driving.

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange Street Geneva, N. Y.  
Phone 6621

## SPLENDID ASSORTMENT SLIP-ON SWEATERS

Attractive colors in all wool Slip-on . . .  
crew neck, part zipper or full zipper  
front. Many with fancy backs . . .

**\$2.95** UP

COMPLETE LINE BOYS' SLIP-ON ALSO

## SUEDE JACKETS

Zipper front — leather or knit collars  
— at prices that will surely please . . .

**Baker & Stark Inc.**  
CASH & CARRY PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., OCTOBER 8, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

## PIANO TUNING

and Rebuilding

R. J. PARK

60 Lyceum St.

Phone 6165

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

Don't let

## Cold Weather

Catch you unprepared

Let us fill your radiator  
with

PRESTONE

the ideal anti-freeze

## RICKELS

SERVICE STATION

Lake Street

Phone 2920

## LIBRARY NOTES

During the next few weeks the political campaign will be uppermost in the minds of everyone. No other campaign has ever aroused keener interest than this one and the newspapers and radio will abound with political speeches.

In order that one may appreciate these to the full, whether or not one's own opinions agree, it would be an excellent idea to read up on the economic situation today.

For that reason the Geneva Free Library offers a list of a few books which will be of interest at this time: "The Roosevelt Year" by P. Lor-entz

"New Frontiers" by H. A. Wallace  
"Hell Bent for Election" by J. P. Warburg

"The Citizen and His Government" by A. E. Smith

"The Rainbow" by D. R. Richberg  
"Nine Honest Men" by David Lawrence

"The New Dilemma" by R. W. Babson

"The Coming American Revolution" by George Soule

"Human Exploitation in the United States" by Norman Thomas

## Yellow Spot Stills Horns

For once the chief of police in Berlin is popular. His plan of marking noisy automobile drivers has brought peace. He ruled that anyone tooting his auto horn too loud or too frequently must have his car painted with a large yellow spot. After a few had received the decoration others became quiet and peace reigned in the city, which not long ago was called one of the noisiest in Europe.

Now is the time to

## RENEW LAST SEASON'S COATS

Our careful cleaning and expert repairing will add much more wear and pleasure to last season's garments. Let us get them ready now.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

## Be Dignified in Argument

Be calm in arguing; for fierceness makes error a fault, and truth discourtesy.

## RED HOT CAMPAIGN

BASEBALL! FOOTBALL!  
WONDERFUL NEW  
RADIO PROGRAMS!

Is your Radio in proper  
condition?

Our repair work is guaranteed  
and must give satisfaction.

## GEO. F. BRUZEE

23 E. Castle St. Phone 6522

Public address systems for sale  
and for rent.

## KEROSENE OIL

RANGE OIL

FUEL OIL

## JOHNSON PETROLEUM PRODUCTS

Geo. Johnson, Mgr.

Distributor ARMUR Motor Oils

86 Norwood Ave.

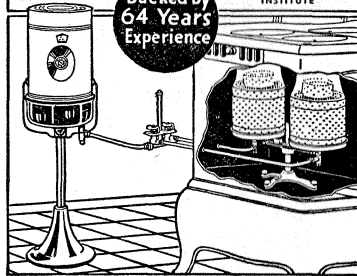
Phone 5760

## FLORENCE RANGE OIL BURNERS

LISTED BY  
UNDERWRITERS  
LABORATORIES

Backed by  
64 Years  
Experience

APPROVED BY  
GOOD HOUSEKEEPING  
INSTITUTE



Also see our display of  
FLORENCE

Oil-burning

HEATERS

A model for every need and  
pocketbook

Remarkable heaters  
Remarkable values

## DORCHESTER & ROSE

HARDWARE

543 Exchange St.

Phone 2496





## RADIO FLASHES

by Ralph Le Brun



Fannie Brice, whose satirical buffoonery has panicked theatergoers for more than a quarter of a century, has returned to the air. The celebrated comedienne is starred in the "Revue de Paree", the weekly series heard over NBC-WHAM, at 8 P.M., on Wednesdays.

With filmdom all over the world observing the eighth birthday of Monsieur Mouse, nicknamed "Mickey", Andre Kostelanetz and Kay Thompson with the Rhythm Singers will offer a musical tribute to Hollywood's capricious pet during their broadcast over the Columbia network on Friday, at 8:30 P.M. Miss Thompson's own setting of "Mickey Mouse's

Birthday Party", with many original lyrics, will pay amusing tributes not only to Walt Disney's favorite creation, but also to all of Mickey's friends, including Donald Duck, Elmer Elephant, Minnie Mouse, Pluto, Claribel Cow, the Goof, and other "in-laws".

(Continued on page 5)

## The NORMANDIE

A LACE CLOTH TO GRACE THE FINEST TABLE

Not only beautiful in appearance, but lasting in quality. A feast for the eyes that will mellow with age, harmonizing with your taste today, complementing your hospitality tomorrow. Tailored in linen shade, 72x90 inches.

**\$2.95**

**HOWARD DRY GOODS CO.**

**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Friday, October 13

Will Earn Dividends from October 1

**Geneva Savings Bank**

**24 LINDEN STREET**

— "Put Your Savings in a Savings Bank" —

## ANNUAL TURKEY SHOOT

The sixth annual Turkey Shoot of the Geneva Rifle Club will be held at Kashong Glen all day Sunday, Oct. 11, starting at 9 a.m.

There will be running bear and deer targets, trap-shooting, luck targets, turkey targets, a novelty range and a special range to pistol and revolver shooting. A large prize list is being offered and refreshments will be available on the grounds.

THURSDAY, OCT. 15, 1936

## PUBLIC HARVEST SUPPER

at MASONIC TEMPLE

Menu:

Tomato Cocktail

Chicken Pie Mashed Potatoes Squash  
Cabbage Salad Jellies Pickles  
Celery Rolls Coffee and Pie

Serving 5:30 to 7:30

Tickets 50c

## "SAFETY TESTED" USED CARS



1935 FORD FORDOR (Radio), \$525

1932 HUDSON COUPE, \$190

1932 GRAHAM SEDAN, \$265

1930 PONTIAC SEDAN, \$190

1930 HUDSON SEDAN, \$190

1929 CHEVROLET COUPE, \$60

1929 OAKLAND COUPE, \$75

1928 FORD COACH, \$65

**Marshall Motors**


OLDSMOBILE SALES and SERVICE

Cor. Main & Seneca Streets


Phone 6556

# ★ DOROTHY GOES SHOPPING ★

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

 **GENEVA**

**NOW PLAYING**  
**STAGE STRUCK**  
with  
**DICK POWELL • JOAN BLONDELL**  
**WARREN WILLIAM • FRANK**  
**McHUGH • YACHT CLUB BOYS**  
 Friday-Saturday  
 George Arliss  
**"EAST MEETS WEST"**  
 SCREEN VODVIL

Sun.-Mon.-Tues.  

**GOOFY! DAFFY!**  
 and DELIGHTFULLY  
**INSANE!**  
 Their home life is as wild  
 as a ten ring circus!  
**William POWELL**  
 Carole **LOMBARD**  
 at their goofiest... in  
**"My Man GODFREY"**  
 with **ALICE BRADY**  
**GAIL PATRICK**  
 Eugene **PALLETTE**  
 A Universal Picture  
 Added:  
**POPEYE**  
**CARTOON**  
 Pictorial  
 News

Wed.-Thurs., Oct. 14-15  
 STAR • GREAT!... EMOTION • MIGHTY!  
**FREDRIC MARCH** **WARNER BAXTER**  
**LIONEL BARRYMORE**  
**THE ROAD TO GLORY**  
 JUNE LANG  
 GREGORY RATOFF

**SHOP IN GENEVA**

Carl will solve your shoe problem, too. Worn comfortable shoes can be properly rebuilt . . . Light shoes can be dyed a dark color for Fall wear.

**Carl's Shoe Repair Shop**  
 (next to Empire Gas)  
**Castle St.**

Something you would covet if you didn't know you could make it yourself — a rich looking buffet runner with a graceful design darned in the filet mesh.

You should see the exceptional Rug and Carpet Values **Lynch's** are offering! Rugs and carpets have already advanced in price, yet many beautiful **Axminster** Rugs are being offered at \$25.00 (9x12 size). Act quickly or pay high prices later.

**Lynch Bros.**  
**485 Exchange St.**

The clever idea of using crewel work on figured cretonnes and linens for upholstered chairs or slip covers de luxe, is nothing short of an inspiration.

A remarkable range in finer quality materials, especially selected for suits and coats. Distinctive Tailoring at money saving prices. Ladies' Tailoring, a Specialty.

\$28.00    \$30.00    \$32.50

**A. P. Petersen**  
**476 Exchange St.**

It is not too early to begin thinking of Christmas. Though the gift is small, if it is made with your own hands, it means a great deal to your friends.

You'll feel like a new woman . . . and look it, too . . . in an exhilarating Fall dress from **The Bon Ton**, 498 Exchange St. . . Styles for street, afternoon or formal wear . . . Prices, \$3.98 to \$7.98.

**Le Brun's Fur Shop** features expert workmanship at reasonable prices on all kinds of fur work. **Phone 3461** or stop in **Geneva's** oldest fur establishment, over 38 **Linden St.**

Thrift is economy . . . economy implies quality . . . economy applies, also, to service on watches, clocks and jewelry. You are thrifty when you trust your work to an expert jeweler. Therefore, we recommend **Prince's Jewelry Store**, 20 **Linden St.**

When you purchase **Munsingwear Hosiery**, you really get a splendid value. Do try a pair! Chiffon and service weight . . . a lovely assortment of Fall shades to choose from . . . a price you will like, 89c a pair.

**Baker & Stark, Inc.**

**Frames for Photographs**  
 Frames should compliment and harmonize with the photographs. Stop in **The Stewart Studio**, 41 **Seneca St.**, and see their selection. Standard frames, 50c and up.

It is a pleasure to select **Greeting Cards** at **McCarthy's Pharmacy**, 162 **Castle St.** They have the finest assortment of all kinds of cards — Birthday, Anniversary, Wedding, Sympathy and Cheer. Stop in and see them!

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**, c/o **GENEVA COMMUNITY NEWS**, for information regarding the "Dorothy Goes Shopping" columns.

**WILLIAM H. THOMPSON**

Instruction in

**PIANOFORTE**  
 and **ORGAN**

**Phone 2729**

**Studio: 21 Argyle St.**

## RADIO FLASHES

(Continued from page 3)

A new dramatic series, "Your Unseen Friend", the first of its kind on the air, written and produced by M. H. H. Joachim, a native Hindu, who for many years has been heard on America's lecture platforms as "The Son of India", is being broadcast over the Columbia network, at 5 P.M., on Sundays. The program, sponsored by the Personal Finance Company of New York, will dramatize incidents in everyday life which tend to cause unhappiness or trouble in the lives of those whom they effect. "Your Unseen Friend", which is really the voice of conscience, will speak forth to analyze the difficulties which people can avert by listening to the voice within.

Shep Fields, the "rippling rhythm" maestro, will act as host to some of the most famous personalities on the airwaves when he inaugurates "Radio Guide Weekly". The program will be heard over the NBC-Blue network on Fridays, at 10 P.M. The new program will center around Fields and his orchestra, famous for their distinctive rippling rhythms, and an outstanding star of radio, to be presented as a guest each week.

The football game between Southern Methodist and Fordham University will be broadcast over the Columbia network from the sidelines of the Polo Grounds, New York, on Saturday. Though the game begins at 2:30 P.M., Ted Husing and his partner, Jimmy Dolan, will be on the air at 2:15 with a description of the crowd and advance dope on the battle.

Irene Wicker, NBC's Singing Lady, and mother of two children, has learned from experience to expect at least one proposal of marriage in each day's batch of mail. A high was reached one day last week when ten matrimonially-minded men wrote her.

Bradley Barker, the actor who impersonates animals on NBC programs, discovered his peculiar talent when a small boy. He imitated the bawling of a calf so successfully that cows used to come to him on his grandfather's farm. Later, becoming a movie actor, he astonished Hollywood by sizzling like a frying-egg when the sound-effect men fell down on the job.

If your toasters were fed all the electrical energy used by National Broadcasting Company network stations in

## THE GONG . . .

doesn't always stop bad radio performance  
But a phone call to 3237 will. I have factory service information on over 15,000 different sets.

**RALPH LE BRUN**

225 High Street

Phone 3237

the past ten years, you could turn out enough toast to give every man, woman, and child in the United States two slices a day for three months. You would have, in other words, enough "juice" to toast 17,988,331,330 slices of bread.

When a man wants his handkerchief he reaches around and yanks it out of his pocket. When a girl wants hers, she rises, shakes herself, and picks it off the floor.

**COAL — FILL YOUR BINS NOW — COKE**

In Advance of Winter Weather

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 6186 and 6232 261 Exchange St.

**TOPCOATS . . .**

for Men with an Eye for Value

\$15.00 — \$19.50 — \$22.50 and up to \$35.00

Smart, New Fall SUITS . . .

\$19.50 — \$22.50 — \$25.00 and up to \$35.00

MALLORY HATS . . . \$4.00 and \$5.00  
Others as low as \$1.50**WELCH'S**

494 Exchange St.

**Before Bad Weather Sets In**

. . . be sure your roof is O.K.

Let us give you an estimate on one of those fine  
COPPER BOUND ROOFS**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

**FALL NEEDS**ROOF COATING, Black Asbestos Fibre,  
5-gallon cans .....\$2.25

BAMBOO LAWN RAKES.....19c ea.

OIL HEATERS, for these cool evenings.....\$4.98 ea.

ELECTRIC HEATERS, chrome finish.....\$1.39 ea.

FIRE PLACE FIXTURES.....Moderately Priced

-: Window Glass, Putty, Stove Pipe and Elbows :-

**COONEY, WATTS & COONEY**

513 Exchange St. HARDWARE Geneva, N. Y.

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Salmon Stuffed Peppers

- 6 green peppers
- 1 cup flaked salmon
- 1 cup soft bread crumbs
- 3 tablespoons butter
- 3 tablespoons flour
- 1 tablespoon minced onion
- 1½ cups milk
- 1 tablespoon lemon juice
- 2/3 teaspoon salt
- ¼ teaspoon paprika

Melt butter, add onion and cook until onion begins to color. Stir in flour, add milk and seasoning and bring to boil. Add salmon and ¾ of the bread crumbs. Stuff the peppers from which stem end has been cut and seeds removed. Add tablespoon of butter to remaining bread crumbs and sprinkle over top. Bake 25 minutes in moderate oven.

Mrs. C. J., R. D. No. 1

## Rice Peach Fritters

- 1 cup uncooked peach pulp
- 2 cups cooked rice
- 1 cup fine cracker crumbs
- 3 tablespoons melted shortening
- ½ cup tart jelly

Combine peach pulp and rice. Shape into small flat cakes. Roll in cracker crumbs and fry on both sides in melted shortening. Remove from pan, dot each with a spoonful of jelly and serve as a meat accompaniment. Yield: 12 fritters. Finely chopped oranges, cranberries or apples may be substituted for the peaches.

## R U D

Automatic Storage Water Heaters  
All Models

## Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## Corn Cheese Souffle

- 2 tablespoons butter
- 3 tablespoons flour
- 1 cup milk
- ¼ teaspoon each of paprika, celery salt, minced parsley, minced onion and salt
- 1½ cups cooked corn
- 1/3 cup grated cheese
- 2 eggs, separated, and whites beaten

Melt butter and add flour. Mix well, then add milk and seasonings. Cook slowly and stir constantly until creamy. Add corn, cheese and egg yolks. Beat for 2 minutes, fold in egg whites and pour into buttered baking dish. Bake in moderate oven in pan of hot water for 35 minutes. Serve souffle from dish in which it is baked.

Mrs. P. O'C.  
W. Main St., Waterloo

## Tomato Conserve

- 4 lbs. tomatoes
- 4 lbs. brown sugar
- 6 lemons (ground)
- 1 cup seeded raisins
- 1 cup nut meats (chopped and added when nearly done)

Cook until thick

R. M., Exchange St.

## Lamb en Brochette

- 2 slices (½ inch thick) fore quarter lamb
- 4 slices canned or fresh pineapple
- 1/3 cup melted butter
- ½ cup fine cracker crumbs
- Whole wheat toast

Cut lamb and pineapple slices into 1-inch squares. Alternate on skewers. Dip in melted butter, roll in

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator"  
the conditioned-air refrigerator

110 Lake St.

Phone 2740

crumbs and broil under moderate heat, turning frequently, about 20 minutes. Serve on whole wheat toast. Yield: 4 portions.

## BUY IN GENEVA

When you break

## WINDOW GLASS

just phone 2998

Our service includes calling for sash, replacing glass and returning. No fuss . . . no bother to you. -: We do picture framing, too -:

## DEMMING'S

Wall Paper and Paints  
505 Exchange St.

*fine*

## DON'T GAMBLE WITH YOUR FURS

Have your Remodeling and Repairing done by "The Only Practical Furrier in Geneva."

## FREEDMAN'S

114 Seneca St. Phone 2172

Three floors devoted exclusively to FURS.

*furs*

**Why**

## TAKE CHANCES?

When Winter is at its coldest and you have "Bootleg Coal" in your bin it is too late to say

"I wish RAPALEE'S  
HAD filled my bin  
with Coal or Coke that  
I could depend on."

## RAPALEE'S

Phone 2221

Restaurant Patron—This steak is not very tender.

Tired waiter—Well, did you expect it to put its arms around your neck and kiss you?

## GRACE WYNNE TAPLEY

TEACHER OF SINGING

81 Maxwell Ave. Phone 6229

## AN ARVIN CAR HEATER

will keep you from freezing

### PRESTONE

will keep your car from freezing.

We have both.

**FINK'S**  
SUPER-SERVICE STATION  
Lake Street Phone 2448

## THE Y. M. C. A. DRIVE

The "Y" Golden Anniversary Campaign is on.

This splendid organization, which has been existing locally for the past three years on practically nothing, well deserves full community co-operation.

Chief of Police R. W. Morris, who well knows the effect of Y. M. C. A. work in crime prevention among the youth of the country, is acting as chairman of Team Organization.

Dr. W. W. Hopkins, one of the original organizers of the local "Y" fifty years ago, is general chairman of the present campaign.

With the able assistance of many of the city's leading citizens, both men and women, it is felt that the goal of \$34,125 will surely be reached.

### Doubly Peeved

"Were you annoyed because I sharpened a pencil with your razor," asked the attractive wife.

"Twice," replied the patient husband. "After I had given up trying to shave, I tried to write with the pencil."

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

## USED PIANOS

We have some fine instruments taken in trade on new Baldwin made Pianos.


FROM \$15.00 UP

See the new  
Howard Acrosonic

## BOLIN MUSIC HOUSE

*3 months  
to pay*

● Everything you need for your car can be purchased on our convenient budget plan. Come in and let us show you how easy it is to make your driving safer and more comfortable. There is no delay.



**LOW WEEKLY  
PAYMENTS  
AS LOW AS**

**65¢**

**PER  
WEEK**

**Firestone**

AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange St.

Phone 2323 J. H. Bindeman, Mgr.

Listen to the Voice of Firestone, Monday evenings, over N. B. C.—WEAF Network

## -- SERVICE TO THE HOME --

We announce the opening of our weekly ash and rubbish collection service starting the week of October 12th, 1936, to week ending June 1st, 1937.

PHONE 6102

REGULAR DAYS FOR EVERY STREET  
ASH CANS FURNISHED TO REGULAR CUSTOMERS

**PLAN A** SMALL HOMES—Averaging not over 1 ash can (about 2 bu.) per week, 15c; OR, save on a season service \$ **4.50**  
plan. Total for season service, CASH IN ADVANCE.....

**PLAN B** MEDIUM SIZED HOMES—Averaging 1 to 2 ash cans (about 4 bu.) per week, 25c; OR, save on a season \$ **7.25**  
service plan. Total for season service, CASH IN ADVANCE.....

**PLAN C** LARGE HOMES—Averaging 2 to 3 ash cans ((about 6 bu.) per week, 30c; OR, save on a season service plan. \$ **8.50**  
Total for season service, CASH IN ADVANCE.....

**PLAN D** LARGER HOMES—Averaging 3 to 4 ash cans (7 to 8 bu.) per week, 35c; OR, save on a season service plan. \$ **10.50**  
Total for season service, CASH IN ADVANCE.....

**PLAN E** EXTRA LARGE HOMES, APARTMENTS, FRATERNITIES, BUSINESS BLOCKS, Etc.—Averaging 5 ash cans (about 10 bu.) per week, 50c; OR, save on a season service plan. \$ **12.50**  
Total for season service, CASH IN ADVANCE.....

FOR YOUR PROTECTION—ALL MEN AND TRUCKS INSURED

**LESLIE E. HILTON** 14 Clover Street  
Geneva, New York

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as pos-

sible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

"EASY MONEY" SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Coplete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.  
Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## YOUR CAR WILL START

Easier and save gas these cold mornings  
if you have our experts drain and flush  
the crank case, gears and rear end, then  
refill with our long mileage oil and  
grease.

TED'S AUTO INN  
Phone 5174 35 Tillman St.

When you buy  
BREAD

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## SEE THE NEW

Gruen, Hamilton and Elgin Line  
now displayed for your approval.  
Ask about our Divided  
Payment Plan.

We have been appointed Geneva  
representative for the famous  
"Lucien Lelong Toilette"

## S. A. GILBERT

JEWELER

510 Exchange St. Geneva  
CREDIT? Of course — Liberal Terms.

## LAWN SEED PLANTED NOW

... gives you a beautiful lawn in Spring.  
Get our Tested Seeds and Fertilizer  
for best results.

Food for the dog? Sure, all kinds.

## COOK'S FEED STORE

40 Castle Street Phone 2722

## IT'S HERE

The new special "ARVIN" Ford V-8  
car heaters with all the fittings. Quick-  
ly and easily installed. We have other  
heaters, too — come in.

## LERKIN'S GARAGE

16 Davis Street Phone 6782

## FRONT WHEELS OUT OF LINE?

That's dangerous and surely ruins tires.  
Our experts and modern equipment will  
adjust them and stop the shimmy.

## STRATTON'S BRAKE SERVICE

Lake St. near Exchange St. Phone 2028

## DUNLOP CAR HEATERS

Will keep you warm and comfortable in  
the coldest weather. We have other ac-  
cessories, batteries, chains, defrosters,  
etc.

## DUNLOP TIRE & RUBBER CO.

See Elmer — Easy Terms  
373 Exchange St. Phone 3163

## OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

MARFAX Lubrication — the kind that  
ALWAYS SATISFIES and prolongs  
the life of your car.

★ ★ Look for Star Pumps ★ ★

## BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

## PETERSON

Seymour Alley  
rear Geneva Loan & Savings Assn.

New 1937 "PHILCO" Now Displayed  
The Radio that covers the world like  
the morning dew. "Nothing missed."  
A set for every purpose and every purse.

Only \$20.00 and up — Easy Terms

## MAYTAG SALES & SERVICE

431 Exchange St. Phone 2005

## NEW, MODERNLY EQUIPPED SHOP

Sunbeam Furnaces Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows  
Air-conditioning Engineering

Our Best Advertisement  
Is Satisfied Customers

## H. R. OSTRANDER

Phone 3976 70 Colt St.

## CARROLL'S

CENTRAL SERVICE STATION  
Main St. Opp. Armory Phone 2592

Geneva's Complete Service Station

Noted for "Friendly Service"

Socony - Mobilgas - Mobiloil

U. S. Royal Tires

Scientific Lubrication 24-Hour Service

# "EASY MONEY" (Continued)

## THIS WEEK'S SPECIAL

1 Liquid Veneer Floor Mop, value \$1.25  
1 Bottle Liquid Veneer, value .35  
Total value \$1.60

BOTH for this week only.....\$ .98

**FAIRFAX BROS. CO.**

87 Castle Street Phone 2441

## Thorobred "Schnauzer" Puppies

Kind, Intelligent. They almost talk and seem to understand every word. You just can't help but love them. 4 months old.

## SEE THEM AT

488 Castle Street Phone 5975  
Will exchange for Chickens or Produce

It pays to look well . . .

## "KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50

**HOTEL SENECA BARBER SHOP**

Jos. O'Byrne Anthony Alvaro  
Prop. Associate

Free Parking in Rear of Hotel

For Those Football Games  
Heavyweight Fleece Lined  
SKI HOODS, special.....ONLY \$1.49  
Fancy Plain All-Wool, Water Proofed,  
Sport Back, Zipper Front Jackets,  
only \$5.95.

## R. J. IREDALE

**MEN'S FURNISHINGS**

461 Exchange St. Next Western Union

## THIS WEEK'S SPECIALS

Wheaties, only .....10c  
Flav-R-Jell, 4 for.....17c  
Serv-Us Coffee .....25c

## FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

## BAUMAN & MEDES

151 Exchange St. Geneva Phone 3391

Furniture Repairing, Upholstering, Auto  
Tops, Seat Covers, Tarpaulins, Canvas  
Covers made to order and repaired.

All Work Guaranteed

## SPECIALS—Fri.-Sat., Oct. 11-12

1 lb. Premier Malted Milk.....25c  
Premier Veg. & Tomato Soups, 3 for 20c  
No. 2 Grape Fruit Juice, 2 for.....25c  
1 qt. Veteran Salad Dressing.....33c

## C. S. DADSON

70 Cherry Street Phone 2630

## CALL or PHONE

For Our Weekly Specials  
You'll Save Money and Call Again

## GEORGE PHILLIPS

Red & White Store

A Complete Grocery

111 Pulteney Street Plenty of Parking Space

## GET YOUR CAR HEATER NOW

We have them for all makes of cars

—Wide Range of Prices—

Come in

**AUTO ELECTRIC SERVICE**

Carl E. Cole

30 Lake Street Phone 2814

## Persistent Advertising

even in a small way, is surely a lot  
better than no advertising at all.

## OUR

## HOLIDAY MERCHANDISE

is coming in daily—make your  
selection NOW.

A small deposit will hold  
any article

## "BARTH"

The Jeweler that gives you  
GUARANTEED QUALITY

Seneca St.

Phone 2686 Schine's Theatre Bldg.

## SPECIALS THIS WEEK

Armour's Corn Beef Hash, 2 cans.....25c  
Burt Olney Ketchup, lge size, 2 for 25c  
Libby's Pork & Beans, 28 oz. can,  
3 for .....29c

## L. J. McCANN'S GROCERY

144 High St. Phone 2653. We'll Deliver

**FREE \$2.50 BASKET GROCERIES**  
For the Best Letter — Write a letter,  
"Why I like to trade at BRENNAN'S  
GROCERY". Bring or send your letter  
to our grocery on or before 9 P. M., Sat-  
urday, October 10, 1936. (Not over 100  
words.)

31 John St. We'll Deliver Phone 4572

## THESE COOL NIGHTS

It's nice and comfortable with a

"Florence" Oil Heater

We have all sizes and styles

## DORCHESTER & ROSE

543 Exchange Street Phone 2496

It pays to advertise in THE GE-  
NEVA COMMUNITY NEWS.

MR. MERCHANT. Many a busi-  
ness with good possibilities has been  
lost because the owner did not be-  
lieve in advertising. Don't make the  
same mistake. Phone 2108. GENEVA  
COMMUNITY NEWS.

## OUR NEW FALL SHOES

Have Arrived

98 New Styles All Sizes  
\$1.98 to \$2.98

**THE TRIANGLE SHOE STORE**

488 Exchange Street Phone 2636

Where QUALITY Reigns Supreme

You will enjoy eating

**DAVIDSON'S ICE CREAM**

It does not leave your throat  
all dry and parched.

## DAVIDSON'S

312 Castle Street Phone 6122

**COLD and UNCERTAIN WEATHER**  
Make Wash Days a big problem for  
mother — The solution? Sure:

Phone 2112

## GENEVA STAR LAUNDRY

Saves time, worry, and real money.  
Free Calls and Deliveries.

## THE GENEVA HOME

For Quality Meat, Home Dressed Poul-  
try, Cold Meats, Pork Sausage.

Phone 2127 — We'll Deliver

## WILSON & JOHNSON

261 William Street Everything in  
MEAT

Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.  
**THE GENEVA MOVING & STORAGE  
COMPANY, Inc.**

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## A GOOD SUGGESTION

Our G.L.F. Brand Buckwheat Self Ris-  
ing Pancake Flour; also G.L.F. Bread  
and Pastry Flour will save mother  
hours of worry. Surprise her, take home  
a sack.

## GENEVA BRANCH

Phelps Co-operative G.L.F. Service, Inc.  
Middle St. Geneva, N. Y. Phone 2601

## HOT "JUMBO" POP CORN

The More You Eat  
The More You Want

## THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

**EYE STRAIN** retards a  
Child's Progress in School

**G. W. FLETCHER - OPTOMETRIST**

Castle Street Opp. City Hall

Office Phone 2292 Residence 2044

Eyes Examined, Glasses Fitted, Frames

Repaired, Broken Lenses Replaced.

Phone for Appointment.

"Easy Money" Section continued  
on next page.



## "EASY MONEY" (Continued)

### CAN YOU IMAGINE

Anything more tempting or more satisfying than one of those delicious Hot Oyster Stews these cold days and nihts?

### The Texaco Grille

A Meal Ticket Will Save You Money  
-: Drive In :-

Lake St. near Exchange St.      Plenty of Parking Space

### APPLETON'S

92 Seneca Street      Phone 2579  
Good Food, Comfort, Courtesy, Service.  
Full Meals, A la Carte, Luncheons.  
Two floors and a rathskeller unexcelled.  
A menu that never fails to satisfy  
We also serve legal beverages.

### It's Just Natural

When you      REAL  
Think of      ESTATE

To Think of "FINZAR"

20 Linden St. (Prince's)      Phone 2661

### OYSTERS ARE IN SEASON

Ours Are Always Fresh

Shipments Received Daily

### GENEVA FISH MARKET

Louis A. Boehm, Prop.      We Deliver

Phone 6222      358 Exchange St.

EVERYTHING IN SEAFOOD

### OUR NEW LOCATION

A Complete Shop - Skilled Operators  
Auto Tops, repaired and made-to-order.  
Auto Glass, Seat and Body Upholstering.  
House and Car Rugs rebound.

NEIL DeSIO

70 Tillman St.      Naegle's Old Place

### JOE'S MARKET

226 Exchange St.      Phone 2027

### This Week's Specials:

All Pork Italian Sausage.....28c  
Center Cut Sliced Ham.....32c  
Boneless Roast Beef.....25c  
Boiled Ham .....48c  
Pork Steak .....25c  
Crescent Toilet Tissue, 9 rolls, 25c

### FREE DELIVERIES

### OUR NEW ELGIN WATCHES

are little beauties and guaranteed to keep accurate time. Come in, see them, the newest style, you'll surely want one.

C. PHILLIPS - The Jeweler

23 Castle St.      We do repair work, too

### LOCAL AVIATION NEWS

A trim yellow and blue two-passenger Cub monoplane is now permanently stationed at the flying field of the Geneva Aerial Service Corporation at Bean's Hill, the plane having just been delivered to Frederick T. Sholes, Jr., of Lockland Road.

Mr. Sholes is the first of the student flyers receiving instructions at the field to purchase a plane, although others are expected to upon completion of their courses.

Arrangements have also been made for the erection of a medium sized hangar within the next week or two.

At the present time about twenty students are receiving flying instructions, including one sixteen year old girl, June Porter, of Waterloo. Classes are held Wednesdays and Saturdays.

Planes are available for passenger or express trips at any time.

The proper place for hate is in the hating of evil things and ways.

### NOTED MONOLOGIST TO APPEAR HERE

Cornelia Otis Skinner, famous daughter of the distinguished actor Otis Skinner, is to appear at the Geneva High School Auditorium tomorrow evening, October 9, under the sponsorship of the Geneva Woman's Club.

Miss Skinner will present a program of original modern monologues, similar to those heard on her well remembered broadcasts during the past summer.

Tickets are available from club members and are also on sale at the Hill Book Shop and the Woodruff Gift Shop.

### IT'S HERE!

... the new Kathanode Battery

Unconditionally Guaranteed  
as long as you own your car

See this remarkable Battery  
at

23 E. Castle St.      Phone 6522

### GEO. F. BRUZEE

"The Battery Man"

— Battery and Radio Service —

Read THE NEWS every week — it pays.

### COLONEL CHEERIO

Says:

We have

A COMPLETE LINE OF WIDMER'S WINES



### CARPENTER and BUILDER

Weatherstripping and Caulking

### Frank M. Mowers

52 Jefferson Avenue      Phone 5170

Estimates cheerfully given — free

## SUCCESSFUL CONTESTANTS

Here is the list of the winners for the past week in our "Easy Money" contest: (See page 8)

Winners of Merchandise:

Mrs. E. M. Long, 56 N. Brook St.

Mrs. H. M. Ellsworth, 16 Hoffman Ave.

Mrs. A. J. Carlson, 104 Pleasant St.

Mrs. Edmund F. Linehan, 24 Sherrill St.

Miss Carrie Nelson, 156 Cherry St.

Winners of Theatre Tickets:

E. C. Fradenburgh, 420 Castle St.

Mrs. Harvey Eggleton, Waterloo

Mrs. C. H. Coe, 128 Hamilton St.

—o—

"Brennan's" was the name of the advertiser spelled with missing letters last week.

***"I've always turned up my nose at wine, but this certainly is different."***

***"Widmer's have made plenty of converts who never liked wine before."***



Even though you have always thought that you don't like any wines, try Widmer's. It is quite possible that their extra goodness and smooth, rich flavor will lead you to new drinking enjoyment. If you're willing to be shown, say Widmer's—at liquor stores, taverns, hotels and restaurants.

**Widmer's Wines**

IN GOOD TASTE SINCE 1888

Widmer's Wine Cellars, Inc.  
Naples, New York

# NOW

## A B C LOANS

Here's a quick way to get the cash you need . . . a way that's as simple as A B C.

**A**—Phone or come in . . .

**B**—Sign and get the cash . . .

**C**—Take 20 months to repay.

Don't put off buying the things you need—or paying those bills. We'll lend you that extra cash—any amount up to \$300—and make it easy for you to repay.

COME IN TODAY

Use this quick, simple way to get the cash you need. Add up your cash needs and see us about an ABC-Loan, today.

Listen to "Your Unseen Friend", at 5 P.M., Sunday over Station WFBL (CBS)

3rd Floor

Room 304

120 GENESEE STREET

Phone 251

Auburn, N. Y.

## Personal Finance Co.

### AGAIN — THE CAR TRACKS

Can it be possible that something is about to be done with Geneva's old street car tracks? Well, it begins to look as though something might be done.

The proposal of a wrecking concern to tear up the tracks and furnish brick to replace the pavement seems, on the face of it, to be about the best proposition yet. A common council committee is investigating to find out if this arrangement has worked out satisfactorily in other places.

However, rip up the old tracks or cover them up. Do something with them to eliminate the menace to motorists and pedestrians alike. Many serious skidding accidents

caused by these old tracks have been only narrowly averted. Eliminate them; they are a disgrace to the city.

### FUR CRAFT SERVICE

RELINING - REPAIRING

Worn parts removed and perfectly matched with new Fur.

SABATINI'S  
195 Exchange St.

### PRINTING and OFFICE SUPPLIES

M. F. Devaney

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

# GAS HEAT REQUIRES NEITHER

*Time, Thought nor Attention*

Just think, mild, uniform, healthful heat . . . without work or worry . . . dirt or dust. More leisure time . . . and a comfortable home in constant cleanliness! No matter how rapidly the temperature may change outside, it is always a summertime comfort within. The only work you need ever do is light the fire in the fall, and turn it out in the spring.

See your local heating contractor listed below or your gas company for free estimate for heating your home.

**CHAS. F. BARTH**  
425 Exchange St. Phone 2126

**COONEY, WATTS & COONEY**  
513 Exchange St. Phone 2170

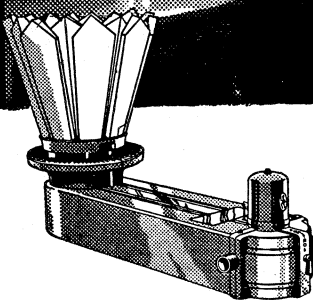
**HARRY A. LEADER**  
Rear 111 Castle St. Phone 3637

**JOHN A. PONTIUS**  
90 Elm St. Phone 4575

**RIGGS & JENSEN**  
475 Exchange St. Phone 2739

**M. J. KELLEHER**  
106 Castle St. Phone 2834

**EMPIRE GAS & ELECTRIC CO.**  
103 Castle St. Phone 6641



**GET THE TRUE FACTS  
NOW ABOUT GAS HOUSE  
HEATING BEFORE YOU  
DECIDE ON YOUR WINTER'S  
FUEL SUPPLY**

**OVER 500 HOMES IN THE GENEVA DISTRICT HEAT WITH GAS**

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., OCTOBER 15, 1936

## Just A Word About Our Made-to-Measure Department

For the man who is hard to fit we have a service which we feel is second to none . . . every customer is measured by our own tailor who has had years of experience in taking proper measurements. The materials as well as the prices are very attractive.

NEW FALL SUITS & OVERCOATS

**\$22.00 up**

A pleasure to show you.

**Baker & Stark Inc.**  
CASH & CARRY PRICE CLOTHING  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

## — 1936 — OPENING DATES OF FALL SHOOTING

PHEASANTS.....Oct. 19th to Oct. 31st  
PARTRIDGE.....Oct. 19th to Nov. 16th  
DUCK.....Nov. 1st to Nov. 30th  
WOODCOCK (North of N.Y.C. Tracks)  
.....Oct. 1st to Oct. 31st  
WOODCOCK (South of N.Y.C. Tracks)  
.....Oct. 15th to Nov. 14th  
DEER.....Generally, Oct. 15th to Nov. 15th  
SQUIRRELS.....Oct. 19th to Nov. 16th  
RABBITS.....Oct. 19th to Jan. 1st (indefinite)

SPORTING SUPPLIES

GUNS -:- AMMUNITION

**O. K. NEWS CORP.**

28 Castle Street

Phone 2713

Geneva, N. Y.

Sun rises Oct. 19th at 6:30 a. m.

## **\$5.00** IN MERCHANDISE

GIVEN AWAY TO OUR READERS  
EACH WEEK

from Merchants whose ads appear in  
"The News"

(See page 8)

MR. MERCHANT:—

Advertise — Every Week.

Contestants cannot specify YOUR STORE  
if your ad does not appear.

5100 COPIES WEEKLY

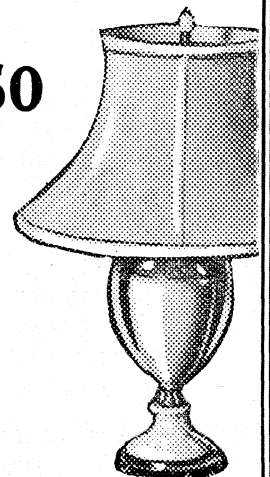
Distributed in Geneva, Waterloo, Phelps, Ovid,  
Willard, Stanley, Hall, and Seneca Castle.

★ **Smith's**  
J. W. SMITH DRY GOODS CO.

Beautiful New  
Table Lamps

**\$1.95 and \$3.50**

Our buyer has just returned from New York, and these new lamps are her selection. Stretched and pleated shades, and so many interesting types of bases. White, salmon, flame, brown, blue, green — all suitable colors and shapes. Come in and see them!



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., OCTOBER 15, 1936

## The Geneva Community News GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

5100 COPIES WEEKLY

## ALMANAC



"None preaches industry better than  
the ant, and she says nothing."

### OCTOBER



15—Springfield, Ill., monu-  
ment to Abraham Lincoln  
dedicated, 1874.



16—First correspondence  
school pupil enrolls, 1891



17—Boston and Maine railroad  
starts its operations, 1843.



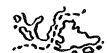
18—Federals capture slave-  
freeing John Brown, 1859.



19—Lord Cornwallis surren-  
ders to George Washing-  
ton, 1781.



20—Last spike driven in Pikes  
Peak Mountain Railroad  
1890.



21—Magellan discovers straits  
now bearing his name,  
1520.

© WNU

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## Y. M. C. A. NOTES

The Friendly Indian Club will  
meet Saturday at 9:30. All Friend-  
ly Indians are urged to be present.  
The program, parties, trip to Al-  
bany, emblems and Hallowe'en par-  
ty will all be discussed.

The Senior Hi-Y Club met last  
Tuesday and voted on new mem-  
bers. Any high school boy in the  
upper three classes interested in  
joining the club should make ap-  
plication at once either to Mr. Warr  
or one of the members.

The Rural Boys' Comrade Club  
has changed its name to the Rural  
Chapter of the Hi-Y Club and the  
Junior Hi-Y Club has changed to  
the Alpha Chapter of the Hi-Y  
Club.

The Junior Comrade Club will  
meet this week to make plans for  
the year. Many of the older Friend-  
ly Indians will be promoted to this  
group.

The Junior Stamp and Kodak  
Club. There is a demand for a defi-  
nite program for these two groups  
this year and all boys interested  
should register at the "Y".

## Trip to Albany

As a result of the trip to Niagara  
Falls, there is considerable interest  
in a two-day trip to the State Cap-  
itol to visit the Capitol Buildings  
and the State Museum. This trip  
will, without doubt, be taken dur-  
ing the Spring vacation. Boys in-  
terested should register at once to  
make their deposit and start their  
savings account. It is estimated  
that the trip will cost in the neigh-  
borhood of \$5.00.

## RENEW LAST SEASON'S COATS

Our careful cleaning and expert re-  
pairing will add much more wear and  
pleasure to last season's garments. Let  
us get them ready now.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

## RED HOT CAMPAIGN

BASEBALL! FOOTBALL!  
WONDERFUL NEW  
RADIO PROGRAMS!

Is your Radio in proper  
condition?

Our repair work is guaranteed  
and must give satisfaction.

## GEO. F. BRUZEE

23 E. Castle St. Phone 6522

Public address systems for sale  
and for rent.

## KEROSENE OIL

RANGE OIL

FUEL OIL

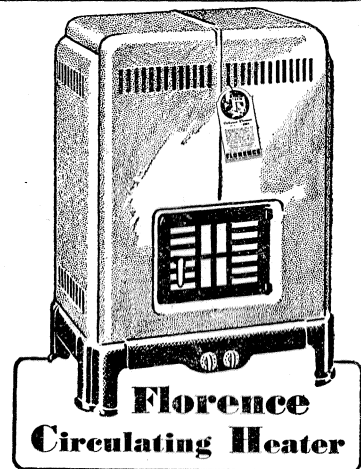
## JOHNSON PETROLEUM PRODUCTS

Geo. Johnson, Mgr.

Distributor ARMUR Motor Oils

86 Norwood Ave.

Phone 5760



**Florence  
Circulating Heater**

— Oil-burning —

Remarkable heaters  
Remarkable values

Also see our display of

FLORENCE RANGE OIL  
BURNERS

## DORCHESTER & ROSE

HARDWARE

543 Exchange St.

Phone 2496

People who use splendid grammar in conversation hardly ever say anything brilliant.

## GRACE WYNNE TAPLEY

TEACHER OF SINGING

81 Maxwell Ave. Phone 6229

## WILLIAM H. THOMPSON

Instruction in

PIANOFORTE  
and ORGAN

Phone 2729

Studio: 21 Argyle St.

Don't let

## Cold Weather

Catch you unprepared

Let us fill your radiator  
with

PRESTONE

the ideal anti-freeze

**RICKELS**  
SERVICE STATION

Lake Street Phone 2920

## AVIATION NOTES

A fine aerial view of Geneva, taken in the vicinity of the Bean's Hill airport, is on display in the window of Woodruff's Gift Shop, Schine's Theatre Bldg.

This photograph was taken by M. S. Dillingham, of Webster, N. Y., one of the students taking instructions at the Geneva Aerial Service Corporation school.

The picture gives an excellent idea of what may be seen in a flight from the Geneva airport.

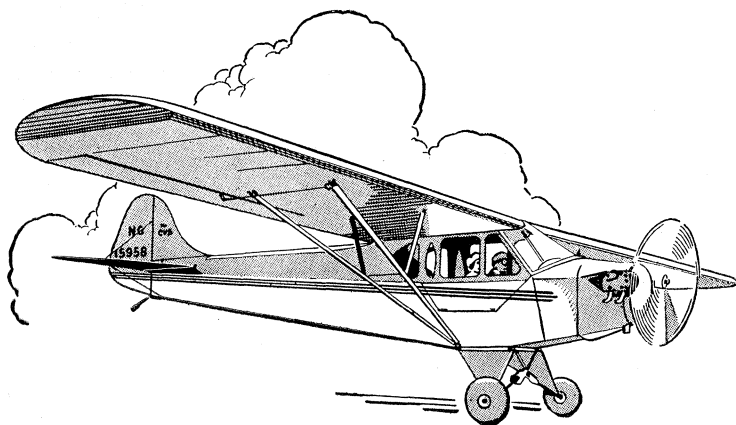
Planes are on hand each Wednesday, Saturday and Sunday for flights locally or to surrounding territory and special planes are available for charter at any time for passenger or express trips to any part of the country.

Now that a permanent airport has been established at Bean's Hill it is hoped that arrangements may be made for the removal of all power wires near the field, thus facilitating the ease of take-off in any direction of wind.

## Variety in Baths

The treatment of disease by medicinal baths has been developed to an amusing, if not an absurd, degree by the spas of Europe. Many of them offer, in addition to baths in hot sulphur water, soluble salt, radio-active mud and aromatic herbs, immersion in such liquids as ammonia, brine, malt and even glue.—*Collier's Weekly.*

A man on his uppers can't be expected to be a whole-soled fellow.



The type of airplane in which about twenty student flyers are now receiving instructions at the Geneva Aerial Corporation School, Bean's Hill.

Be exclusive . . . wear

## GAGE HATS

\$3.00 up

HARRINGTON'S HAT SHOP  
106 Lafayette Ave. Phone 5694

## "G. A."

## 1936 FALL CLEARANCE

OUR LACK OF SPACE IS  
YOUR GAIN

We have on hand a number  
of

## Used Cars

THAT WE MUST  
SELL NOW

or store for the winter. Storage is an expense . . . and, besides, we need the room for new 1937 models.

## Prices are Being Slashed

Some of them as much as

**50%**

Small down payment . . .  
small weekly payments.

Just think of it . . . not "Junkers", but cars that will run . . .

**As Low as \$9.00**

Large number to select from.  
Various makes and models.

**GENEVA  
AUTO CO.**

145 Castle St. Open Evenings

## "G. A."



# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?



Now playing  
**"ROAD TO GLORY"**  
 Fredrick March - Warner Baxter  
 Lionel Barrymore

---

Fri.-Sat., Oct. 16-17



TOGETHER AGAIN TO THRILL YOU!

Joan BENNETT  
Cary GRANT  
in  
**WEDDING PRESENT**  
with GEORGE BANCROFT  
Conrad Nagel Gene Lockhart  
Paramount Picture

Plus Screen Vodvil

---

3 DAYS — STARTS SUNDAY

CHEERFUL, TEARFUL, TUNEFUL!



*Shirley Temple*  
in  
**"DIMPLES"**  
WITH FRANK MORGAN  
HELEN WESTLEY  
STEPIN FETCHIT  
20th Century-Fox Picture

Added —  
 Color Cartoon  
 Pictorial  
 Sport News

---

Wed.-Thurs.  
 Kay Francis  
**"GIVE ME YOUR HEART"**

**SHOP IN GENEVA**

Delightful for your own personal use — grand for gifts — **Lentheric Cosmetics**. Perfume, Face Powder, Talcum, Rouge and Lipstick in odors of **Tweed, Miracle, and Gardenia**. Stop in and see them.

**McCarthy's Pharmacy**  
162 Castle St.

—D—

Empire lines fall in line with accepted trends for formal weddings.

—D—

## Dresses

... tailored wool, for street wear; charming crepe, for afternoon; elegant velvet, for evening. **The Bon Ton** has many styles, sizes 12 to 50 at \$3.98 to \$7.98.

—D—

A simple little dress in dark wool is an asset to any winter wardrobe, for you can wear it with all sorts of bright accessories.

—D—

## Coats

... sport models (plaid, tweed, plain) at \$9.98 — unusual values.

## Millinery

... rich felts with clever crowns and trimming. \$1.00 and \$1.98.

**The Bon Ton**  
498 Exchange St.

—D—

Stiff silver lamé makes a tunic formal enough for the highest tea.

—D—

**Super Quality Fabrics and Super Quality Tailoring** of the most distinctive character. Their merit may be equalled but never at these prices:

**\$25.00 to \$45.00**

Ladies' coats and suits, a specialty.

**A. P. Petersen**  
476 Exchange St.

—D—

Into square-cut armholes of one slim velvet dress are tucked glittering metal sleeves that taper to a slim wrist.

Thrift is economy . . . economy implies quality . . . economy applies, also, to service on watches, clocks and jewelry. You are thrifty when you trust your work to an expert jeweler. Therefore, we recommend **Prince's Jewelry Store**, 20 Linden St.

—D—

Paris prescribes braiding for dress and jacket trimming.

—D—

**Le Brun's Fur Shop** features expert workmanship at reasonable prices on all kinds of fur work. **Phone 3461** or stop in **Geneva's oldest fur establishment**, over 38 Linden St.

—D—

You can turn simplicity into chic that is really arresting by adding to a dress that is basically smart but unadorned, accessories and details that are full of imagination.

—D—

Two-tone cross-stitch for monogram initials is ever so smart on towels or luncheon sets.

—D—

They are growing every day! Take your children to **The Stewart Studio**, 41 Seneca St., today — for the photograph you and they will treasure through the years. Or call 2183 for an appointment.

—D—

The Ladies will be glad to know that **Baker & Stark, Inc.**, have reduced the price on Munsingwear Hosiery to 79c per pair.

—D—

Lots of people have a special fondness for quaint little pincushions. They are easy to make and are delightful gifts.

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.





## RADIO FLASHES

by Ralph Le Brun



Dr. Allan Roy  
Dafoe,  
the  
country doctor  
who  
has the  
five most  
famous patients  
in  
the world,  
the  
Dionne quintuplets,  
is  
now heard  
in a  
series of programs  
over the  
Columbia network  
each  
Monday,  
Wednesday,  
and Friday,  
at  
11:45 A.M.

The gaiety and drama, and the songs and sagas of plantation life will be captured for the radio audience in a new series starring Irvin S. Cobb, noted author, humorist and actor, and a notable cast of actors and musicians. The program, titled "Irvin Cobb's Paducah Plantation" will be heard weekly over the NBC-WEAF network, beginning on Saturday, at 10:30 P.M. Oldsmobile is the sponsor.

The "March of Time" will return to the Columbia network, Thursday, at 10:30 P.M., as a weekly half-hour feature under its original sponsors, Time, Inc.

Another 10th Anniversary feature of the National Broadcasting Company, with glee clubs of Yale, Prince-

### THE GONG . . .

doesn't always stop bad radio performance  
But a phone call to 3237 will. I have factory service information on over 15,000 different sets.

**RALPH LE BRUN**

225 High Street

Phone 3237

ton, Penn State, and Northwestern College, and the bands of Notre Dame, Illinois, and Wisconsin singing and playing college songs, will be broadcast Saturday, at 8 P.M., over NBC-WHAM.

Health advice, presented in the form of drama, is being broadcast over the NBC-Blue network each Tuesday, at 5 P.M., under the auspices of the American Medical Association.

(continued on page 11)

**COAL** — FILL YOUR BINS NOW — **COKE**  
In Advance of Winter Weather

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**  
27 Castle St. Phone 6186 and 6232 261 Exchange St.

**Come In**

AND SEE OUR NEW STOCK OF

**BEACON BLANKETS**

**\$1.49 to \$3.98**

Colors include Rose, Blue, Gold, Green, Cedar, Mahogany, Orchid.

**HOWARD DRY GOODS CO.**

**Before Bad Weather Sets In**

. . . be sure your roof is O.K.

Let us give you an estimate on one of those fine  
**COPPER BOUND ROOFS**

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

**FIRE PLACE FURNISHINGS**

PORTABLE BASKET GRATES, cast iron,  
well constructed.....\$5.75 ea.

FIRESET, black satin finish,  
tongs, shovel and brush.....\$4.50

FIRE PLACE SCREENS, black finish.....\$3.50 ea.

ANDIRONS, black finish.....\$4.25 ea.

WOOD HOLDERS, black finish.....\$2.75 ea.

**COONEY, WATTS & COONEY**

513 Exchange St. HARDWARE Geneva, N. Y.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Devil's Food with Lemon Meringue Frosting

Cake:

- ½ cup shortening
- 1 cup sugar
- 1 egg, beaten
- ½ cup curdled milk
- 4 tablespoonsful cocoa
- 1¼ cups flour
- 1 teaspoonful soda
- Pinch salt
- ½ cup boiling water
- 1 teaspoonful vanilla

Cream shortening and sugar, add egg. Add sour milk and beat very hard. Sift cocoa, flour, soda and salt together, then add to first mixture, a little at a time. Add vanilla and last add the hot water and beat several minutes. Bake in moderate oven.

Frosting:

- 1 can condensed milk
- 2 tablespoonsful lemon juice
- 1 egg white, stiffly beaten

Blend lemon juice and milk together until thick, fold in the stiffly beaten egg white. Spread on baked cake. Bake in a moderate oven for ten minutes or until delicate brown.

E. H., Castle Road

## Banana Cake

- ½ cup butter
- 1½ cups sugar
- 2 eggs (separated)
- 4 tablespoons sour milk
- 1 teaspoon each soda and baking powder
- 2¼ cups flour

1 cup nut meats, a little vanilla  
3 bananas mashed or 1 cup  
Cream sugar and butter well, add egg yolks and sour milk. Add soda, baking powder and flour sifted together, then add mashed bananas, nut meats and flavoring. Lastly fold in beaten egg whites and bake in moderate oven for about 30 minutes.

M. D., N. Exchange St.

## Ginger Pear Turnovers

- 2 cups sifted flour
- 4 teaspoons baking powder
- 2 tablespoons sugar
- ¾ teaspoon salt
- ¼ cup shortening
- 1 egg, well beaten
- ¼ cup milk
- 1 cup chopped fresh pears
- ½ cup chopped crystallized ginger

Grated rind of 1 lemon

Mix and sift flour, baking powder, sugar and salt. Cut in shortening. Combine egg and milk and stir in. Roll out on lightly floured board to ¼ inch in thickness. Cut dough with a 2 inch round cutter. Combine pears, ginger and lemon rind and place by spoonfuls on each of half the rounds. Top with remaining rounds, seal edges and prick top with a fork. Bake on greased cookie sheet in moderately hot oven (375 degrees F.) about 12 minutes. Yield: 12 turnovers.

When an advertisement is so clever that people think about its cleverness instead of about what it advertises, it is too clever to make sales.

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator"  
the conditioned-air refrigerator

110 Lake St.

Phone 2740

When you break

## WINDOW GLASS

just phone 2998

Our service includes calling for sash, replacing glass and returning. No fuss . . . no bother to you. :- We do picture framing, too :-

## DEMMING'S

Wall Paper and Paints  
505 Exchange St.

## BAUMGARTNER'S FOOD STORE

Specials for Friday and Saturday

Dold's Special Butter, 2 lbs. for 75c  
Mel-O-Nut Oleo, 2 lbs. for.....35c  
Dold's Shortening, 2 lbs. for....29c  
Niagara Brand Vegetable Soup,  
large can .....10c  
Scott's Pork & Beans, 1ge. can, 10c  
Morrell's Beef Stew, 22 oz. can,  
2 for .....33c  
Cains Mastermixt Mayonnaise,  
per pt. ....28c  
Queen Bess Golden Bantam Corn,  
per can.....10c

Top of Bean's Hill  
at edge of City

Phone 2546  
We'll Deliver

## Why TAKE CHANCES?

When Winter is at its coldest and you have "Bootleg Coal" in your bin it is too late to say:

"I wish RAPALEE'S  
HAD filled my bin  
with Coal or Coke that  
I could depend on."

## RAPALEE'S

Phone 2221

CAPITAL

Boilers and Radiators

Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## COLD WEATHER CAR NECESSITIES

PRESTONE

WINTER LUBRICATION

ARVIN HEATERS

Be safe . . . and comfortable.  
Come in today.

**FINK'S**  
**SUPER-SERVICE STATION**  
Lake Street Phone 2448

## ALWAYS AT YOUR SERVICE

Buy Quality Merchandise from

**L. E. HILTON**

### FINE ROTTED MANURE

Per cubic yard (about 22 bu.), \$3.25

MIXED SOILS (Manure, Muck and  
Top Soil), per cubic yard.....\$3.25

### FERTILE LOAM SOIL

Per cubic yard.....\$2.50

Large quantities discounted  
according to amount

### WOOD OF ALL KINDS

Cinders, Sand, Gravel, Crushed Stone

—: We deliver a bushel or a load :—

14 Clover St. Phone 6102 Geneva

## GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"All that you have that you cherish, all that is big and fine and worth while, all that means most to you, was believed in by one set of optimists and achieved by another." — *Kaufman*.

"Power dwells with cheerfulness. Hope puts us in working mood, whilst despair is no muse and untunes the active powers." — *Emerson*.

"Happiness lies in the consciousness we have of it, and by no means in the way the future keeps its promises." — *George Sand*.

"Who is the wisest man? He who says the right thing at the right time? No, indeed, but he who leaves unsaid the wrong things at the tempting moment." — *Anon*.

"Worry is discounting possible future sorrows, so that the individual may have present misery. Worry is the traitor in the camp that dampens our powder and weakens our aim. The remedy may be found in clear, simple, common sense applied to the business of life." — *Jordan*.

"If you don't believe in yourself and your future, don't expect anyone else to have confidence in you. Enthusiasm is your best asset. Use it." — *Lloyd*.

(To be continued)

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

## USED PIANOS RECONDITIONED

EASY TERMS

## BOLIN MUSIC HOUSE



**It's easy to  
buy - easy  
to pay!**

**Your  
Account  
Opened  
in Just  
a Few  
Minutes**

**TIRES  
AS LOW AS  
47¢  
PER WEEK**

Use this  
Plan for  
buying your  
complete  
car needs

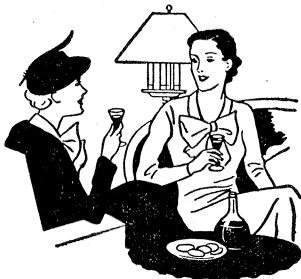
**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange St.  
Phone 2323 J. H. Bindeman, Mgr.

Listen to the Voice of Firestone, Monday  
evenings, over N. B. C.—WEAF Network

**"You say that Widmer's Wines aren't expensive?"**

**"No! Only a few cents more a quart than the cheapest."**



• Try Widmer's Wines. Your taste will recognize the difference even though your pocket-book never notices it. They are better wines—produced correctly in the heart of New York State's famed Finger Lakes district. Be sure of your wine—Say Widmer's at stores, restaurants and taprooms everywhere.

**Widmer's  
Wines**

Always in good taste since 1888

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as possible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this  
"EASY MONEY" SECTION  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.  
Our free demonstration proves it.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## YOUR CAR WILL START

Easier and save gas these cold mornings  
if you have our experts drain and flush  
the crank case, gears and rear end, then  
refill with our long mileage oil and  
grease.

TED'S AUTO INN  
Phone 5174 35 Tillman St.

When you buy  
BREAD

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## SEE THE NEW

Gruen, Hamilton and Elgin Line now  
displayed for your approval. Ask about  
our Divided Payment Plan.

We have been appointed Geneva representative for the famous "Lucien Lelong Toilette"

## S. A. GILBERT

510 Exchange St. (Jeweler) Geneva  
CREDIT? Of course — Liberal Terms.

SELECT YOUR XMAS GIFTS  
EARLY . . . a small deposit will hold

LAWN SEED PLANTED NOW  
... gives you a beautiful lawn in Spring.  
Get our Tested Seeds and Fertilizer  
for best results.

Food for the dog? Sure, all kinds.  
COOK'S FEED STORE  
40 Castle Street Phone 2722

## IT'S HERE

The new special "ARVIN" Ford V-8  
car heaters with all the fittings. Quickly  
and easily installed. We have other  
heaters, too — come in.

LERKIN'S GARAGE  
16 Davis Street Phone 6782

FRONT WHEELS OUT OF LINE?  
That's dangerous and surely ruins tires.  
Our experts and modern equipment will  
adjust them and stop the shimmy.

STRATTON'S BRAKE SERVICE  
Lake St. near Exchange St. Phone 2028

Read THE NEWS every week —  
it pays.

## DUNLOP CAR HEATERS

Will keep you warm and comfortable in  
the coldest weather. We have other accessories,  
batteries, chains, defrosters, etc.

DUNLOP TIRE & RUBBER CO.  
See Elmer — Easy Terms  
373 Exchange St. Phone 3163

## OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920  
MARFAX Lubrication — the kind that  
ALWAYS SATISFIES and prolongs  
the life of your car.

★ ★ Look for Star Pumps ★ ★

## BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

PETERSON  
Seymour Alley  
rear Geneva Loan & Savings Assn.

New 1937 "PHILCO" Now Displayed  
The Radio that covers the world like  
the morning dew. "Nothing missed."  
A set for every purpose and every purse.  
Only \$20.00 and up — Easy Terms

MAYTAG SALES & SERVICE  
431 Exchange St. Phone 2005

Sunbeam Furnaces Furnace Cleaning  
Stainless Steel Work  
24-Gauge Smoke Pipes and Elbows  
Air-conditioning Engineering  
Our Best Advertisement  
Is Satisfied Customers  
H. R. OSTRANDER  
Phone 3976 70 Colt St.

CARROLL'S CENTRAL SERVICE  
305 Main Street  
Opp. Armory Phone 2592

U. S. BATTERIES  
and RECHARGING SERVICE  
:-: Reasonable Rates :-:

# "EASY MONEY" (Continued)

**SHERWIN-WILLIAMS PAINT**  
is the best for

Fall painting.

There's a reason.

**FAIRFAX BROS. CO**

87 Castle Street Phone 2441

**A BEAUTIFUL SOUVENIR FREE**

Call at our new downtown store  
32 Linden St. (Firoozi's former place.)  
Everything in Flowers, Potted Plants,  
etc. Funeral, Wedding, Banquet Designs  
made to order.

**JOHN GAGLIANESE**

Greenhouse 17 Reed St.

We Deliver Phone 3144

It pays to look well . . .

"KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50

**HOTEL SENECA BARBER SHOP**

Jos. O'Byrne Anthony Alvaro  
Prop. Associate

Free Parking in Rear of Hotel

**MEN'S UNLINED DRESS GLOVES**

Suedes - Mochas

Capes - Pigskins

\$1.50 up

**R. J. IREDALE**

**MEN'S FURNISHINGS**

461 Exchange St. Next Western Union

**THIS WEEK'S SPECIALS**

Cod Fish .....23c  
Brimfull Jelly .....10c  
Compound .....13c

**FLORENCE LABIGAN**

Red & White Store

261 William St. Everything in Groceries

**BAUMAN & MEDES**

151 Exchange St. Geneva Phone 3391

Furniture Repairing, Upholstering, Auto  
Tops, Seat Covers, Tarpaulins, Canvas  
Covers made to order and repaired.

All Work Guaranteed

**SPECIALS—Fri., Sat., Oct. 16-17**

Large Box Kirkman's Chips.....17c  
No. 2 Verick Peas, 2 for.....25c  
No. 2 Veteran Asparagus.....27c  
Brooms .....55c - 67c

**C. S. DADSON**

70 Cherry Street Phone 2630

**CALL or PHONE**

For Our Weekly Specials

You'll Save Money and Call Again

**GEORGE PHILLIPS**

Red & White Store

A Complete Grocery

111 Pulteney Street Plenty of Parking Space

**GET YOUR CAR HEATER NOW**

We have them for all makes of cars

—Wide Range of Prices—

Liberal Allowance for Your Old Heater

**AUTO ELECTRIC SERVICE**

Carl E. Cole

30 Lake Street Phone 2814

**Persistent Advertising**

even in a small way, is surely a lot  
better than no advertising at all.

See

**NEWEST DESIGNS**

in

**STERLING and**

**PLATED SILVERWARE**

at

**"BARTH'S"**

Seneca St.

Phone 2686 Schine's Theatre Bldg.

Ask about our lay-away plan  
for Christmas

Kirkman's Granulated Soap, large,  
18c value

Kirkman's Granulated Soap, small,  
10c value

Total value.....28c

Special—this week only—both for 19c

**L. J. McCANN'S GROCERY**

144 High St. Phone 2653. We'll Deliver

**"BRENNAN'S"**

Butter, lb. ....35c

Sugar, 10 lbs. ....49c

Potatoes, peck .....29c

31 John St.

We'll Deliver Phone 4572

**THESE COOL NIGHTS**

It's nice and comfortable with a

"Florence" Oil Heater

We have all sizes and styles

**DORCHESTER & ROSE**

543 Exchange Street Phone 2496

**MR. MERCHANT.** Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

**OUR NEW FALL SHOES**

Have Arrived

98 New Styles All Sizes

\$1.98 to \$2.98

**THE TRIANGLE SHOE STORE**

488 Exchange Street Phone 2636

Where QUALITY Reigns Supreme

You will enjoy eating

**DAVIDSON'S ICE CREAM**

It does not leave your throat  
all dry and parchd.

**DAVIDSON'S**

312 Castle Street

Phone 6122

**COLD and UNCERTAIN WEATHER**

Make Wash Days a big problem for  
mother — The solution? Sure:

Phone 2112

**GENEVA STAR LAUNDRY**

Saves time, worry, and real money.

Free Calls and Deliveries.

**THE GENEVA HOME**

For Quality Meat, Home Dressed Poultry,  
Cold Meats, Pork Sausage.

Phone 2127 — We'll Deliver

**WILSON & JOHNSON**

261 William Street Everything in

MEAT

Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service  
excelled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.

**The GENEVA MOVING & STORAGE  
COMPANY, Inc.**

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

**OUR NEW ELGIN WATCHES**

are little beauties and guaranteed to  
keep accurate time. Come in, see them,  
the newest style, you'll surely want one.

**C. PHILLIPS - The Jeweler**

23 Castle St. We do repair work, too

**HOT "JUMBO" POP CORN**

The More You Eat

The More You Want

**THE CORNER NEWS**

Cor. Main & Castle Sts. Phone 2515

**EYE STRAIN** retards a

Child's Progress in School

**G. W. FLETCHER - OPTOMETRIST**

Castle Street Opp. City Hall

Office Phone 2292 Residence 2044

Eyes Examined, Glasses Fitted, Frames

Repaired, Broken Lenses Replaced.

Phone for Appointment.

"Easy Money" Section continued  
on next page.

# "EASY MONEY" (Continued)

## A TREAT FOR MOTHER

Full Course Sunday Dinners: Turkey, Young Broilers or a Delicious Tender Baby Steak; only .....65c

Full Course Prime Rib of Beef, with all the trimmings .....55c

Short Orders - A la Carte - Sandwiches

Counter and Grille Service  
Free Parking Space

## The Texaco Grille

Lake Street Near Exchange St.

## APPLETON'S

92 Seneca Street Phone 2579

Good Food, Comfort, Courtesy, Service.  
Full Meals, A la Carte, Luncheons.  
Two floors and a rathskeller unexcelled.  
A menu that never fails to satisfy  
We also serve legal beverages.

## It's Just Natural

When you Think of REAL ESTATE

To Think of "FINZAR"

20 Linden St. (Prince's) Phone 2661

## OYSTERS ARE IN SEASON

Ours Are Always Fresh  
Shipments Received Daily  
GENEVA FISH MARKET  
Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
EVERYTHING IN SEAFOOD

## DeSIO'S AUTO TOP SHOP

Auto Tops repaired and made to order  
Safety Auto Glass Upholstering  
Seat Covers Rugs Rebound  
Curtains Repaired Trimming Supplies  
70 Tillman St., formerly Naegle's place

## JOE'S MARKET

226 Exchange St. Phone 2027

## This Week's Specials:

Round Steak .....25c  
Sirloin .....25c  
Shoulder .....20c  
Italian Sausage, hot or sweet....22c  
Pork Liver .....10c  
Homemade Bologna, 2 lbs.....25c

Come in — look around!

**FREE DELIVERIES**

## Limited

First: "I'm afraid Jones is wandering in his mind since flunking in that math exam."

Second: "Well, you needn't worry. He can't go far."



## THE FUNNYBONE



## Huh? Answer, Please

Joshua—Would you marry a woman who is a great talker, or the other kind, Ezry?

Ezry—What other kind is they?

## Smart Thinker

Employer—You will get \$5 a week and more next year.

Office Boy—Good! I'll come back next year.

## Keeping Up With the Joneses

Mr. Hardrun: "I wonder why it is we can't save anything."

Mrs. Hardrun: "It isn't our fault, honey. It's the neighbors. They're always getting something new we can't afford."

## They Kick, Anyway

Jack—Do guns have legs, Pop?

Pop—Of course not!

Jack—Then why do they have breeches?

## Counter Attraction

Tommy: "Mother, let me go to the zoo to see the monkeys?"

Mother: "Why, Tommy, what an idea! Imagine wanting to go to see the monkeys when your Aunt Betsy is here."

## Just a Repeater

Sergeant (at police station) — What! You back again?

Prisoner—Yes, sir. Any letters?

## A New Tune

A man with a little black bag knocked at the front door.

"Come in, sir, come in," said the father of fourteen children, "and I hope to goodness you're a piano-tuner."

## IT'S HERE!

... the new Kathanode Battery

Unconditionally Guaranteed  
as long as you own your car

See this remarkable Battery

at

23 E. Castle St. Phone 6522

## GEO. F. BRUZEE

"The Battery Man"

— Battery and Radio Service —

## 10 PER CENT DISCOUNT

on all orders for

ENGRAVED CHRISTMAS CARDS

placed before November 1st

See samples at ...

## M. F. Devaney's

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

Phone  
5566

Work Called for  
and Delivered

## GEORGE E. DURKEE

EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING

22 Madison St.

Geneva, N. Y.

## CARPENTER and BUILDER

Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given — free



**"EASY MONEY" WINNERS**

Here are the successful contestants for the past week in our "Easy Money" feature: (See page 8)

**Winners of Merchandise:**

R. L. Haling, 420 Castle St.  
Helen P. Maney, 5 Genesee Park  
Mrs. N. M. Reid, 198 Nursery Ave.  
Mrs. Edward Grant, Stanley, N. Y.  
Mrs. H. F. Breuer, 11 Madison St.

**Winners of Theatre Tickets:**

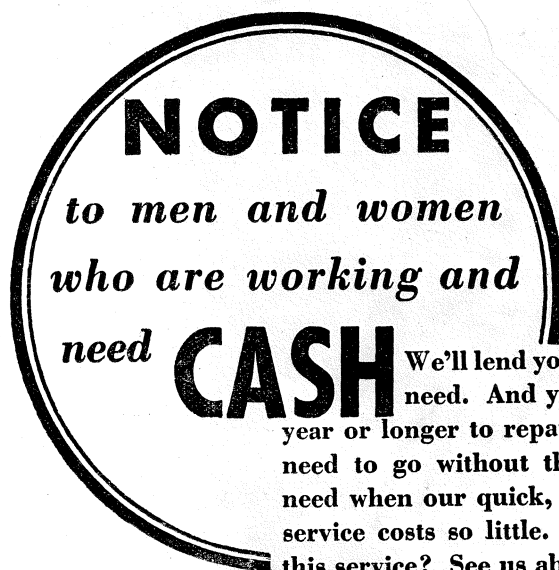
Dorothy Fryer, 30 Dorchester Ave.  
John Glynn, 81 Seneca St.  
Ralph E. Bouchey, 33 Cherry St.

"MAYTAG" was the name of the advertiser that could be spelled with the missing letters in last week's issue.

NOTE:—When sending in solutions be sure to give complete address, as well as signing your name.

Also, some contestants this past week overlooked specifying where they preferred merchandise in the event of winning.

Glad to see the number of male contestants growing each week.



**LISTEN** to  
"Your Unseen Friend"  
at 5 P. M.  
Sunday Afternoon  
over  
**WFBL**

3rd Floor National Bank Bldg. Room 304  
120 Genesee St. Phone 251 Auburn, N. Y.  
**LOANS MADE IN NEARBY TOWNS**

**Personal Finance Company**

**RADIO FLASHES**

(Continued from page 5)

Three of the screen's most outstanding juvenile stars will appear on the broadcast of "Hollywood Hotel" over a Columbia network, Friday, at 9 P.M., when Freddie Bartholomew, Mickey Rooney, and Jackie Cooper, will join in a radio adaptation of MGM's new motion picture, "The Devil is a Sissy."

The "Voice of Niagara," featuring the Carborundum Band under the direction of Edward d'Anna, will start its eleventh year on the air on Saturday, at 7:30 P.M., on the Columbia network. As in each of the ten years past, the program commences with the telling of an Iroquois Indian legend by Francis, program director and narrator. The actual roar of Niagara Falls, a continued feature of this program, will be continued.

Edith Meiser, author of Helen Hayes' vehicle Bambi on NBC, early in her career was in vaudeville, traveling the Keith circuit as a singer of sophisticated songs. The daughter of a Detroit newspaperman, she is a graduate of Vassar. Miss Meiser wrote Miss Hayes' script of last season, The New Penny, and is recognized as one of radio's most skilled dramatists.

An alert young lady in the offices of Major Bowes has made a tabulation of the various ways in which listeners spell his name in addressing mail to him. Vari-

ously it has been written: Mr. Major Bowes, Mayer Bowes, Mayor Bowes, Majer Bowes, Bowers, Bowles, Boze, Boas, Boioes, Bowoes, Boaz, Bow, Bows, Boz, Bose, Bowies, Bones and Boles. And the lady adds, considerable mail has reached him addressed merely "All right, All Right."

An Englewood (N.J.) girl fell from an upper story window and landed in a young man's lap. In grandma's day such carryings-on were called "forward."

Life is a grindstone, and whether it grinds a man down or polishes him up depends upon the stuff he is made of.

And even worse than problem children are the parents who never tire of telling you the problems.

Don't economize like the Scotchmen who took long steps to keep from wearing out his \$4 shoes and split his \$8 trousers.

**THAT LAST SEASON'S  
FELT HAT . . .**

can be made to look like new  
. . . at extremely low cost.

**GENEVA DRY CLEANING CO.**

Phone 2742

30 Linden Street

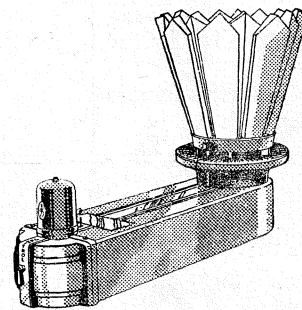




# GAS HEAT LIGHTENS THE TASK OF

*Active  
hands*

There is no "handling" problem with this modern fuel. You merely set the thermostat to the degree of comfort you want and automatically just enough gas is delivered to your heating system to assure that comfort. Gas has none of the unpleasant by-products of other fuels. The only by-products of gas are welcome ones—comfort, cleanliness, constant healthful warmth, complete freedom from heating care—new leisure hours for busy hands.



Phone any of the local dealers listed here for a free estimate of the cost of heating your home with gas. No cost. No obligation.

## FIND OUT FOR YOURSELF HOW LITTLE GAS HOUSE HEATING COSTS

Don't guess about the cost of heating with gas. Get the facts for yourself. Know in advance just what it will cost to heat your home this ideal way.

### CHAS. F. BARTH

425 Exchange St. Phone 2126

### COONEY, WATTS & COONEY

513 Exchange St. Phone 2170

### HARRY A. LEADER

Rear 111 Castle St. Phone 3637

### JOHN A. PONTIUS

90 Elm St. Phone 4575

### RIGGS & JENSEN

475 Exchange St. Phone 2739

### M. J. KELLEHER

106 Castle St. Phone 2834

### EMPIRE GAS & ELECTRIC CO.

103 Castle St. Phone 6641

OVER 500 HOMES IN THE GENEVA DISTRICT HEAT WITH GAS

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., OCTOBER 22, 1936

*Announcing . . .*

## WEST END SERVICE

MARK HOPWOOD, Prop.  
(formerly C. L. Rickerson's)

—  
TEXACO  
PETROLEUM  
PRODUCTS  
—

—  
COMPLETE LINE  
QUALITY  
GROCERIES  
—

Phone 2571

HAMILTON STREET . . . foot of Bean's Hill

**"It's**

# BUICK

**Again"**

**for 1937**

—  
On Display

SATURDAY, OCTOBER 24

—  
**KITCHELL MOTOR CO.**

386 Exchange St.

Geneva, N. Y.

## FUEL OIL SERVICE

THE BEST OF OIL  
THE BEST OF SERVICE  
Just phone us . . . any time.

—o—  
And, remember us when in  
need of a car battery or  
battery service.

—o—  
**FINK'S**  
**SUPER-SERVICE STATION**

Lake Street Phone 2448

## COOLER DAYS ARE HERE AGAIN

*Don't Forget  
To Order*

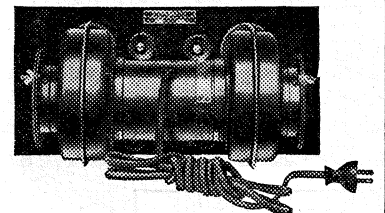
D & H SOLVAY  
**COAL or COKE**

Phone  
2221-2317

**RAPALEE'S**

## SPECIALS -- THIS WEEK

GENESEE BLOWERS



\$25.00 to \$33.75

Save 35 to 50% on your fuel bill

—  
FALL SALE  
"Wear-Ever" Aluminum

Special Attractive Prices  
on Entire Line

**DORCHESTER & ROSE**

HARDWARE

543 Exchange St. Phone 2496

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., OCTOBER 22, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY

(Certified)

## Seasoned Hard Wood

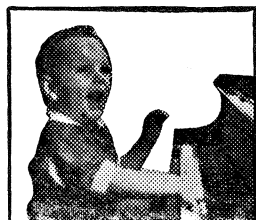
Cut and Dried over 12 months. We specialize in Kitchen Range and Kindling Sizes.

KITCHEN RANGE SIZE  
per cord, delivered .....\$3.40  
KINDLING, chopped fine,  
ready for use, 1/4 cord.....\$1.15  
KINDLING, per 1/2 cord,  
delivered .....\$2.25  
HARDWOOD CHUNKS, all sizes,  
per cord .....\$3.25  
FIREPLACE WOOD, well seasoned,  
14, 16, 20, and 24 inch lengths,  
.....price on request

— May be seen at 14 Clover Street —

**LESLIE E. HILTON**

Phone 6102 PROMPT DELIVERIES



give  
YOUR  
CHILD  
this  
chance  
with a

BALDWIN, HAMILTON  
OR HOWARD PIANO  
**BOLIN MUSIC HOUSE**

## STAMP CLUB BANQUET

On Tuesday evening, October 27, at 7:30, the Geneva Stamp Club will hold a banquet at Appleton's Rathskeller. Anyone interested in stamps is cordially invited. Tickets are \$1.00 per plate and reservations must be made not later than October 24.

In addition to the banquet, visiting clubs are to have stamp collections on exhibition, for which a trophy will be presented, and there will also be an auction.

For banquet reservations, entries of collection exhibitions or auction lots, write or phone A. J. Grant, P. O. Box 466, Geneva, N. Y. — phone 4447.

## WHO TO VOTE FOR?

Anyone who listens to all sides of the political situation must reach the conclusion that we are in for an awful "reaming", no matter who is elected. But, wasn't it ever thus?

## CHICKEN SUPPER AT PHELPS

The Phelps Baptist Church will serve a Chicken Supper in the Church dining room, Saturday, October 24, from 5 to 7:30. Tickets, 50c.

## Tip to Barbecues

An American trade commissioner in Athens suggests that American barbecues might try a Greek idea popular at railway station cafes, known as souvlaki and consisting of squares of pork and lamb roasted over charcoal fire and served on long bamboo sticks.

## GOOD CLEANING SHOWS

... There is simply no question about our quality cleaning — it shows. Profit by it — use our services regularly. Look your best and at the same time economize through longer wear.

**FOOTE'S CLEANERS**

HARRY D. TARBELL

78 Castle Street

Phone 2910

## GRACE WYNNE TAPLEY

TEACHER OF SINGING

81 Maxwell Ave.

Phone 6229

## WILLIAM H. THOMPSON

Instruction in

PIANOFORTE  
and ORGAN

Phone 2729

Studio: 21 Argyle St.

## IT'S HERE!

... the new Kathanode Battery

Unconditionally Guaranteed  
as long as you own your car

See this remarkable Battery  
at  
23 E. Castle St. Phone 6522

**GEO. F. BRUZEE**

"The Battery Man"

— Battery and Radio Service —

## IF IT'S

## Real Protection

you want for your cooling  
system for the approaching  
zero days ...

We have various kinds  
of reliable brands of

**ANTI-FREEZE**

Be Safe — Not Sorry

\*

**RICKELS**

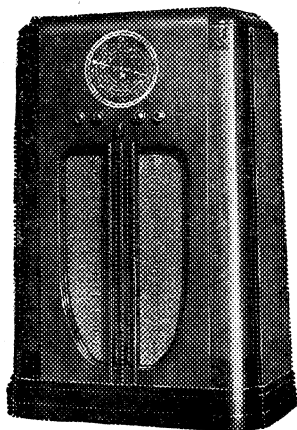
SERVICE STATION

Lake Street

Phone 2920

# DELCO RADIOS

*Leaders in*  
**STYLE • TONE and  
PERFORMANCE!**



**PRICED FROM \$25.00 TO \$144.50**

Delco Radios for 1937 with their modernistic lines—streamlined cabinets of beautiful Walnut furnish a trend in modern furniture design, which will blend in with all types of furnishings. One look at the 1937 Delco Home Radios and even the most sophisticated will become enraptured with their beauty—and after listening to their magical life-like tone, they will be convinced that no home will be complete without a Delco. Delco Radios are truly the 1937 leaders in style, tone and performance.

## MAYTAG Sales & Service

431 Exchange St.

Phone 2005



**HILDEGARDE**

... a young American girl who crossed the seas to win fame and glory in England and Europe, has returned to New York and the National Broadcasting Co. Her style of presenting American tunes brought her the honor of being the first foreign artist to sign a contract with the British Broadcasting Corp.

(See "Radio Flashes", page 5).

### SUCCESSFUL CONTESTANTS

The winners for the past week in our "Easy Money" contest are as follows (See page 8)

Winners of Merchandise:

Charlotte C. Schroeder, 43 Hogarth Ave.

Mrs. Fred Murphy, 38 Elm St.

Mrs. C. E. Cole, 48 West St.

Ed. Linehan, c/o Russell-Hart's

Margaret Quigley, Clifton Springs

Winners of Theatre Tickets:

Mary Krynski, 288 William St.

Mrs. M. E. Brock, 427 Washington St.

Mrs. W. J. C. Brennen, 138 Maxwell Ave.

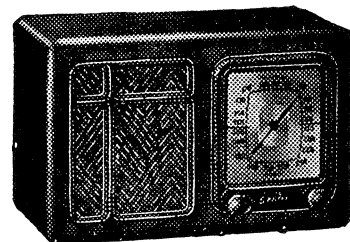
MR. MERCHANT: It pays to advertise EVERY WEEK in the GENEVA COMMUNITY NEWS. Contestants in our "Easy Money" feature cannot specify YOUR STORE if your ad does not appear.

# Emerson Radio

"RE-CREATES THE ARTIST  
IN YOUR HOME"

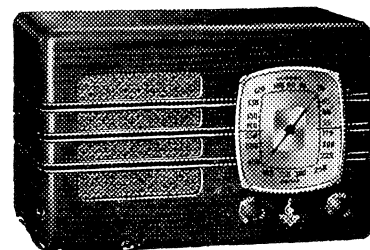
**with Exclusive Gemloid Dial**

Emerson's "Micro-Selector" gives you BIG-SET sensitivity. Just a twist of the wrist and you get just the station you want at its very best. More programs, better reception—with any radio engineered by the World's Largest Maker of Small Radios...EMERSON!



**\$19.95** 6-TUBE AC-DC  
SUPERHETERODYNE

**EMERSON MODEL A-132** — Standard American Broadcasts and State Police Calls ... Harmonized Unit Construction. 6-Inch Dynamic Speaker ... Automatic Volume Control ... Signal Filter ... Built-In Antenna ... trim, Modern Acoustically Constructed Cabinet with the Indirectly Lighted Emerson GEM-LOID Dial.



**\$24.95** 6-TUBE AC-DC  
SUPERHETERODYNE

**EMERSON MODEL A-130**—Standard American Broadcasts and State Police Calls with Emerson Micro-Selector ... 6-Inch Dynamic Speaker ... Automatic Volume Control ... Indirectly Lighted GEMLOID Dial ... Built-In Antenna ... Modern Hardwood Acoustically Constructed Cabinet.

**FREE HOME TRIAL**

**EASY TERMS**

Emerson Radios from \$14.95 to \$99.95

## MAYTAG Sales and Service

431 Exchange St.

Phone 2005

# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?



Thursday—One Day  
**LYNNE OVERMAN**  
**WILLIAM FRAWLEY**  
**"3 MARRIED MEN"**  
 Added Shorts

Fri.-Sat., Oct. 23-24

THEY GAVE UP LOVE!



..THAT AN  
 EMPIRE  
 MIGHT  
 BE BORN!



"THE  
**TEXAS  
 RANGERS**"  
 WITH  
**FRED MacMURRAY**  
**JACK OAKIE**  
**JEAN PARKER**

Sun.-Mon.-Tues., Oct. 25-26-27



FOUR BIG  
 STARS TOGETHER  
 IN ONE SUPREME...  
 THRILL-PACKED REVEL!

**LIBELED  
 LADY**

with  
**WALTER CONNOLLY**  
 A Metro-Goldwyn

SHOP IN GENEVA

**Super Quality Fabrics and Super Quality Tailoring** of the most distinctive character. Their merit may be equalled but never at these prices:

**\$25.00 to \$45.00**

Ladies' coats and suits, a specialty.

**A. P. Petersen**  
**476 Exchange St.**

—D—

Lamé rates next to black for magnificent long evening dresses, for short dinner suits, for afternoon wear.

—D—

**Seneca Plumbing & Heating** has an Enamel Cleaner that does not contain lye or grit and will renew the lustre of your sink, lavatory, bathtub, etc., quickly and easily. 15c per can, 8 for \$1.00. Will deliver. Phone 6574.

—D—

Radiant—a pale pink metallic cloth gown, sparkling with cellophane flowers and head-dress. Perfect for great nights of the year.

—D—

Carl will solve your shoe problem, too. Worn comfortable shoes can be properly rebuilt . . . Light shoes can be dyed a dark color for Fall wear.

**Carl's Shoe Repair Shop**  
 (next to Empire Gas)  
**Castle St.**

—D—

The Hicks Tea Room (formerly known as Kolb's) is now under the management of Mr. J. Hicks of Ohio. Interior renovations include a new kitchen with new steam tables and oven. You'll find it a pleasant spot to join your friends for Luncheon, Dinner and after Theatre.

**The Hicks Tea Room**  
**116 Seneca St.**

—D—

The Special for this week at McCarthy's Pharmacy, 162 Castle St., is Hot Water Bottles at 69c. They are a full 2-quart size and are guaranteed . . .

See their selection of Greeting Cards for all occasions.

Thrift is economy . . . economy implies quality . . . economy applies, also, to service on watches, clocks and jewelry. You are thrifty when you trust your work to an expert jeweler. Therefore, we recommend **Prince's Jewelry Store**, 20 Linden St.

—D—

## Millinery

Crowns of glory . . . Heights never reached before . . . Lovely to look at, and lovely to wear. Rich felts, velours and suedes enriched by glorious autumn tones. Prices, \$1.00, \$1.98 and up, at **The Bon Ton**, opposite the Regent.

—D—

## Dresses

Campaigning for larger women's frocks, with this season's smartness, I found them at **The Bon Ton**, opposite the Regent. All colors. Sizes to 52 and Half-sizes. Prices, \$4.98 to \$7.98.

—D—

They are growing every day! Take your children to **The Stewart Studio**, 41 Seneca St., today — for the photograph you and they will treasure through the years. Or call 2183 for an appointment.

—D—

**Le Brun's Fur Shop** features expert workmanship at reasonable prices on all kinds of fur work. Phone 3461 or stop in Geneva's oldest fur establishment, over 38 Linden St.

—D—

A visit to the **Rug Department** at **Lynch's** readily gives you the reason why this store has maintained its leadership for many years . . . If it is a Rug or Broadloom Carpet, you'll find it there and at a real saving.

**Lynch Bros.**  
**485 Exchange St.**

—D—

Phone 3529 . . .

or address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

GIN . . .

"CHELSEA CORNERS" (Grain Gin).....pints, 69c; quarts, \$1.35

STRAIGHT RYE WHISKEY . . .

"Old BRIAR", 100 proof (1 yr. and 3 mos. old).....pints, 95c

SCOTCH WHISKEY . . .

"McALLISTER'S" (over 8 yrs. old).....fifths, \$2.99

"PAGE &amp; SANDEMAN" (over 12 yrs. old).....fifths, \$3.25

**T. J. COMISKY**

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

**RADIO FLASHES**

by Ralph Le Brun



The football game between the College of St. Mary's and Fordham University at New York's Polo Grounds Saturday will be broadcast over the Columbia network beginning at 2:15 P.M. Both teams enter the field undefeated. Both are coached by former Notre Dame stars—the St. Mary's by "Slip" Madigan; Fordham by "Sleepy" Jim Crowley. In this meeting both teams enter their "biggest" game for the season. Since 1930, Fordham beat St. Mary's only once—in 1933.

Kathryn Cravens, who goes by airplane to get material for her "News Through A Woman's Eyes" programs, is now being heard over the Columbia network Mondays, Wednesdays and Fridays, at 2 P.M. Material for these broadcasts was often gathered on week-end plane trips to interview people prominent in the news. Her first interview was with "Cat-Eye Annie", a notorious criminal, in a tiny cell. Since then she has ferreted out many intimate aspects of famous personalities not immediately apparent in the news in which they figured. Pontiac Motor Co. is the sponsor.

Ford Bond, who recently appeared as baritone soloist on NBC's "Music Is My Hobby" program, was reminded of his early radio days by the occasion. Thirteen years ago he was a many-sided genius at a Louisville Ky. station. He not only sang baritone solos but tenor as well and between appearances as a singer gave piano recitals and poetry readings under differ-

(Continued on page 7)

**VOTE FOR A BIGGER SHARE . . .**

of the wealth of entertainment that circulates through your radio. Let me put it in as good as new shape at a surprisingly low cost.

**RALPH LE BRUN**

225 High Street

Phone 3237

**WINTER NEEDS**

Andirons

Fireplace Sets

Perfection Oil Heaters

Coal Hods

Electric Heaters

Fireplace Screens

Wood Holders

Coal Grates

Ash Cans

Ash Sieves

**COONEY, WATTS & COONEY**

-:- HARDWARE -:-

513 Exchange Street

Phone 2170

**Wherever You Find Good Dressers  
Together You'll Find Our Clothing**

For Stout Men - For Short Men - For Regular Men

SUITS OVERCOATS TOP COATS

**\$15.00 to \$35.00****WELCH'S**

494 Exchange St.

Geneva, N. Y.

FOR YOUR FALL ENSEMBLE

**A NEW SCARF**

Scotch Plaids - Checks - Solid Colors

FRENCH ZEPHYR WOOLENS

**59c to \$1.00****HOWARD DRY GOODS CO.**



# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Honey Wafers

1/4 cup butter (2 oz.)  
1/2 cup sugar (4 oz.)  
1 cup strained honey  
1/3 teaspoonful lemon extract  
2 3/4 cups sifted flour  
1/2 teaspoonful salt  
2 level teaspoonfuls baking powder

Sift together, three times, the flour, salt and baking powder. Cream the butter, add the sugar, honey extract and then the flour mixture. Roll into a thin sheet (more flour may be needed). Cut into cakes and bake.

L. A., Lafayette Ave.

## Grape Juice

Pick over and wash 10 lbs. Concord grapes. Put in kettle, add 2 quarts boiling water and simmer for 1 hour. Bring to a boil and boil for 5 minutes. Strain through jelly bag and add 2 lbs. sugar. Boil for 2 minutes and seal while hot. Makes 3 quarts.

M. B., Cortland St.

## Baked Bean and Tomato Casserole

2 (12 oz.) cans baked beans  
3 medium sized tomatoes  
2 medium sized onions  
1/4 cup brown sugar

1/2 cup toasted crumbs  
Butter

Salt and pepper

Empty half of beans into casserole. Cover with half the tomatoes and onions thinly sliced. Sprinkle with half the crumbs and sugar. Season. Fill in the second layer in the same order. Dot the top layer with butter. Bake in a moderate oven for 45 minutes.

Mrs. W. H., R. D. No. 2

## Drop Sugar Cookies

1 cup lard  
1 cup brown sugar  
1 cup white sugar  
2 eggs, well beaten  
1 cup sour milk  
1 1/2 teaspoons salt  
1 teaspoon nutmeg  
1 teaspoon lemon  
2 teaspoons soda  
3 teaspoons baking powder  
4 cups flour

Cream the shortening and sugar and add the well beaten eggs. Sift your salt, flour and other ingredients together; then add alternately with milk and then add the lemon extract. Drop from a teaspoon on a greased cookie sheet and bake in a hot oven.

M. D., Exchange St.

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator"  
the conditioned-air refrigerator

110 Lake St.

Phone 2740

Be exclusive . . . wear

## GAGE HATS

\$3.00 up

HARRINGTON'S HAT SHOP  
106 Lafayette Ave. Phone 5694

XMAS CARDS - SELECT NOW

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

## RED HOT CAMPAIGN

### FOOTBALL GAMES!

WONDERFUL NEW  
RADIO PROGRAMS!

Is your Radio in proper  
condition?

Our repair work is guaranteed  
and must give satisfaction.

## GEO. F. BRUZEE

23 E. Castle St. Phone 6522

Public address systems for sale  
and for rent.

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

*fine*

YOUR FURS  
ARE TOO VALUABLE  
to take chances with them.

We have had many years of  
experience. Remodeling and  
Repairing.

## FREEDMAN'S

114 Seneca St. Phone 2172

Three floors devoted exclusively  
to FURS.

—: CUSTOM MADE COATS :—

*furs*

## RUG CLEANING

time is here again, after the Summer's dust and grime accumulation from open doors and windows. From a sanitary standpoint you owe yourself this protection.

## GENEVA DRY CLEANING CO.

Phone 2742

30 Linden Street

KINDLY MENTION

## THE GENEVA COMMUNITY NEWS

WHEN MAKING PURCHASES  
FROM OUR ADVERTISERS . . .



**"Sherry really sets a lot better than cocktails before dinner."**

**"Right! Except you should have specified Widmer's Sherry."**



Even though you don't claim to be a connoisseur, you'll instinctively prefer Widmer's Wines. Produced in New York State's famed wine belt, their inherent natural goodness is carefully nurtured by a consummate skill born of nearly sixty years' vinting experience. Be sure of your wine. Take no chances. Order Widmer's—in your favorite type—always.

**Widmer's Wines**

IN GOOD TASTE SINCE 1888

Widmer's Wine Cellars, Inc.  
Naples, New York

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"If you think of 'standardization' as the best you know today, but what is to be improved tomorrow—you get somewhere."—*Henry Ford.*

"Habit is one thing we choose for ourselves."

"Be happy with things as they are."

"When you make a wish you can think of a hundred wants."

"Be sure you are right and let 'em talk."

"That man is wise who learns how to dismiss the critic who has no right to criticize."

"Among the safest courses the safest of all is doubt."

"If none would hear, a lie would lack a handle; it needs but tongue and ear to make a scandal." — *Chips of Jade.*

## CHICKEN PIE SUPPER

The Ladies of the Oaks Corners Church are to serve a Chicken Pie Supper at the Church on Thursday, October 29, from 5:30 to 7:30. Adults, 50c; children, 25c.

## THE AMCO CORP.

Oil Equipment

Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574



New 1937  
**PHILCO**  
61B\*

Tune-in the election returns... and get thrilling programs from abroad, too... with this big-value Baby Grand! Latest features, including Philco Foreign Tuning System. **\$42.50**

\*Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception.  
SPECIAL EASY TERMS

**WHEELER'S**

opposite  
Post Office

(Continued from page 5)

ent names. Bond had to announce himself, too, but that he did under his own name.

Billy Hill, the composer of so many song hits, not so long ago offered to work for \$20 a week and give his employer all his compositions. The man refused. Instead he gave Billy \$25 to write some hill-billy lyrics. And all the time Mister Hill was carrying in his hip pocket the tunes now known as the "Last Round-up" and "Old Spinning Wheel".

"Ninety per cent of the inmates of a prison never give thought to escape. It is the other ten per cent which cause all the trouble."—says Warden Lewis E. Lawes, whose "20,000 Years in Sing Sing" dramatizations are heard on NBC.

A Brooklyn, N. Y. fan this week upset Columbia's young-lady-in-charge-of-broadcast-tickets by requesting passes to the "Bulova Watch Program" a production of five words giving the exact time.

**COAL — FILL YOUR BINS NOW — COKE**  
In Advance of Winter Weather

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**P. O'MALLEY & SON FUEL and SUPPLY CO.**  
27 Castle St. Phone 6186 and 6232 261 Exchange St.

**Before Bad Weather Sets In**  
... be sure your roof is O.K.

Let us give you an estimate on one of those fine  
COPPER BOUND ROOFS

**JOHN A. PONTIUS**  
90 Elm Street Phone 4575

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as pos-

sible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

**"EASY MONEY" SECTION**  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page

Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

Our free demonstration proves it.

**OLDSMOBILE SALES & SERVICE**  
Main & Seneca Streets Phone 6556

## DON'T GET CAUGHT

With a Frozen Radiator or Water Jacket. Old Man Winter is coming this way.

## "ZERONE" ANTI-FREEZE

In your car now — saves money later

**TED'S AUTO INN**

Phone 5174 35 Tillman St.

When you buy

**BREAD**

Insist upon

# "BUTTERFLY"

Because it is

Built to a standard

You'll surely want more

## SEE THE NEW

Gruen, Hamilton and Elgin Line now displayed for your approval. Ask about our Divided Payment Plan.

We have been appointed Geneva representative for the famous "Lucien Lelong Toilettrie"

## S. A. GILBERT

510 Exchange St. (Jeweler) Geneva

CREDIT? Of course — Liberal Terms.

## SELECT YOUR XMAS GIFTS

EARLY . . . a small deposit will hold

## SMOKED OR PORK SALT? SURE!

We have all kins and don't forget our Pancake Flour, Bread Flour, Corn Meal, etc. What a treat!

## COOK'S FEED STORE

40 Castle Street Phone 2722

## IT'S HERE

The new special "ARVIN" Ford V-8 car heaters with all the fittings. Quickly and easily installed. We have other heaters, too — come in.

## LERKIN'S GARAGE

16 Davis Street Phone 6782

## FRONT WHEELS OUT OF LINE?

That's dangerous and surely ruins tires. Our experts and modern equipment will adjust them and stop the shimmy.

**STRATTON'S BRAKE SERVICE**  
Lake St. near Exchange St. Phone 2028

Read THE NEWS every week — it pays.

94% World's Records were made in 1935 on

## DUNLOP TIRES

Do you need any further assurance or guarantee?

See Elmer Easy Terms

**DUNLOP TIRE & RUBBER CO.**  
373 Exchange St. Phone 3163

## OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

**MARFAX Lubrication** — the kind that ALWAYS SATISFIES and prolongs the life of your car.

★ ★ Look for Star Pumps ★ ★

## BENT FENDERS . . .

Look bad, bt we'll fix 'em. Match the paint too, make 'em like new again. In fact we can repair the whole body, no matter how bad it's wrecked.

## PETERSON

Seymour Alley

rear Geneva Loan & Savings Assn.

New 1937 "PHILCO" Now Displayed  
The Radio that covers the world like the morning dew. "Nothing missed."  
A set for every purpose and every purse.

Only \$20.00 and up — Easy Terms

## MAYTAG SALES & SERVICE

431 Exchange St. Phone 2005

**Sunbeam Furnaces** Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows

Air-conditioning Engineering

Our Best Advertisement

Is Satisfied Customers

## H. R. OSTRANDER

Phone 3976 70 Colt St.

## CARROLL'S CENTRAL SERVICE

305 Main Street

Opp. Armory Phone 2592

## U. S. BATTERIES

and RECHARGING SERVICE

:-: Reasonable Rates :-:

# "EASY MONEY" (Continued)

## SHERWIN-WILLIAMS PAINT

is the best for

Fall painting.

There's a reason.

**FAIRFAX BROS. CO**

87 Castle Street Phone 2441

## WE INVITE YOU . . .

To visit our new downtown store  
32 Linden St. (Firoozi's former place.)  
Everything in Flowers, Potted Plants,  
etc. Funeral, Wedding, Banquet Designs  
made to order.

**JOHN GAGLIANESE**

Greenhouse 17 Reed St.

We Deliver Phone 3144

It pays to look well . . .

"KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50

**HOTEL SENECA BARBER SHOP**

Jos. O'Byrne Anthony Alvaro  
Prop. Associate

Free Parking in Rear of Hotel

## MEN'S UNLINED DRESS GLOVES

Suedes - Mochas

Capes - Pigskins

\$1.50 up

**R. J. IREDALE**

**MEN'S FURNISHINGS**

461 Exchange St. Next Western Union

## THIS WEEK'S SPECIALS

Spring Valley Flour, 24½ lb. sack, 71c  
White House Coffee,  
vacuum packed .....25c

**FLORENCE LABIGAN**

Red & White Store

261 William St. Everything in Groceries

## ROLLER SKATING IS GOOD

We give lessons free. Smooth floor.  
Chicago fibre skates. Courtesy. Refine-  
ment extended to the ladies. Healthy  
exercise.

**DANCE INN ROLLER PALACE**

Lake Road, Geneva, Free Parking Space

E. P. Waddell John Sweeney  
Prop. Floor Mgr.

## SPECIALS — Fri.-Sat., Oct. 23-24

Kirkman's Soap, 6 for .....25c  
Verick Peas, 2 for .....25c  
Golden Bantam Corn.....12c  
Grape Fruit Juice, 2 for.....25c

**C. S. DADSON**

70 Cherry Street Phone 2630

## CALL or PHONE

For Our Weekly Specials  
You'll Save Money and Call Again

**GEORGE PHILLIPS**

Red & White Store

A Complete Grocery

111 Pulteney Street Plenty of Parking  
Space

## GET YOUR CAR HEATER NOW

We have them for all makes of cars

—Wide Range of Prices—

Liberal Allowance for Your Old Heater

**AUTO ELECTRIC SERVICE**

Carl E. Cole

30 Lake Street Phone 2814

## Persistent Advertising

even in a small way, is surely a lot  
better than no advertising at all.

## Shipments Received Daily

Newest Designs

Novelty Jewelry for Christmas

Sterling and Plated

**SILVERWARE**

Now displayed in our window

## "BARTH'S"

Seneca St.

Phone 2686 Schine's Theatre Bldg.

Ask about our lay-away plan  
for Christmas

I large box and 1 small box Kirkman's  
Granulated Soap, value 28c,

Special .....19c

Fels Naptha Chips .....22c

Large box Ivory Flakes .....21c

**L. J. McCANN'S GROCERY**

144 High St. Phone 2653 We'll Deliver

## "BRENNAN'S GROCERY"

Arpeako Chili Con Carne, lb.....33c

Potatoes, peck .....25c

Butter, lb. ....35c

31 John St.

We'll Deliver Phone 4572

## THESE COOL NIGHTS

It's nice and comfortable with a  
"Florence" Oil Heater

We have all sizes and styles  
Don't miss our special ad this week

**DORCHESTER & ROSE**

543 Exchange Street Phone 2496

**MR. MERCHANT.** Many a busi-  
ness with good possibilities has been  
lost because the owner did not be-  
lieve in advertising. Don't make the  
same mistake. Phone 2108. GENEVA  
COMMUNITY NEWS.

## THE BEST HUNTING GROUNDS

for Good Dependable Hunting Shoes

**THE TRIANGLE SHOE STORE**

488 Exchange Street Phone 2636

A Size and a Fit for Every Foot

Prices That Defy Competition

You will enjoy eating

**DAVIDSON'S ICE CREAM**

It does not leave your throat

all dry and parched.

**DAVIDSON'S**

312 Castle Street Phone 6122

## COLD and UNCERTAIN WEATHER

Make Wash Days a big problem for  
mother — The solution? Sure:

Phone 2112

**GENEVA STAR LAUNDRY**

Saves time, worry, and real money.

Free Calls and Deliveries.

## THE GENEVA HOME

For Quality Meat, Home Dressed Poul-  
try, Cold Meats, Pork Sausage.

Phone 2127 — We'll Deliver

**WILSON & JOHNSON**

261 William Street Everything in

MEAT

Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.

**THE GENEVA MOVING & STORAGE  
COMPANY, Inc.**

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## A SMALL DOWN PAYMENT

and a little each week makes it easy  
Christmas time to remember those you  
don't want to forget. Gifts you'll like  
are coming in daily. Look them over.

Make your selections.

**C. PHILLIPS - The Jeweler**

23 Castle St. We do repair work, too

## HOT "JUMBO" POP CORN

The More You Eat

The More You Want

## THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

## CHANGE THE LENS

When the eyes show signs of weakness,  
saves expense of new frames, relieves  
eye strain and many headaches.

**G. W. FLETCHER - OPTOMETRIST**

Castle Street Opp. City Hall

Office Phone 2292 Residence 2044

Phone for Appointment

"Easy Money" Section continued  
on next page.

## "EASY MONEY" (Continued)

### WE NEVER CLOSE

Full Course Sunday Dinners: Turkey, Young Broilers or a Delicious Tender Baby Steak; only .....65c

Full Course Prime Rib of Beef, with all the trimmings .....55c

Short Orders - A la Carte - Sandwiches

Counter and Grille Service  
Free Parking Space

### The Texaco Grille

Lake Street Near Exchange St.

After the Show . . . let's go to  
**APPLETON'S**

92 Seneca Street Phone 2579

Good Food, Comfort, Courtesy, Service.  
Full Meals, A la Carte, Luncheons.  
Two floors and a rathskeller unexcelled.  
A menu that never fails to satisfy  
We also serve legal beverages.

### It's Just Natural

When you **REAL**  
Think of **ESTATE**

To Think of "FINZAR"

20 Linden St. (Prince's) Phone 2661

### OYSTERS ARE IN SEASON

Ours Are Always Fresh

Shipments Received Daily

**GENEVA FISH MARKET**

Louis A. Boehm, Prop. We Deliver

Phone 6222 358 Exchange St.

**EVERYTHING IN SEAFOOD**

### DeSIO'S AUTO TOP SHOP

Auto Tops repaired and made to order

Safety Auto Glass Upholstering

Seat Covers Rugs Rebound

Curtains Repaired Trimming Supplies

70 Tillman St., formerly Naegle's place

### JOE'S MARKET

226 Exchange St. Phone 2027

Wednesday, Oct. 28, we're giving  
**FREE**—with every \$1.00 purchase  
—one pound Joe's Delicious Home  
Made Bologna.

### This Week's Specials:

Armour's Star Ham, lb.....25c

Home Made Head Cheese, lb.....25c

Coney Island Hot Dogs, lb.....22c

### MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

**ADVERTISE**—every week—in the  
**GENEVA COMMUNITY NEWS**

### The Paragon

"Tell me, sir. Who was braver than Lancelot, wiser than Socrates, more honest than Lincoln, wittier than Mark Twain, and more handsome than Apollo?"

"My wife's first husband."

### Selling Regularly

"Do you know that I've taken up magazine writing as a career?"

"No. Sold anything yet?"

"Yes, my typewriter, my saxophone and my last winter's overcoat."

### Beyond His Control

Stern Father (to son departing for boarding school): "Now, don't let me hear any bad reports about you!"

Son: "I'll try hard, Dad. But you know how those things leak out."

It is easier for a woman to mend her husband's clothes than his ways.

### WE HAVE MOVED

from 321 to 329 Main Street

**MAIN STREET BARBER SHOP**  
A. FELICETTI, Prop.

Your patronage will be appreciated

### Enough is Enough

Would Be Employer: "Have you any references?"

Would Be Employee: "Sure, here's the letter: 'To whom it may concern: John Jones worked for us one week, and we're satisfied.'"

Luck usually favors the man who doesn't count on it.

### 10 PER CENT DISCOUNT

on all orders for

**ENGRAVED CHRISTMAS CARDS**

placed before November 1st

See samples at . . .

### M. F. Devaney's

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

## GEO. PETERS LEADS

NEVER BEFORE OFFERED SINCE REPEAL

**PURE PENNSYLVANIA  
STRAIGHT RYE WHISKEY**

**- 2 Years Old -**

**PT. \$1.00 QT. \$1.90**



## CAR TRACKS STILL WITH US

Apparently nothing is going to be done toward getting rid of our dangerous car tracks before winter sets in.

Every time this car track elimination question seems to be coming to the front again, the sweetest excuses are dug up as to why "it can't be done."

In the meantime other communities have figured out some way—and done it.

At the present time tracks are in the course of elimination in Penn Yan. There the tracks are being ripped out and the streets centers being paved with cement.

Education is "finished" when one can learn no more.

# Buy ON CREDIT

YOUR  
ACCOUNT  
OPENED  
IN  
JUST  
A FEW  
MINUTES



★  
**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange St.  
Phone 2323 J. H. Bindeman, Mgr.

Listen to the Voice of Firestone, Monday evenings, over N. B. C.—WEAF Network

# LOANS

Why put off buying the things you need—or paying those bills? We'll lend you the necessary cash without delay. And like hundreds of other people, you'll find your loan easy to repay.

## COME IN TODAY

You can get any amount up to \$300 this quick, friendly way. And have a year or longer to repay.

★  
**LISTEN TO**  
"Your Unseen Friend"  
at 5 P. M.  
Sunday Afternoon  
over  
**WFBL**  
★

3rd Floor National Bank Bldg. Room 304  
120 Genesee St. Phone 251 Auburn, N. Y.  
LOANS MADE IN NEARBY TOWNS

# PERSONAL

  
FINANCE COMPANY


"News" Photo Engraving

Frederick T. Sholes, Jr., of Lochland Road, and the two-passenger Cub monoplane which he recently purchased upon completion of his flying course at the Geneva Aerial Corporation school.

Phone  
5566

Work Called for  
and Delivered

**GEORGE E. DURKEE**

EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING

22 Madison St.

Geneva, N. Y.

**CARPENTER and BUILDER**  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

Estimates cheerfully given—free

**FIND OUT  
FOR YOURSELF  
HOW LITTLE  
GAS  
HOUSE HEATING  
COSTS**

Don't guess about the cost of heating with gas. Get the facts for yourself. Know in advance just what it will cost to heat your home this ideal way.

Phone any of the local dealers listed here for a free estimate of the cost of heating your home with gas. No cost.

No obligation.

**CHAS. F. BARTH**  
425 Exchange St. Phone 2126

**COONEY, WATTS &  
COONEY**  
513 Exchange St. Phone 2170

**HARRY A. LEADER**  
Rear 111 Castle St. Phone 3637

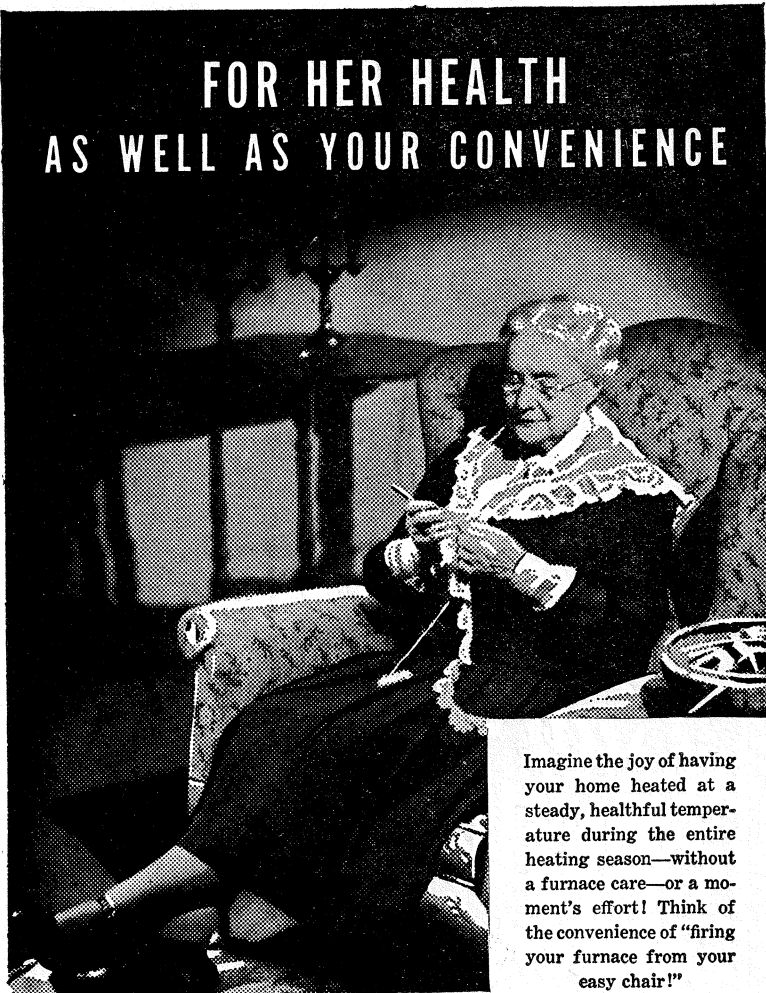
**JOHN A. PONTIUS**  
90 Elm St. Phone 4575

**RIGGS & JENSEN**  
475 Exchange St. Phone 2739

**M. J. KELLEHER**  
106 Castle St. Phone 2834

**EMPIRE GAS & ELECTRIC  
CO.**  
103 Castle St. Phone 6641

**FOR HER HEALTH  
AS WELL AS YOUR CONVENIENCE**



Imagine the joy of having your home heated at a steady, healthful temperature during the entire heating season—without a furnace care—or a moment's effort! Think of the convenience of "firing your furnace from your easy chair!"

**You'll wonder why you  
waited so long . . .**

**Once you begin to enjoy the  
many benefits of GAS . . . the only  
100% AUTOMATIC HEAT**

**OVER 500 HOMES IN THE GENEVA DISTRICT HEAT WITH GAS**

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., OCTOBER 29, 1936

*Everything Points to*

## PONTIAC for 1937

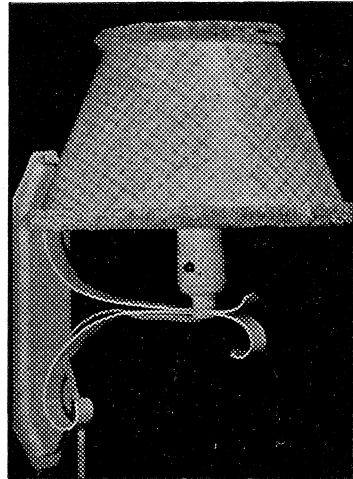
BIGGER CAR - BETTER VALUE  
GREATER ECONOMY

On Display

SATURDAY, OCTOBER 31

## KITCHELL MOTOR CO.

386 Exchange St.  
Geneva, N. Y.



**Smith's**

J. W. Smith Dry Goods Co.

**Pin-up Lamps  
\$1.00**

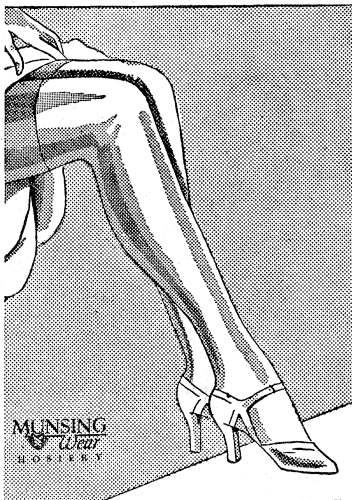
A bright spot for a dark corner. Frames in red, brown, black, ivory or green. Shade smartly trimmed with moss braid in bright colors.

### HOSTESS TRAY SPECIAL

Large wood tray with handles, fitted with seven fluted glass relish dishes and cheeseboard. Buy now for Christmas.

**\$1.39**

China Department



### *For Sheer Satisfaction*

Munsingwear Hosiery  
for Ladies

NEW FALL SHADES  
Service or Chiffon

- Flawless
- Ringless
- Full Fashion
- Cradle Foot
- French Heel

At a New Low Price

**79c** Pair

Also a New Number (Chiffon only) - - 95c pair

**Baker & Stark Inc.**  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange Street North Regent Theatre

## **\$5.00 IN MERCHANDISE**

GIVEN AWAY TO OUR READERS  
EACH WEEK

from Merchants whose ads appear in  
"The News"

(See page 8)

MR. MERCHANT:—

Advertise — Every Week.

Contestants cannot specify YOUR STORE  
if your ad does not appear.

5100 COPIES WEEKLY

Distributed in Geneva, Waterloo, Phelps, Ovid,  
Willard, Stanley, Hall, and Seneca Castle.



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., OCTOBER 29, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

5100 COPIES WEEKLY  
(Certified)

### Advance Showing ELECTRICAL SPECIALS

ELECTRIC HEATERS (Cabinet) .....	\$4. <sup>95</sup>
ELECTRIC HEATERS (Round) .....	\$1. <sup>00</sup>
BEDROOM LAMPS Special .....	\$1. <sup>19</sup>
TABLE READ-ING LAMPS.....	\$1. <sup>39</sup> - \$1. <sup>49</sup>
ELECTRIC BEATERS, with quart glass bowl.....	\$1. <sup>29</sup>
ONE-BURNER ELEC-TRIC STOVES.....	\$1. <sup>19</sup>

**DORCHESTER & ROSE**  
HARDWARE

543 Exchange St. Phone 2496

**G. H. PRINCE**  
20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

BUY IN GENEVA

## Y. M. C. A. NEWS

The following Clubs have start-  
ed their season and are meeting  
regularly each week:

**Calumet Club** for young men is  
meeting again this year at the "Y"  
each Monday evening. Club room  
facilities have been provided and  
meetings are preceded by dinner.

**Senior Hi-Y**, now known as the  
"Omega Chapter" of the Hi-Y,  
meets on Tuesday evenings.

**Junior Hi-Y**, now known as the  
"Alpha Chapter" of the Hi-Y,  
meets Wednesday evenings. They  
had 28 in attendance last week.

**Junior Comrades** elected the fol-  
lowing officers at their last meet-  
ing: Pres., Robert Miller; Vice-  
pres., Patrick DiNino; Secy., Carl  
Hausmann; Treas., Robert Har-  
rington. This club has the largest  
group of members ever to start a  
season.

**Friendly Indians**—boys between  
the ages of 9 and 12, meet Saturday  
mornings. Teams have been chosen  
and named after Football Teams  
and a contest is on between them.

**Girls' Program.** The girls of Ge-  
neva should watch for an an-  
nouncement regarding a Girls' Pro-  
gram. The Board of Directors will  
appoint the committee for this  
work very soon.

**O-Q High School Girls** meet  
each Thursday evening.

**Gym and Swimming.** Regular  
classes started Monday.

**Hallowe'en Party.** A Hallowe'en  
Party is planned for Saturday  
evening for members of the Friend-  
ly Indian and Junior Comrade  
Clubs.

## Take Care of Your Clothes

Take as much care in their upkeep as  
you do in their selection. You will be  
surprised at the additional wear your  
clothes will give.

**FOOTE'S CLEANERS**  
HARRY D. TARBELL

78 Castle Street

Phone 2910

## GRACE WYNNE TAPLEY

TEACHER OF SINGING

81 Maxwell Ave. Phone 6229

10 PER CENT DISCOUNT

on all orders for

ENGRAVED CHRISTMAS CARDS

placed before November 1st

See samples at . . .

**M. F. Devaney's**

435 Exchange St. or 19 East Castle

Room 15, Second Floor Geneva, N. Y.

## STOP IN . . .

Let us tell you about  
the new

**KATHNODE BATTERY**

Unconditionally Guaranteed  
as long as you own your car

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522

— Battery and Radio Service —

## IF IT'S

**Real Protection**

you want for your cool-  
ing system for the ap-  
proaching zero days . . .

We have various kinds  
of reliable brands of

**ANTI-FREEZE**

Be Safe — Not Sorry

\*

**RICKELS**  
SERVICE STATION

Lake Street

Phone 2920



New 1937  
**PHILCO**  
61 B\*

Tune-in the election returns... and get thrilling programs from abroad, too... with this big-value Baby Grand! Latest features, including Philco Foreign Tuning System. **\$42.50**

\*Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception.  
**SPECIAL EASY TERMS**

**WHEELER'S**

opposite  
Post Office

Perfect peace is the period of silence that follows a tactless remark.

### GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"The man who works like a slave eats like a king."

"It is almost always when things are all blocked up and impossible that a happening comes. If you are sure that you are looking and ready, that is all you need. God is turning the world around all of the time." — *Whitney*.

"Everyone must meet some of his most difficult problems alone."

"Habit is nature's way of saving time for the mind."

"It often happens that our most severe critics are our best friends."

"To get in on a 'sure thing' you have to pay cash on the spot."

"Try and solicit a contribution for a good cause from a professional money raiser."

"Contentment is the child of laughter; it has been said the weeping willow bears no fruit."

"A pain in the back may be diabetes, but a pain in the neck is mental."

"No man is free who is unable to do his own thinking." (An excellent thought to ponder on when one enters the booth on election day.)

(To be continued)

### DANGER!

Motorists! Beware! Slippery car tracks!

These may be eliminated some day, but we still have them this Winter.

### ANOTHER GENEVAN PURCHASES PLANE

Frederick L. Keyes of So. Main St., another of the students recently completing a flying course with the Geneva Aerial Service Corporation, has just purchased a two place Porterfield cabin monoplane. Delivery is expected this week.

This will be the second plane purchased by Genevans this Fall and it is expected that by next Summer two additional planes will be acquired.

**Firestone**  
**FLEETWOOD BICYCLES**

ON LOW  
WEEKLY  
PAYMENTS

AS LOW AS  
**\$1.98**  
PER WEEK

Listen to the Voice of Firestone, Monday Evenings, over N. B. C.—WEAF Network

**COMPLETE CAR SERVICE**

Cor. Lake & Exchange St.  
Phone 2323 J. H. Bindeman, Mgr.

**MOTOR  
STOKER**

Automatic Coal Burner

CLEAN - EVEN

**AUTOMATIC HEAT**

... with Coal ...

YOU CAN PURCHASE A MOTOR STOKER  
FOR ANY SIZE HEAT PLANT

**NO MONEY DOWN — THREE YEARS TO PAY**

AND REMEMBER — No coal to shovel... No ashes to take out  
May we call and tell you how you can save money with a Motor Stoker?

**P. O'MALLEY & SON**

29 Castle St.  
261 Exchange St.

Phone 6186  
Phone 6232


**CHAS. F. BARTH**

425 Exchange  
Street

Phone  
2126

# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?




## GENEVA

Thur.-Fri., Oct. 29-30

Adolph Zukor presents

**GARY COOPER and  
MADELINE CARROLL**



**THE GENERAL  
DIED at DAWN**

A Paramount Picture

Added Shorts

Saturday — One Day Only

Victor McLaglen  
"MAGNIFICENT  
BRUTE"

SPECIAL HALLOWE'EN MID-  
NITE SHOW, Sat. 11:30 P. M.  
Also Sun.-Mon.-Tues.

**ALL-AMERICANS of  
the SHOW WORLD!**

The world's greatest  
entertainers in a "Big  
Broadcast" thats tops!

THE BIG  
BROADCAST  
of 1937

starring

**JACK BENNY  
GEORGE BURNS  
GRACIE ALLEN  
BOB BURNS  
MARTHA RAYE  
BENNY GOODMAN**

and his orchestra  
Shirley ROSS Ray MILLAND  
Frank FOREST Benny FIELDS  
and LEOPOLD STOKOWSKI  
and his symphony orchestra

SPECIAL  
Election Returns Tuesday Nite!!

**SHOP IN GENEVA**

The new modern and hooked designs in **Rugs and Carpets** being shown at **Lynch's** will just make you want to try one on your own floor. And the price seems so reasonably low. Beautiful new patterns in 9x12 size. Only \$29.00.

**Lynch's**  
485 Exchange St.

Rich reds, purples, blues, sky blue, emerald green, Empire green and golden amber are among the important evening shades.

It's none too soon to be thinking of **Christmas** — and a gift for old friends. They'll appreciate the thoughtfulness that prompts you to send your photograph. Do visit **The Stewart Studio, 41 Seneca St.** or dial 2183.

Arctics have gone Russian in lightweight boots, wool-jersey lined; high or medium heel; a top that turns up or down as a cuff.

Ladies of Geneva and vicinity will be glad to know that **Baker & Stark, Inc.**, are now offering **Munsingwear Hosiery** at a new low price of 79c pair . . . You should see the beautiful shades for Fall.

The **Hicks Tea Room** (formerly known as Kolb's) is now under the management of Mr. J. Hicks of Ohio. Interior renovations include a new kitchen with new steam tables and oven. You'll find it a pleasant spot to join your friends for **Luncheon, Dinner** and after **Theatre**.

**The Hicks Tea Room**  
116 Seneca St.

One of the newest fabrics for evening is silk jersey, light in weight as chiffon, and in every color including white.

Gestures in jewels. Gems glow undimmed by platinum or gold. Settings magically disappear. Most incredibly beautiful are jewel flowers. Old-fashioned mixed bouquets for brooches are more in evidence than clips.

Black, velvety broadcloth is used for many informal evening dresses.

Thrift is economy . . . economy implies quality . . . economy applies, also, to service on watches, clocks and jewelry. You are thrifty when you trust your work to an expert jeweler. Therefore, we recommend **Prince's Jewelry Store, 20 Linden St.**

Gifts you make yourself have an endearing quality all their own.

In Topcoats and Overcoats you have the finest selection — all at rock-bottom prices . . . **Ladies' Tailoring** (Suits and Coats) a **Specialty**. Stop in and see the samples.

**A. P. Petersen**  
476 Exchange St.

Beading, banding and sequins are new.

**Phone 3529 . . .**

or address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS**, for information regarding the "Dorothy Goes Shopping" columns.

**Smith Commonest Name**

Smith is still the commonest name in London, according to the latest telephone book, which has 17¼ pages of them, and Jones, Taylor and Brown follow in popularity.

It pays to advertise in **THE GENEVA COMMUNITY NEWS**.

**THE GENEVA COMMUNITY NEWS** will be glad to publish notices of events of public interest. Mail these to us at Box 146, Geneva, as far in advance as possible.

"LAFAYETTE" BRANDY, 2 yrs. old..... $\frac{1}{2}$  pints, 50c; pints, 95c  
 "MAYFAIR" DISTILLED LONDON DRY GIN, 90 proof.....pints, 75c; quarts, \$1.45  
 "OLD PIONEER" WINE, Port, Sherry, Muscatel, Tokay.....full quarts, 50c

Also a Complete Line of WIDMER'S WINES . . . half-pints, pints, quarts, half-gallons,  
 gallons . . . ranging in price.....from 20c up

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

Closed during Election Day, Tuesday, Nov. 3, but open at 9:00 P. M. Tuesday night.



### RADIO FLASHES

by Ralph Le Brun



Allie Lowe Miles is engaged in a strange search. Together with her radio partner in the "Husbands and Wives" program, she is looking for the happiest married couple in the United States and the unhappiest couple. News of the novel hunt will be heard during the Husbands and Wives program, over NBC-WHAM on Tuesdays, at 9:30 P.M.

The nation's "oldest voter," as determined by response to an informal pool taken by Boake Carter, Philco news commentator, will be presented over the Columbia network, Tuesday, election night. Right now the leading nominee for the honor is a woman who is said to be 114 years old—Lucy Ann Jackson, a negress of Tarrytown, N. Y.

January 1st will mark Lewis E. Lawes' seventeenth anniversary as warden of Sing Sing.

Dorothy Killgallen, now making herself famous as the first girl reporter to beat the globe-circling record of Nellie Bly, will be guest of Kate Smith's "Bandwagon" variety hour on the Columbia network, Thursday, at 8 P.M.

Fannie Brice, America's beloved comedienne, now starring in NBC's "Revue de Paree", has a birthday October 29. It will be her 45th anniversary and it is no secret, Fannie waiving her feminine rights in such  
 (Continued on page 7)

### VOTE FOR A BIGGER SHARE . . .

of the wealth of entertainment that circulates through your radio. Let me put it in as good as new shape at a surprisingly low cost.

**RALPH LE BRUN**

225 High Street

Phone 3237

### Cold Weather Requirements

Andirons  
 Fireplace Sets  
 Perfection Oil Heaters  
 Coal Hods  
 Electric Heaters

Fireplace Screens  
 Wood Holders  
 Coal Grates  
 Ash Cans  
 Ash Sieves

**COONEY, WATTS & COONEY**

-- HARDWARE --

513 Exchange Street

Phone 2170

### \$ -- MONEY -- \$

deposited ON OR BEFORE

Thursday, November 5

Will Earn Dividends from November 1

**Geneva Savings Bank**  
 24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —

### BEDSPREADS

CANDLEWICKS - FLORAL PRINTS  
 All Sizes and Colors

**\$1.98 to \$3.98**

This Week:

Special Sale of Single Pair Curtains

**HOWARD DRY GOODS CO.**

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

**CORRECTION:** See issue of Oct. 15, "Devil's Food with Lemon Meringue Frosting." 1¼ cups flour specified. This should have been 1¾ cups flour.

## Lamb Shortcake

Dice cold, cooked lamb. Combine with a rich cream sauce. Add 1 chopped hard boiled egg. Serve on hot baking powder biscuits, split open and buttered.

E. C., Genesee St.

## Orange Nut Mousse

1½ cups orange juice  
½ cup granulated sugar  
½ tablespoon gelatin  
2 tablespoons water  
1 cup whipping cream  
¾ cup chopped nuts  
¼ cup confectioner's sugar

Combine orange juice and granulated sugar, stirring until dissolved. Soften gelatin in water and dissolve over hot water. Stir into orange juice. Whip cream until it begins to thicken and hold its shape. Fold in nuts and confectioner's sugar. Fold cream mixture into orange juice. Pour into freezing tray and place in freezing compartment of automatic refrigerator. Freeze with temperature control set at coldest point. Beat once during freezing. Yield: 6 portions.

## Deep Dish Apple Tapioca

1/3 cup minute tapioca  
3 tart apples, thinly sliced  
2½ cups hot water  
½ cup seedless raisins  
¼ cup molasses  
½ cup sugar  
¼ teaspoon each nutmeg and cinnamon  
2 tablespoons butter  
½ teaspoon salt

Combine ingredients, mixing thoroughly and place in deep baking dish. Bake in moderate oven for 40 minutes, stirring well once after first ten minutes of baking. May be served hot or cold with hard sauce or whipped cream.

D. C., Pleasant St.

## Baked Bean and Brown Bread Sandwiches

16 rounds of brown bread, buttered  
1½ cups baked beans  
¾ cup sweet pickle relish  
8 slices tomato, cut thin  
4 slices bacon

Mix baked beans and relish and spread on the eight slices of brown bread. Place a tomato slice on each of the remaining 8 slices and top with ½ strip bacon. Place rounds under broiler until bacon is crisp and beans are hot. Put the sand-

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator"  
the conditioned-air refrigerator

110 Lake St.

Phone 2740

wiches together and serve immediately.

B. H., Prospect Hill, Geneva

Be exclusive . . . wear

## GAGE HATS

\$3.00 up

HARRINGTON'S HAT SHOP  
106 Lafayette Ave. Phone 5694

## RECONDITIONED PIANOS

\$15.00 up \* Terms

## BOLIN MUSIC HOUSE

## When You Think of COAL or COKE

Remember

## RAPALEE'S

Sell Only the Best

D & H COAL  
SEMET-SOLVAY COKE

Phone  
2221-2317

## FREE MOTH PROOFING . . .

. . . on all Woolen Garments Dry Cleaned, at no extra cost. At this season of the year, when laying away those Summer Coats and Top Coats, you should take advantage of this timely offer.

## GENEVA DRY CLEANING CO.

Phone 2742

30 Linden Street

## THERE IS STILL TIME . . .

to have one of those fine

## Copper Bound Roofs

put on before bad weather sets in

## JOHN A. PONTIUS

90 Elm Street

Phone 4575

## RADIO FLASHES

(Continued from page 5)

matters. Born in Brooklyn, she began as an amateur, went through the hard schools of burlesque and vaudeville to stardom.

Charlie Ruggles, screen comedian, will bring Robert E. Sherwood's famous stage character, "The Queen's Husband", to the microphone during the Camel Caravan broadcast over the nation-wide Columbia network Tuesday, November 3, at 9:30 P.M. Ruggles will be heard as the unaggressive and henpecked sovereign who has never had a chance to rule his island kingdom in the North Sea until the Queen takes a trip to America to raise a loan for the royal exchequer.

"Tiny" (christened Edmund) Ruffner is 6 feet 6 inches tall and just about the tallest man in radio.

Rudyard Kipling's lovable "Just So" tales, rarely heard on the radio, will be a new feature of the popular "Children's Corner" series presented by Dorothy Gordon over the Columbia network. The first, whimsically entitled "How the Whale Got His Throat," will be offered with appropriate nautical songs and music on Monday, at 5:15 P. M.

A radio is only as good as its aerial. Now is the time to check the "sky-wire" before bad weather put it on the ground. New wires, clean insulators and soldered connections will aid greatly in pulling in that elusive station.

## RAINBOW

Water Softeners

## Seneca Plumbing &amp; Heating

41 Wadsworth St., Geneva - Phone 6574

HOW ABOUT  
YOUR RADIO?

Is it OK  
for the  
ELECTION RETURNS

Our repair work is guaranteed  
and must give satisfaction.

## GEO. F. BRUZEE

23 E. Castle St. Phone 6522

Public address systems  
for sale and for rent.



Even on his honeymoon, Dick Powell, who recently married Joan Blondell, couldn't stay away from his radio role on "Hollywood Hotel". He's shown here as he appeared on the program in New York, where he and the new Mrs. Powell spent part of their honeymoon. Both have returned to Hollywood whence the program will be heard over the Columbia network each Friday, at 9 P.M.

"Snug as a Bug  
in a Rug" . . .

say those who have had

## ARVIN HEATERS

installed in their cars

And your car needs winter  
protection, too. Don't forget

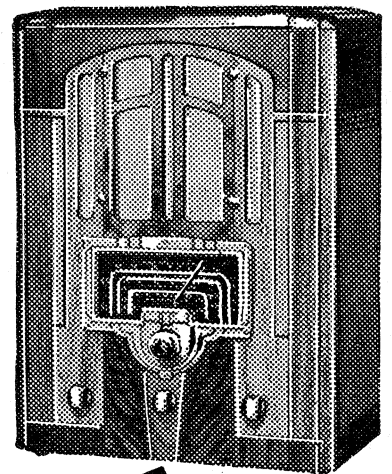
— P R E S T O N E —

FINK'S  
SUPER-SERVICE STATION

Lake Street Phone 2448

**Hear**  
THE TRUMPET  
AND THE BRAY

**RCA Victor**



NEW 1937  
MODEL 672  
**\$49.95**

Many new features in this 1937 price sensation. 3 bands of foreign, domestic broadcasts, police, aviation, amateur calls.

## EASY WASHER SHOP

505 Exchange St. Phone 6323



# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as pos-

sible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

**"EASY MONEY" SECTION**  
DIAL 2108

Our **MR. FRED I. COOK** Will Call

## AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

Our free demonstration proves it.

**OLDSMOBILE SALES & SERVICE**  
Main & Seneca Streets Phone 6556

## DON'T GET CAUGHT

With a Frozen Radiator or Water  
Jacket. Old Man Winter is coming this  
way.

**"ZERONE" ANTI-FREEZE**

Only \$1.00 per gallon

**TED'S AUTO INN**

Phone 5174 35 Tillman St.

When you buy  
**BREAD**

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## SEE THE NEW

Gruen, Hamilton and Elgin Line now  
displayed for your approval. Ask about  
our Divided Payment Plan.

We have been appointed Geneva repre-  
sentative for the famous "Lucien Lelong  
Toilette"

## S. A. GILBERT

510 Exchange St. (Jeweler) Geneva  
CREDIT? Of course — Liberal Terms.

**SELECT YOUR XMAS GIFTS**  
EARLY . . . a small deposit will hold

## SMOKED OR PORK SALT? SURE!

We have all kinds and don't forget our  
Pancake Flour, Bread Flour, Corn Meal,  
etc. What a treat!

## COOK'S FEED STORE

40 Castle Street Phone 2722

## IT'S HERE

The new special "ARVIN" Ford V-8  
car heaters with all the fittings. Quick-  
ly and easily installed. We have other  
heaters, too — come in.

## LERKIN'S GARAGE

16 Davis Street Phone 6782

## FRONT WHEELS OUT OF LINE?

That's dangerous and surely ruins tires.  
Our experts and modern equipment will  
adjust them and stop the shimmy.

## STRATTON'S BRAKE SERVICE

Lake St. near Exchange St. Phone 2028

Read THE NEWS every week —  
it pays.

94% World's Records were made in 1935  
on

## DUNLOP TIRES

Do you need any further assurance or  
guarantee?

See Elmer

Easy Terms

**DUNLOP TIRE & RUBBER CO.**  
373 Exchange St. Phone 3163

## OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920  
**MARFAX Lubrication** — the kind that  
ALWAYS SATISFIES and prolongs  
the life of your car.

★ ★ Look for Star Pumps ★ ★

## BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

## PETERSON

Seymour Alley

rear Geneva Loan & Savings Assn.

New 1937 "PHILCO" Now Displayed  
The Radio that covers the world like  
the morning dew. "Nothing missed."  
A set for every purpose and every purse.

Only \$20.00 and up — Easy Terms

**MAYTAG SALES & SERVICE**  
431 Exchange St. Phone 2005

Sunbeam Furnaces Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows  
Air-conditioning Engineering  
Our Best Advertisement  
Is Satisfied Customers

## H. R. OSTRANDER

Phone 3976 70 Colt St.

## CARROLL'S CENTRAL SERVICE

305 Main Street  
Opp. Armory Phone 2592

## U. S. BATTERIES

and RECHARGING SERVICE

--: Reasonable Rates --:



# "EASY MONEY" (Continued)

**SHERWIN-WILLIAMS PAINT**  
is the bst for  
Fall painting.  
There's a reason.  
**FAIRFAX BROS. CO**  
87 Castle Street Phone 2441

**CHRYSANTHEMUMS? YOU BET.**  
We have them in full bloom  
Come in - See them - They're beautiful  
**JOHN GAGLIANESE**  
32 Linden St. (Firooz's former place.)  
Greenhouse 17 Reed St.  
We Deliver Phone 3144

It pays to look well . . .  
"KREML" Hair Tonic  
Special this week, 16 oz. bottle, \$1.50  
**HOTEL SENECA BARBER SHOP**  
Jos. O'Byrne Anthony Alvaro  
Prop. Associate  
Free Parking in Rear of Hotel

**NOW IS THE TIME**  
To Buy Heavy Underwear  
Fine Quality, 10% Wool  
Union Suits, only \$1.00  
Many other styles and prices

**R. J. IREDALE**  
**MEN'S FURNISHINGS**  
461 Exchange St. Next Western Union

**THIS WEEK'S SPECIALS**  
Red & White Pancake Flour, 2 for....15c  
Red & White Maple Syrup.....25c  
Lard .....13c  
XXXX Sugar .....6c

**FLORENCE LABIGAN**  
Red & White Store  
261 William St. Everything in Groceries

Hurrah!  
**HALLOWE'EN MASQUERADE**  
Don't Miss It Saturday, October 31  
Fun for the young - Fun for the old  
**DANCE INN ROLLER PALACE**  
Lake Road, Geneva, Free Parking Space  
E. P. Waddell John Sweeney  
Prop. Floor Mgr.

**TRY OUR DURR'S SAUSAGE**  
Bacon and Frankfurts  
with Veteran Pancake Flour  
Fresh Oysters and Clams  
Fruit and Vegetables  
**C. S. DADSON**  
70 Cherry Street Phone 2630

**CALL or PHONE**  
For Our Weekly Specials  
You'll Save Money and Call Again  
**GEORGE PHILLIPS**  
Red & White Store  
A Complete Grocery  
111 Pulteney Street Plenty of Parking Space

**We Have the Geneva Agency**  
for the famous guaranteed  
"KATHANODE"  
Vesta Automobile Battery  
This Battery in your car means no  
further battery expense.

Come in and let us tell you more about  
this wonderul battery.

**AUTO ELECTRIC SERVICE**  
CARL E. COLE  
30 Lake Street Phone 2814

**WE'LL SAVE YOU MONEY**  
on Auto Parts - Electric Welding  
Auto Repair Work of All Kinds

**HAMMEL'S GARAGE**  
Bean's Hill 24 Hour Geneva  
Routes 5-20 Service N. Y.  
Towing & Wrecking Service

**SEE THE NEW WATCHES**  
Longine, Hamilton, Elgin, Wal-  
tham, Wittnauer and Hallmark  
now on display at

**"BARTH'S"**  
Seneca St.  
Phone 2686 Schine's Theatre Bldg.

Our line grows more complete each day  
with lovely new merchandise arriving  
for Xmas. A small deposit will hold any  
article.

**"BRENNAN'S GROCERY"**  
Arpeako Sausage (Patties).....29c lb.  
Butter, 2 lbs. for.....69c  
Purple Cross Toilet Paper,  
5 rolls .....25c  
31 John St.  
We'll Deliver Phone 4572

**THESE COOL NIGHTS**  
It's nice and comfortable with a  
"Florence" Oil Heater  
We have all sizes and styles  
Don't miss our special ad this week  
**DORCHESTER & ROSE**  
543 Exchange Street Phone 2496

**UNDER NEW MANAGEMENT**  
**WEST END SERVICE**  
Mark Hopwood, Prop.  
Texaco Products - Quality Groceries  
Hamilton St. Phone  
Bean's Hill 2571

**THE BEST HUNTING GROUNDS**  
for Good Dependable Hunting Shoes  
**THE TRIANGLE SHOE STORE**  
488 Exchange Street Phone 2636  
A Size and a Fit for Every Foot  
Prices That Defy Competition

You will enjoy eating  
**DAVIDSON'S ICE CREAM**  
It does not leave your throat  
all dry and parched.  
**DAVIDSON'S**  
312 Castle Street Phone 6122

**COLD and UNCERTAIN WEATHER**  
Make Wash Days a big problem for  
mother - The solution? Sure:  
Phone 2112  
**GENEVA STAR LAUNDRY**  
Saves time, worry, and real money.  
Free Calls and Deliveres.

**THE GENEVA HOME**  
For Quality Meat, Home Dressed Poul-  
try, Cold Meats, Pork Sausage.  
Phone 2127 - We'll Deliver  
**WILSON & JOHNSON**  
261 William Street MEAT  
Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.  
**THE GENEVA MOVING & STORAGE**  
**COMPANY, Inc.**  
C. A. BISSELL, Pres.  
99 Genesee Street Phone 2182

**A SMALL DOWN PAYMENT**  
and a little each week makes it easy  
Christmas time to remember those you  
don't want to forget. Gifts you'll like  
are coming in daily. Look them over.  
Make your selections.  
**C. PHILLIPS - The Jeweler**  
23 Castle St. We do repair work, too

**HOT "JUMBO" POP CORN**  
The More You Eat  
The More You Want  
**THE CORNER NEWS**  
Cor. Main & Castle Sts. Phone 2515

**CHANGE THE LENS**  
When the eyes show signs of weakness,  
saves expense of new frames, relieves  
eye strain and many headaches.  
**G. W. FLETCHER - OPTOMETRIST**  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

"Easy Money" Section continued  
on next page.

## "EASY MONEY" (Continued)

### EVERY ONE IN OUR PARTY

When they saw my  
BIG, TENDER, JUICY  
PORTERHOUSE STEAK

with French Fried Potatoes,  
ordered the same.

Only 50c, too.

And was it good, better try one!

### The Texaco Grille

Counter and Grille Service  
Free Parking Space  
Lake Street Near Exchange St.

After the Show . . . let's go to  
APPLETON'S

92 Seneca Street Phone 2579  
Good Food, Comfort, Courtesy, Service.  
Full Meals, A la Carte, Luncheons.  
Two floors and a rathskeller unexcelled.  
A menu that never fails to satisfy  
We also serve legal beverages.

### MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

ADVERTISE—every week—in the  
GENEVA COMMUNITY NEWS

### It's Just Natural

When you REAL  
Think of ESTATE

To Think of "FINZAR"

20 Linden St. (Prince's) Phone 2661

### OYSTERS ARE IN SEASON

Ours Are Always Fresh

Shipments Recived Daily

### GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
EVERYTHING IN SEAFOOD

### DeSIO'S AUTO TOP SHOP

Auto Tops repaired and made to order

Safety Auto Glass Upholstering  
Seat Covers Rugs Rebound  
Curtains Repaired Trimming Supplies

70 Tillman St., formerly Naegle's place

MR. MERCHANT. Many a busi-  
ness with good possibilities has been  
lost because the owner did not be-  
lieve in advertising. Don't make the  
same mistake. Phone 2108. GENEVA  
COMMUNITY NEWS.

### JOE'S MARKET

226 Exchange St. Phone 2027

### ANOTHER TREAT

For the Working Man

Leg of Lamb .....15c  
Lamb Chops .....15c  
Lamb Stew ..... 8c  
Joe's Pure Italian Sausage.....22c  
Shoulder Steak .....18c  
Pan Pork Sausage .....18c

— COMING SOON —

Another Extra Special . . . Watch for it.

—: VOTE FOR :—

### M. W. STANTON

Nov. 3rd

Democratic Candidate for

### SHERIFF

You All Know "MAX"

He'll Serve You Well.

### On Seneca Street

Traffic Cop—Don't you know you  
can't turn around in the middle of  
the block?

Fair Lady—Oh, officer, I think I  
can make it. Just watch.

It takes a conscientious man to  
tell the difference between when he's  
tired and when he's just lazy.

### HALLOWEEN SPECIALS

#### WHISKIES . . .

"OAK TAVERN", Rye, 90 Proof,  
.....75c pt.; \$1.45 qt.

"OLD HICKORY", 1½ yrs. old,  
.....99c pt.; \$1.90 qt.

"SENECA CHIEF".....69c pt.; \$1.35 qt.

"GOLDEN SWALLOW", 9 months old,  
.....75c pt.; \$1.45 gal.

"OLD SETTLEMENT" Wine, 49c qt.  
APPLE WINE, 85c gal.; 50c ½ gal.

### Saglimbeni Liquor Store

28 E. North Street Phone 2059

### Small Quarters

"That fellow must live in a very  
small flat."

"How can you tell?"

"Why, haven't you noticed that  
his dog wags his tail up and down,  
instead of sideways?"

### Call It a Day

"It's getting late," remarked the  
first fisherman, "and we haven't  
caught a single fish."

"Well," replied his companion,  
"let's let two more big ones get  
away and then go home."

### Something Wrong Here

Life Insurance Agent (impress-  
sively): "Madame, every time I  
breathe someone dies."

Madam: "Goodness! You should  
use Listerine."

### Not Too Good

"How's collections at your  
church, Brudder Jackson?"

"Well, we aint nebber had to  
stop in the middle of a collection  
to go an' empty de box."

### Not a Chance

Teacher: "Now, Robert, what  
are you doing—learning some-  
thing?"

Robert: "No, sir; I'm listening  
to you."

Visit the new

### MAIN STREET BARBER SHOP

A. FELICETTI, Prop.

Now Located at 329 Main Street

UNEXCELLED SERVICE

Phone  
5566

Work Called for  
and Delivered

### GEORGE E. DURKEE

EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING

22 Madison St.

Geneva, N. Y.

### CARPENTER and BUILDER

Weatherstripping and Caulking

### Frank M. Mowers

52 Jefferson Avenue Phone 5170

Estimates cheerfully given—free

## Does One Brand Satisfy All?

One reason why we have several brands to choose from.

Why not let us service **YOUR CAR** for Winter?

We have listed below **DEPENDABLE LUBRICANTS** that will do the work satisfactorily.

### MOTOR OILS

Sunoco - Veedol - Mobil - Gulf  
Kendall - Pennzoil - Quaker State

### GASOLINES

Sunoco - Tydol - Rota Zol  
Mobil - Gulf

## Baumgartner's Service Station

Top of Bean's Hill at edge of City  
PHONE 2546

## THE ELECTION

By this time next week we will know whose guiding hand will be at the tiller of the Federal Government for another four years.

With world wide conditions as they are and getting worse, necessarily having a great bearing on our national situation, and with radical elements within our borders becoming bolder and bolder, whoever wins, his is not to be an easy task.

We can only hope that our American system of government may survive and that we may be spared from becoming engulfed in conditions such as prevail in many other countries today.

## THE WINNERS

Here is the list of readers to whom prizes have been awarded for the past week in connection with our "Easy Money" contest:

Merchandise Awards:

Mrs. R. C. Griffie, 29 Dorchester Ave.

Eloise Abel, 64 West St.

Paul T. Davidson, 312 Castle St.

Mrs. Albert Murphy, 33 Clover St.

Mrs. J. J. Lee, 118 Oak St.

Theatre Ticket Awards:

Helen T. Carroll, 37 Middle St.

H. Austin, 54 Hillcrest Ave.

Miss Alberta R. Buckholz, 158 So. West St.

## OLD CLOTHES DANCE

St. Stephens Club is to hold an "Old Clothes" Dance, at the parish house, tomorrow night (Friday),

October 30. Miss Mary Hickey is chairman of the committee on arrangements.

## BANQUETS

On Tuesday evening the Zonta Club held a banquet at Hotel Seneca.

Wednesday evening the annual banquet of the Catholic Daughters of America was held at the Seneca.

Thursday, Nov. 5 the Geneva Club will hold a Mothers and Daughters Banquet, also at the Seneca . . . at 6:30 p. m.

## XMAS CARDS - SELECT NOW

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

# CASH

Why put off buying the things you need—or paying those bills? We'll lend you the necessary cash without delay. And like hundreds of other people, you'll find your loan easy to repay.

## COME IN TODAY

You can get any amount up to \$300 this quick, friendly way. And have a year or longer to repay.

3rd Floor National Bank Bldg. Room 304  
120 Genesee St. Phone 251 Auburn, N. Y.  
LOANS MADE IN NEARBY TOWNS

\*  
**LISTEN TO**  
"Your Unseen Friend"  
at 5 P. M.  
Sunday Afternoon  
over  
**WFBL**  
\*

# PERSONAL

  
FINANCE COMPANY

**"You're right, Tom,  
I do like this wine."**

**"I'm not surprised.  
Most people who  
don't like other wines  
enjoy Widmer's."**



• Widmer's are different than any other wines you've ever tasted—smoother, fuller bodied, pleasanter tasting. Widmer's are not only New York State's largest producers; they possess a rare vinting skill, acquired in Europe and handed down from father to son for nearly sixty years. And Widmer's cost only a few cents more a bottle than the cheapest.

**Widmer's  
Wines**

Always in good taste since 1888

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

# 50 Years of Dependable Service . . . 50 Years of Greater Savings!

## ● SEARS SELLS ALL TYPES OF HEATING PLANTS!

We sell ALL KINDS of heating plants . . . therefore our advice is impartial. After surveying your home we will recommend the plant best suitable. There is no charge for this service and we invite you to use it now!

## ● CONSIDER SEARS 50 YEARS OF EXPERIENCE

Sears experience started 50 years ago! Sears has built thousands of new homes from the ground up, completely equipped with fine heating plants. Countless others have been sold and installed in homes already built!

## ● SEARS SELLS ON THREE CONVENIENT PAYMENT PLANS!

1. You can buy on the strictly cash basis eliminating all carrying charges. Sears prices are all cash prices. No hidden charges!

2. NO DOWN PAYMENT on the N.H.A. plan which enables you to borrow from \$100 to \$2,000 for home improvements. Up to 3 years to pay!

3. Amounts of \$20 or more may be purchased on Sears easy payment plan, balance monthly with carrying charges.



479 EXCHANGE STREET

GENEVA, NEW YORK

.... SUITS MADE TO MEASURE ....

**SUITS \$22.50 up**

**TOPCOATS \$18.00 up**

**OVERCOATS \$25.00 up**

**SHIRTS**  
\$1.50 up

**HATS**  
\$3.45 up

**HOSE**  
35<sup>c</sup> up

**GLOVES**  
\$2.50 up

**SWEATERS**  
\$2.50 up

**CASEY & SON**

71 SENECA ST.

Mallory  
Stetson Hats

Timely Clothes  
Wilson Shirts

## PHILLIPS MOTOR COMPANY

USED CAR DEPT.

NOW LOCATED AT 57 GENEVA STREET

Geneva, N. Y. Phone 2654

You can make the best trade on your car for one of these better cars now.

1935 PLYMOUTH DeLUXE COUPE.....Black  
1935 FORD TOURING TUDOR SEDAN.....Black  
1934 FORD FORDOR SEDAN.....Black  
1934 FORD TUDOR SEDAN.....Cream  
1933 PONTIAC FORDOR SEDAN.....Black  
1933 FORD FORDOR SEDAN.....Black  
1933 FORD TUDOR SEDAN.....Black  
1933 CHEVROLET ROADSTER.....Cream  
1934 WILLYS FORDOR SEDAN.....Gun Metal

3 1934 FORD TRUCKS, Cab and Chassis, 157" Wheel Base, Dual Wheels, Helper Springs, New Motors, Excellent Condition.

Over 40 Cars to choose from.....\$25.00 to \$495.00

AUTHORIZED FORD AGENCY  
NEW CARS, SALES ROOM and SERVICE  
351 Exchange Street, Geneva, N. Y.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., NOVEMBER 5, 1936

**= C H E V R O L E T =**

for

**1 9 3 7**

**The Complete Car . . . Completely New**

**On Display Saturday, Nov. 7**

WE WILL HAVE A VARIETY OF COLORS AND MODELS OF  
THESE NEW CARS ON DISPLAY AND CAN GUARANTEE IMME-  
DIATE DELIVERY.

**Russell-Hart Chevrolet, Inc.**

SOUTH EXCHANGE STREET

GENEVA, NEW YORK

COME IN . . .

Let us show you the

## **Genesee Electric Blower**

A small, inexpensive fuel saver  
for your present heating system.

Burn Rice or Buckwheat  
Coal . . . save 35 to 50%  
in your fuel bill.

We also have

**FLORENCE  
OIL BURNERS  
AND HEATERS**

**DORCHESTER & ROSE**

HARDWARE

543 Exchange St. Phone 2496



ROLL CALL

STARTS

WEDNESDAY

NOV. 11

## **WINTER APPROACHING**

Put your mind at ease and  
be ready for quick weather  
changes.

Which do you choose?

**D & H COAL**

or

**SEMET-SOLVAY COKE**

**RAPALEE'S**

Phone 2221-2317

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., NOVEMBER 5, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

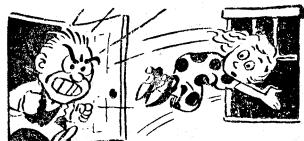
W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY  
(Certified)

## ALMANAC



"When anger comes in at the door,  
wisdom leaps out of the window."

NOVEMBER



5—Rogers makes first air flight across continent. 49 days. 1911.



6—John Phillip Sousa, great band leader, born, 1854.



7—General Harrison licks Indians on Tippecanoe River, 1811.



8—Conqueror Cortez reaches Mexico City, 1519.



9—Cincinnati Sentinel, first western newspaper, starts publication, 1793.



10—Queen's College, now Rutgers, gets charter, 1766.



11—United States monument to Unknown Soldier dedicated 1921. © WNT

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## Y. M. C. A. NOTES

**Friendly Indian Club.** To date, the following boys are enrolled as members of this club: Leland Larsen, Donald Washburn, C. Luckett, F. Hardy, R. Stivers, L. Reed, Robt. Mallery, Carl Liberatore, D. Bryan, Gordon Taylor, L. Carson, D. Pederson, Vincent Beebe, Henry Jones, D. Jones, Richard Randall, Jordan Bruzee, Norman Clayton, Billy Cole, Alexander Liberatore, Jack Reas, Richard Scheltz, R. Colburn, L. Hammond, J. Kepner, C. Hemingway.

**Changes at the "Y".** The Board of Directors met last week and revised the budget for the year. Not anywhere near all the improvements they had hoped for can be made. The changes in the lobby entrance to the gymnasium and pool and in the Business Men's Gymnasium Club will be about all that can be done unless additional people who have not contributed do so.

**Older Boy's Conference.** The first call for an Older Boy's Conference has been made. This year it will be held in the State Capitol Building at Albany, December 11—



## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

13. Topics relative to government legislation, such as safety, crime and education, will be discussed. About 1000 boys are expected to attend this conference.

Happiness is a reward for kindness and good deeds.

## PRINTING and OFFICE SUPPLIES

CHRISTMAS CARDS

M. F. Devaney

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

## STOP IN . . .

Let us tell you about  
the new

KATHANODE BATTERY

Unconditionally Guaranteed  
as long as you own your car

GEO. F. BRUZEE

"The Battery Man"

23 E. Castle St. Phone 6522

— Battery and Radio Service —

## Don't Delay!

Drive in . . . Now . . . and  
have your car conditioned  
for winter driving.

Let us put in the proper  
grade of Winter Oil . . .

Also proper transmission  
and differential lubricants.

Don't let Old Man Winter  
bother you . . . get ready  
for him.

\*

RICKELS  
SERVICE STATION

Lake Street

Phone 2920

If you are one of these birds who think America's trouble is due to lack of law enforcement, we suggest that you try parking your car beside a fire hydrant.

## Emerson Radio

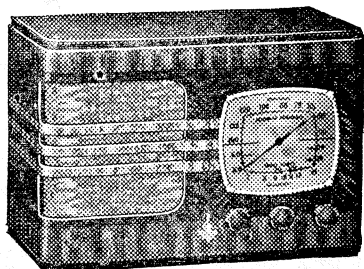
**THE LITTLE RADIO THAT GETS  
ALL ON THE AIR...  
...IN A FOOT SQUARE**

### WHY Emerson is a BETTER Radio

It's a precision-engineered instrument from start to finish. Harmonized Unit Construction • Micro-Selector • Signal Filter • Automatic Volume Control • Indirectly Lighted Exclusive GEMLOID Dial.

### WHY Emerson is a BETTER Value

Because Emerson is the product of the World's Largest Maker of Small Radios, economies are naturally effected in its production. These savings are your savings.



**\$29<sup>95</sup>** 6-TUBE AC-DC  
SUPERHETERODYNE

**AMERICAN • FOREIGN • POLICE**  
**EMERSON MODEL B-131** — Emerson Foreign Tuning Principle . . . Velvet Drive Tuning Assembly . . . 6½" Dynamic Speaker and Handsome Matched Butt Walnut Cabinet with Mahogany Inlays.

**FREE HOME TRIAL**  
**EASY TERMS**

Emerson Models from \$14.95 to \$99.95

**MAYTAG**  
SALES & SERVICE

431 Exchange St. Phone 2005

### LIBRARY NOTES

Again "Book Week" is drawing near and this year the week of November 15 has been set aside for its observance. The slogan for this coming Book Week is "Books to Grow On — The Modern World for Young Readers."

With this in mind the school libraries in the city are co-operating with the Geneva Free Library in holding an essay contest open to the children of Geneva.

The topics for the essays are as follows:

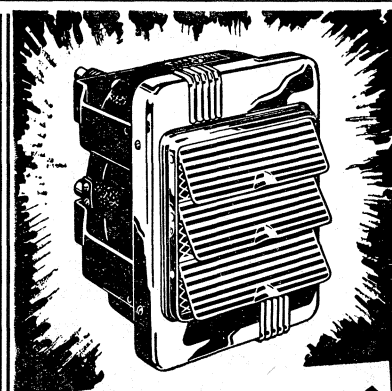
For grades 4 to 6, "Book Characters I Should Like to Meet";

For grades 7 and 8, "Adventures I Have Enjoyed in Books"; and for high school students the topic is the same as the slogan for Book Week, "Books to Grow On."

All essays are to be handed in by Monday, November 16, and the prizes, of which there will be two for each group, will be awarded on Friday of Book Week, November 20.

There will, of course, be a display of new books at the Library, as in the past, so that borrowers of the Library may have the opportunity of looking over some of the recently published books before they are put into circulation.

Frank G. Phillips, of the Phillips Motor Co., leaves tonight for Detroit, Mich., for a two-day stay at the Ford factory inspecting and becoming familiar with the new 1937 Ford car soon to be placed on the market.



**Firestone  
HEATERS**

ON OUR  
*Budget Plan*  
AS LOW AS **74¢** PER WEEK

**NO MONEY  
DOWN**

Listen to the Voice of Firestone, Monday evenings, over N. B. C.—WEAF Network

**Firestone**  
AUTO SUPPLY & SERVICE STORES

**COMPLETE CAR SERVICE**

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Phone 2323 J. H. Bindeman, Mgr.

**MOTOR  
STOKER**

CLEAN - EVEN

**AUTOMATIC HEAT**

Automatic Coal Burner

... with Coal ...

**YOU CAN PURCHASE A MOTOR STOKER  
FOR ANY SIZE HEAT PLANT**

**NO MONEY DOWN — THREE YEARS TO PAY**

**AND REMEMBER** — No coal to shovel . . . No ashes to take out  
May we call and tell you how you can save money with a Motor Stoker?

**P. O'MALLEY & SON**

29 Castle St.

261 Exchange St.

Phone 6186

Phone 6232

**CHAS. F. BARTH**

425 Exchange  
Street


Phone

2126



# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?



**GENEVA**

---

Thursday-Friday  
Face to Face with Her Past!

**GIVE ME YOUR**  
KAY  
**FRANCIS heart**  
GEORGE BRENT


Warner Bros. National Picture

Added: Popeye - Musical

---

Saturday — ONE DAY ONLY  
Eleanor Whitney Tom Brown

TIME OUT FOR CUPID!



**"ROSE BOWL"**

—: Screen Vodvil :—

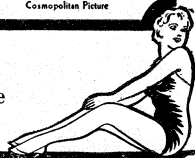
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3 DAYS — STARTS SUNDAY

ROUND BY ROUND  
with RHYTHM and  
ROMANCE!  
It's Champion  
Entertainment!

**MARION CLARK**  
**DAVID GABLE**  
IN  
**"CAIN and MABEL"**  
with  
**ROScoe KARNS**  
**DAVID CARLYLE**  
and a sterling cast  
A Warner Bros. Cosmopolitan Picture

Added  
Popular Science  
Latest News



**SHOP IN GENEVA**

Carl will solve your shoe problem . . . Worn comfortable shoes can be properly rebuilt . . . Light shoes can be dyed a dark color for Fall wear.

**Carl's Shoe Repair Shop**  
(next to Empire Gas)  
Castle St.

—D—

The accessory story for the short party dress: clips or pins in jewel-studded metal; clever buttons in amusing new shapes; shoes keyed to the formality of your frock.

—D—

Seneca Plumbing & Heating has a waste pipe cleaner that will prevent clogs, and peeps up slow drains; it has even opened drains completely clogged. Best we ever used. 40c per can delivered. **Phone 6574.**

—D—

Smart women are wearing formal blouses with short sleeves to late afternoon parties and even to dinner dances with their long-skirted suits.

—D—

This week's feature at **McCarthy's Pharmacy, 162 Castle St.,** is Alarm Clocks (wind and electric) at 98c and up . . . See their selection of Greeting Cards for all occasions.

—D—

The last word when its rough going underfoot — a country boot in black calf, a glove-fitting rainshoe in suede-like rubber with alligator, a fur-trimmed galosh in fleece-lined satin, a rubber-soled pull-over made of velvet.

—D—

If you need warm clothes for the boy in your home, please remember **Baker & Stark** have a splendid assortment at prices you can easily afford.

—D—

The hop, skip and jump effect of scatter rugs in a living room is restless. Far more restful is the broadloom room-size rug with narrow margins of wood.

In Topcoats and Overcoats you have the finest selection — all at rock-bottom prices . . . **Ladies' Tailoring** (Suits and Coats) a Specialty. Stop in and see the samples.

**A. P. Petersen**  
476 Exchange St.

—D—

When you plan your Thanksgiving supper or informal family Thanksgiving dinner, don't forget the importance of an interesting centerpiece. An unusual idea is an arrangement of vegetables, decorative in form and color in a wooden bowl.

—D—

It's none too soon to be thinking of **Christmas** — and a gift for old friends. They'll appreciate the thoughtfulness that prompts you to send your photograph. Do visit **The Stewart Studio, 41 Seneca St.,** or dial 2183.

—D—

Three new features you might like for shirt-waist dress: peaked shoulders, a nicely flared skirt and a tiny collar that knots at the throat.

—D—

This is **Blanket Week** at **Lynch's!** Special low prices right at the time you need them. Big, fluffy, part-wool blankets that wash like pure wool. Extra large size, 72 x 84 at \$3.75.

**Lynch's**  
479 Exchange St.

—D—

A business transaction may be lost, an important telephone call missed — because your watch was a few minutes slow. We recommend an expert jeweler — **Mr. G. H. Prince, Prince's Jewelry Store, 20 Linden St.** . . . Prompt service. Reasonable prices.

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz,** c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

"TOPSALL", 90 proof, Rye Whiskey.....	75c pint
"CONQUEROR", Distilled Gin .....	99c fifth
"CHELSEA CORNERS", Distilled London Dry Gin .....	69c pint; \$1.35 quart
"LAFAYETTE" Grape Brandy, 2 yrs. old.....	50c ½ pint; 95c pint

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver



### RADIO FLASHES

by Ralph Le Brun



Walter Winchell  
"Where",  
listeners often ask,  
"does  
Walter Winchell  
get so much  
of his  
inside  
information?"  
Few people  
realize that  
Walter himself  
is a one-man press  
association.  
News is sent  
to him from  
anonymous reporters  
in all sections  
of the country.  
His correspondents

range from newsboys to bank presidents, from taxi drivers to men of high public life, from Broadway habitués to the police. The information Winchell gathers from these sources provides him with half the material he uses on his radio program and in his widely syndicated newspaper column. The other half he gets himself. Winchell make it a practice never to print or broadcast any item that he has not checked himself. His radio script is rewritten three times before he goes on the air. A forceful champion of the underdog, Winchell has fearlessly bestowed "orchids"

Phone 3237 for

**R**adio tubes and  
**R**epair service at  
**R**easonable rates  
**R**alph LeBrun

225 High Street

and "scallions" as expressions of his opinions and has made his influence widely felt as a result.

The queen is crowned! A little mountain girl shall lead them. Lulu Belle, lovely songstress of the weekly Saturday night National Barn Dance heard over the blue network of the NBC, has been chosen Radio Queen of 1936 in Radio Guide's third annual radio queen election. Her honest, hillbilly songs were pitted against concert sopranos, famous actresses, favorite "popular" singers. Her runners-up in order were Jessica Dragonette, Joan Blaine, Frances Langford, Gracie Allen, Margaret Speaks, and Kate Smith.

(Continued on page 7)

### The Amazing New

#### "SAFE-FLEX" AUTO FAN

with Safe Rubber Blades

Defrosts in Winter, Removes Steam, Cools in Summer. SPECIAL SALE PRICE, \$3.95

**SUPER-PYRO**—The Money Saving Anti-Freeze. Lasts Longer.....25c quart

**FIVE STAR (Du Pont) ANTI-FREEZE**....  
Five Point Protection.....\$1.00 gal.

### COONEY, WATTS & COONEY

--:-- HARDWARE --:--

513 Exchange Street

Phone 2170

The Votes Are All Counted . . . YOU WIN

If you buy from our selection of

### New BEACON Blankets

and

New All Wools - Part Wools - Sheet Blankets  
All Sizes

PRICED FROM 89c to \$12.50

### HOWARD DRY GOODS CO.

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Date and Nut Slices

- 1 pkg. dates (36 dates)
- 1 cup boiling water
- 1½ teaspoonsful soda
- 1 cup sugar
- ½ cup butter
- 1 egg
- 1¾ cups flour
- ½ teaspoonful baking powder
- Vanilla and ¾ cup nut meats

Pour boiling water over soda and dates. Let stand until cold. Combine the rest of the ingredients and add to the date mixture.

Pour into shallow greased pan. Bake about 30 minutes.

When cold cut into squares and ice:

- 1 pkg. Philadelphia Cream Cheese
- 2 cups confectioner's sugar
- Vanilla
- 6 tablespoons melted butter
- Enough hot milk to spread.

## Salmon Pie

- 1 can salmon
- 2 cups white sauce
- 1 cup peas
- 1 tablespoon butter
- Hot mashed potatoes

Bone and flake salmon and add to white sauce and well drained peas. Place in shallow greased baking dish and top with mashed potatoes. Dot with butter and bake 20 minutes or until potatoes are browned.

M. F., Exchange St.

## Pecan Croquettes

- 1 cup hot, riced, sweet potatoes
- 1 cup ground pecans, toasted
- 2 tablespoons heavy cream
- 1 teaspoon salt
- Dash of cayenne
- 2 eggs
- ½ teaspoon baking powder
- 1/3 cup fine dry bread crumbs

Combine sweet potatoes, pecans, cream, salt and cayenne. Stir in one egg, beaten, and add baking powder. Shape into cones. Roll in crumbs, dip in remaining egg, beaten, then again in crumbs. Fry in deep hot fat, (390 degrees F.) 5 minutes, or until delicately browned. Yield: 6 portions.

## Date Pudding

- ¼ lb. graham crackers, rolled fine
- ½ lb. marshmallows, cut fine
- 1 large package dates, cut fine
- 1 cup walnut meats, cut fine
- 2/3 cup cream

Combine ingredients and mix well, then add another ¼ lb. of rolled graham crackers. When well mixed form into loaf and place in refrigerator until ready to serve. Slice and serve with whipped cream.

Mrs. G. S., Willard, N. Y.

## C. J. BRADY

RE-FILTERED CITY WATER

## ICE

Let us show you the "Coolerator"  
the conditioned-air refrigerator

110 Lake St.

Phone 2740

## CHURCH FAIR

Tonight (Thursday, Nov. 5) a Church Fair will be held at the Hall Congregational Church, Hall, N. Y. A fried chicken and beef supper will be served at 6 o'clock, for which tickets are 50c for adults and 25c for children. There will be a program of entertainment, and candy, novelties, fancy work and aprons will be on sale.

## XMAS CARDS - SELECT NOW

### HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

Phone  
5566

Work Called for  
and Delivered

### GEORGE E. DURKEE

EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING

22 Madison St.

Geneva, N. Y.

## CARPENTER and BUILDER

Weatherstripping and Caulking

### Frank M. Mowers

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given — free

## GRUNOW RADIO

11 Tube - All Wave

**\$69.95**

## BOLIN MUSIC HOUSE

## YOUR HAT RENEWED

... Cleaned and blocked by factory methods. Chances are it will be as good as new again. Let us show you. We also specialize in the cleaning of Suede and Leather Jackets.

### GENEVA DRY CLEANING CO.

Phone 2742

30 Linden Street

## THERE IS STILL TIME ...

to have one of those fine

### Copper Bound Roofs

put on before bad weather sets in

### JOHN A. PONTIUS

90 Elm Street

Phone 4575

## AUTOMATIC ELECTRIC Sump Pumps

for wet cellars, corrects  
the seepage water problem

### Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## HOW ABOUT YOUR RADIO?

Is it in proper condition  
for receiving the fine new  
programs now on the  
air?

Our repair work is guaranteed  
and must give satisfaction.

### GEO. F. BRUZEE

23 E. Castle St. Phone 6522

Public address systems  
for sale and for rent.

## Skidding Season is at Hand . . .

Be Safe on

## Skid-Safe GENERALS

We have THE TIRE  
for YOUR CAR

- DUAL-10
- SILENT GRIP
- DUAL GRIP

**FINK'S**  
**SUPER-SERVICE STATION**  
Lake Street Phone 2448

BUY IN GENEVA

## GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"Everyone must make some of  
his most critical decisions unaided."

"Youth is too young to know the  
worth of the glory that it wears."

"Habit is something no man can  
bequeath to his son without his  
consent."

"It often happens that some bad  
investment is a great gain if we are  
really wise."

"Energy will do anything that  
can be done in the world; and no  
circumstances, no opportunities,  
will make a man without it."—  
*Goethe.*

"Horse sense behind the steering  
wheel is better than horse power  
under the hood."—*The Common-  
wealthier.*

"Love is like a coin, it must be  
perfect on both sides to pass."

"The kindest ones are the ones  
who show kindness to those they  
do not know."

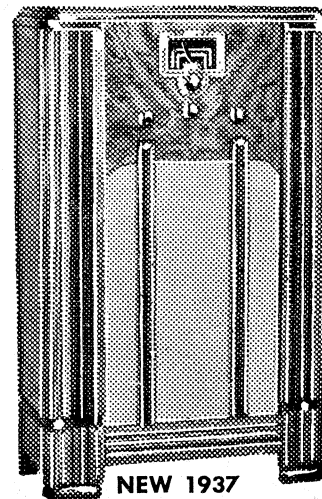
"A tiny thread of string is hope,  
but the will of doing the strongest  
rope."

Many a morning's smile will  
right things that seemed moun-  
tainous at night.

## STUDIO RECITAL

Last Sunday evening a studio  
recital, participated in by twelve  
students, was held at the studio  
of Grace Wynne Tapley, 81 Max-  
well Avenue. American folk music,  
written by well known living com-  
posers, was featured. Mrs. Leland  
Larrison, pianist, was the assisting  
soloist.

*Yes* YOU CAN BUY AN  
**RCA Victor**  
FOR \$49<sup>95</sup>



NEW 1937  
MODEL 6K

## FOREIGN PROGRAMS SIX METAL TUBES

Why limit yourself? This radio  
gives you features which usually  
cost much more: 12-inch Speaker.  
Edge-lighted Dial. Full-depth cab-  
inet with massive base treatment  
and stylish pylon grille.

LOW DOWN PAYMENT

## EASY WASHER SHOP

505 Exchange St. Phone 6323

NEW LIFE for any Radio with RCA RADIOTRONS

## RADIO FLASHES

(Continued from page 5)

The season's first broadcast of the New York Phil-  
harmonic-Symphony Orchestra, under the direction  
of John Barbirolli, young British conductor who will  
be making his American Radio debut on this occasion,  
will be heard over the Columbia network, Sunday,  
from 3 to 5 P.M.

"Baron Munchausen," fabulous figure of the micro-  
phone, is coming back to the air. Jack Pearl, creator  
of the Baron, will resume that long-popular role when  
he returns to the NBC-WHAM network on Monday  
after a year-and-a-half absence from the airwaves.  
During that time, the man who made "Vas you dere

Sharlie?" a national catch-phrase, has been traveling  
in Europe and South America. "Sharlie" will be "dere"  
too, again in the polysyllabic person of Cliff Hall, who  
has for years been at Jack's side as his straight man.  
The new series, in the interest of Raleigh and Kool  
cigarettes, will be heard every Monday, at 9:30 P.M.

President Roosevelt will speak from the White  
House, Gerald Swope will speak from Cleveland, and  
the Philadelphia Orchestra under the direction of Leo-  
pold Stokowski will give a concert performance from  
Philadelphia in the opening program on behalf of the  
1936 Mobilization for Human Needs, to be broadcast  
over the combined CBS and NBC-WEAF networks  
on Friday, at 10 P.M.

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as pos-

sible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

**"EASY MONEY" SECTION**  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

Our free demonstration proves it.

**OLDSMOBILE SALES & SERVICE**  
Main & Seneca Streets Phone 6556

## DON'T GET CAUGHT

With a Frozen Radiator or Water  
Jacket. Old Man Winter is coming this  
way.

**"ZERONE" ANTI-FREEZE**

Only \$1.00 per gallon

**TED'S AUTO INN**

Phone 5174 35 Tillman St.

When you buy  
**BREAD**

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## Let's Get Ready for CHRISTMAS

... The Wise Shopper Buys Early ...

See our newest designs in  
Jewelry - Watches - Diamonds

Make your selections — then  
when the holidays are here and  
gone you have no regrets.

## S. A. GILBERT

510 Exchange St. Geneva, N. Y.

Why not lay that Gift aside — today?

CREDIT? Of course — Liberal Terms.

## SAUSAGE SEASONING

Smoked Salt — All kinds of Salt in  
any quantity.

**SPRATT'S Dog Food, Bird and Parrot  
Seed, Fish Food, Tonics and Prepared  
Remedies.**

## COOK'S FEED STORE

40 Castle Street Phone 2722

## YOUR CAR NEEDS ANTI-FREEZE

Drive in, we know the amount your  
car needs to be safe. We have your  
favorite: Prestone, Zerone, Alcohol. We  
have "Arvin" Car Heaters, too.

## LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

## "EASY MONEY"

CONTEST WINNERS

ARE NOTIFIED

BY MAIL

Read THE NEWS every week —

it pays.

## 25% DISCOUNT

This week's special on Winter Fronts,  
Heaters, Batteries, DeFrosters, Sponges,  
etc. See Elmer.

**DUNLOP TIRE & RUBBER CO.**

373 Exchange St. Phone 3163

## CHANGE NOW TO WINTER OIL

Makes Easy Starting  
Adds Life to Your Car

**OSCAR F. RICKELS**

Lake St. near Exchange St. Phone 2920

"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.  
Anti-Freeze? Sure! We have it, drive in.

## BENT FENDERS ...

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

## PETERSON

Seymour Alley

near Geneva Loan & Savings Assn.

New 1937 "PHILCO" Now Displayed  
The Radio that covrs the world like  
the morning dew. "Nothing missed."  
A set for every purpose and every purse.

Only \$20.00 and up — Easy Terms

**MAYTAG SALES & SERVICE**  
431 Exchange St. Phone 2005

**Sunbeam Furnaces Furnace Cleaning**  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows

Air-conditioning Engineering

Our Best Advertisement

Is Satisfied Customers

**H. R. OSTRANDER**

Phone 3976 70 Colt St.

## CARROLL'S CENTRAL SERVICE

305 Main Street

Opp. Armory Phone 2592

## TIME FOR ANTI-FREEZE

Mobil Freezone, Super Quality

Alcohol.....\$1.00 gal.

Prestone Anti-Freeze.....\$2.70 gal.

Socony Gas - Mobil Oil - Real Service

# "EASY MONEY" (Continued)

## SHERWIN-WILLIAMS PAINT

is the best for  
Fall painting.

There's a reason.

## FAIRFAX BROS. CO

87 Castle Street Phone 2441

## CHRYSANTHEMUMS? YOU BET.

We have them in full bloom  
Come in - See them - They're beautiful

## JOHN GAGLIANESE

32 Linden St. (Firooz's former place.)  
Greenhouse 17 Reed St.  
We Deliver Phone 3144

It pays to look well . . .

## "KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50  
**HOTEL SENECA BARBER SHOP**  
Jos. O'Byrne Anthony Alvaro  
Prop. Associate  
Free Parking in Rear of Hotel

## NOW IS THE TIME

To Buy Heavy Underwear  
Fine Quality, 10% Wool  
Union Suits, only \$1.00  
Men's Flannel Shirts.....\$1.00 and up

## R. J. IREDALE

## MEN'S FURNISHINGS

461 Exchange St. Next Western Union

## THIS WEEK'S SPECIALS

Red & White Flour, 24½ lb. sack, and  
large Glass Mixing Bowl, both for 99c  
Crisco, 3-lb. can.....55c  
Blue & White Molasses, No. 2½ can, 21c

## FLORENCE LABIGAN

Red & White Store  
261 William St. Everything in Groceries

## ANOTHER NIGHT OF FUN

Friday, November 6th  
Circus Night - Special Prizes  
Something Good - Don't Miss It  
**DANCE INN ROLLER PALACE**  
Lake Road, Geneva, Free Parking Space  
E. P. Waddell John Sweeney  
Prop. Floor Mgr.

## SPECIALS — Fri.-Sat., Nov. 6-7

No. 2 Can Beans, 2 for.....25c  
28 oz. Pork & Beans.....12c  
Kirkman's Chips, 2 for.....29c  
"No. 66" Coffee.....21c

## C. S. DADSON

70 Cherry Street Phone 2630

## CALL or PHONE

For Our Weekly Specials  
You'll Save Money and Call Again

## GEORGE PHILLIPS

Red & White Store  
A Complete Grocery  
111 Pulteney Pleny of Parking  
Street Space

## OUR NEW LOCATION

Now 36 Tillman Street  
Formerly 105 Washington St.

## FRED C. CARR

The Complete Glass Shop

Mirrors Made to Order  
and Resilvered

## AUTO GLASS OF ALL KINDS

Plenty of Free Parking Space  
in Rear

We have the Geneva Agency for the  
famous guaranteed

## "KATHANODE"

Vesta Automobile Battery  
**AUTO ELECTRIC SERVICE**  
Carl E. Cole

30 Lake Street Phone 2814

## WE'LL SAVE YOU MONEY

on Auto Parts - Electric Welding  
Auto Repair Work of All Kinds

## HAMMEL'S GARAGE

Bean's Hill 24 Hour Geneva  
Routes 5-20 Service N. Y.  
Towing & Wrecking Service

## SEE THE NEW WATCHES

Longine, Hamilton, Elgin, Wal-  
tham, Wittnauer and Hallmark

now on display at

## "BARTH'S"

Seneca St.

Phone 2686 Schine's Theatre Bldg.

Our line grows more complete each day  
with lovely new merchandise arriving  
for Xmas. A small deposit will hold any  
article.

## "BRENNAN'S GROCERY"

Sugar, 10 lbs.....49c  
Delicious Squash, 1b.....2c  
White Star Flour, 24½ lb. Sack.....79c

31 John St.

We'll Deliver Phone 4572

Cold Days and Nights are here  
Let us install

## PORTABLE OIL BURNERS

In your Coal Range or Furnace—NOW  
No wood to cut, coal to shovel, or  
ashes to carry out.

## DORCHESTER & ROSE

543 Exchange Street Phone 2496

## SUPER-PYRO ANTI-FREEZE

We feature it and recommend it for  
all cars, trucks, and buses.

## WEST END GARAGE

Mark Hopwood, Prop.  
Texaco Products - Quality Groceries  
Hamilton St. Routes Phone  
Bean's Hill 5-20 2571

## THE BEST HUNTING GROUNDS

for Good Dependable Hunting Shoes  
**THE TRIANGLE SHOE STORE**  
488 Exchange Street Phone 2636

A Size and a Fit for Every Foot  
Prices That Defy Competition

You will enjoy eating

## DAVIDSON'S ICE CREAM

It does not leave your throat  
all dry and parched.

## DAVIDSON'S

312 Castle Street Phone 6122

## COLD and UNCERTAIN WEATHER

Make Wash Days a big problem for  
mother — The solution? Sure:  
Phone 2112

## GENEVA STAR LAUNDRY

Saves time, worry, and real money.  
Free Calls and Deliveries.

## THE GENEVA HOME

For Quality Meat, Home Dressed Poul-  
try, Cold Meats, Pork Sausage.

Phone 2127 — We'll Delive

## WILSON & JOHNSON

261 William Everything in  
Street MEAT  
Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.  
**The GENEVA MOVING & STORAGE  
COMPANY, Inc.**

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## A SMALL DOWN PAYMENT

and a little each week makes it easy at  
Christmas time to remember those you  
don't want to forget. Gifts you'll like  
are coming in daily. Look them over.  
Make your selections.

## C. PHILLIPS - The Jeweler

23 Castle St. We do repair work, too

It sure is a temptation to stop and get a  
Bag of Delicious

## HOT JUMBO POPCORN

as you see it popped in the new sanitary  
machine standing in front of

## THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

"Easy Money" Section continued  
on next page.



## "EASY MONEY" (Continued)

### CHANGE THE LENS

When the eyes show signs of weakness, saves expense of new frames, relieves eye strain and many headaches.  
**G. W. FLETCHER - OPTOMETRIST**  
 Castle Street Opp. City Hall  
 Office Phone 2292 Residence 2044  
 Phone for Appointment

### EVERY ONE IN OUR PARTY

When they saw my  
**BIG, TENDER, JUICY  
 PORTERHOUSE STEAK**

with French Fried Potatoes,  
 ordered the same.

Only 50c, too.

And was it good, better try one!

### The Texaco Grille

Counter and Grille Service  
 Free Parking Space  
 Lake Street Near Exchange St.

### KYLE STEWART

Hamilton St. Routes 5-20  
 Opposite DelPapa's  
**TYDOL GAS - TIDEX OIL**  
 The Gas and Oil that increases the  
 power and speed of all cars.  
 Come Once — You'll Come Again.

After the Show . . . let's go to  
**APPLETON'S**

92 Seneca Street Phone 2579  
 Good Food, Comfort, Courtesy, Service.  
 Full Meals, A la Carte, Lunches.  
 Two floors and a rathskeller unexcelled.  
 A menu that never fails to satisfy  
 We also serve legal beverages.

### It's Just Natural

When you **REAL**  
 Think of **ESTATE**

To Think of **"FINZAR"**

20 Liden St. (Prince's) Phone 2661

### OYSTERS ARE IN SEASON

Ours Are Always Fresh  
 Shipments Received Daily  
**GENEVA FISH MARKET**  
 Louis A. Boehm, Prop. We Deliver  
 Phone 6222 358 Exchange St.  
**EVERYTHING IN SEAFOOD**

**MR. MERCHANT.** Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. **GENEVA COMMUNITY NEWS.**

### DeSIO'S AUTO TOP SHOP

Auto Tops repaired and made to order  
 Safety Auto Glass Upholstering  
 Seat Covers Rugs Rebound  
 Curtains Repaired Trimming Supplies  
 70 Tillman St., formerly Naegle's place

### JOE'S MARKET

226 Exchange St. Phone 2027

#### SPECIALS — This Week:

Sliced Bacon .....25c  
 Lamb Chops, 2 lbs.....25c  
 Leg of Lamb.....15c  
 Italian Sausage .....25c  
 Liver Sausage, fresh or  
 smoked .....17c  
 Boiled Ham .....43c  
 Club Frankfurts, 2 lbs.....29c  
 Joe helps to reduce  
 your budget expense.

### MR. MERCHANT:

Can you afford to pass up the buying requirements of 25,000 people weekly?  
**ADVERTISE — every week — in the  
 GENEVA COMMUNITY NEWS**

### Beefing

"Oh, Mr. Butcher, about that joint you sold me last week. Did you say it was imported or deported from Australia?"

### General Education

"I want my son to have a general education."  
 "Oh, so you're sending him to West Point?"

### Too Soon

Master: "Why haven't you learned your geography?"  
 Jones Minor: "I heard dad say that the world was changing every day, so I thought I'd wait till it settled down."—*Calendar.*

### Reverse English

"So your son started talking at last?"  
 "Yes—we're teaching him to keep quiet now."

### Every Convenience

Landlady: "The room's just a little on the small side, sir."  
 Prospective Boarder: "Small! Why, when I'm in bed my feet will be out of that window!"  
 Landlady: "Oh, that doesn't matter, sir — there's no glass in it." — *Montreal Star.*

## COLONEL CHEERIO

Says:

"We Deliver — Free"

2-YEAR-OLD PENNSYLVANIA RYE.....\$1.00 pt., \$1.90 qt.  
 BRANDIES.....50c ½ pt. up

READY MADE COCKTAILS  
 CORDIALS AND WINES

**Geo. M. Peters Liquor Store**  
 148 CASTLE ST. Phone 2054

Visit the new

**MAIN STREET BARBER SHOP**  
 A. FELICETTI, Prop.  
 Now Located at 329 Main Street  
**UNEXCELLED SERVICE**



## MINSTRELS AND REVUE

On Thursday evening, Nov. 12, at 8 o'clock, a Minstrel Show and Revue will be presented in Geneva High School Auditorium by the St. Stephen's Club.

Leading entertainers in the Minstrels are Frank Gilbert, Maurice Buckley, Jos. Toner, John Cosgrove, Melvin Ochs, Edw. Hickey, Chas. Campbell and Chas. Connell, with Clifford Mooney in the role of master-of-ceremonies. There will also be a chorus of thirty-two voices.

In the Revue several specialties and additional entertainers will be presented.

## 1937 BUICKS

## 1937 PONTIACS

On display at

### KITCHELL MOTOR CO., INC.

BUICK-PONTIAC AGENCY  
386 Exchange St.  
Geneva, N. Y.

## HAND BILLS?

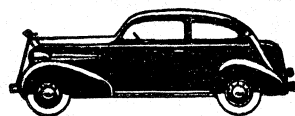
Take up  
with us  
for

### A BETTER PROPOSITION

Phone 2108

## GENEVA COMMUNITY NEWS

## "SAFETY TESTED" USED CARS



1935 FORD SEDAN, DELUXE (Radio).....	\$450
1934 PONTIAC "8" SEDAN, DELUXE.....	\$500
1932 HUDSON COUPE .....	\$250
1932 GRAHAM SEDAN .....	\$300
1932 OLDS SEDAN .....	\$350

1931 BUICK SEDAN .....	\$300
1930 BUICK COUPE (New Tires).....	\$240
1930 FORD COUPE .....	\$125
1929 CHEVROLET COUPE .....	\$ 70

## Marshall Motors

OLDSMOBILE SALES and SERVICE

Cor. Main & Seneca Streets

Phone 6556

*"We're saving money  
since we started serv-  
ing wine instead of  
cocktails."*

*"Sure, and everyone  
seems to like it — es-  
pecially when we stick  
to Widmer's."*



WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

● Widmer's are better wines — produced in New York State's famed wine belt with a matchless skill which was acquired in Europe and handed down from father to son for three generations. You, too, will vote them the finest you've ever tasted. Ask for them by name at liquor stores, restaurants and taverns.

## Widmer's Wines

Always in good taste since 1888

## \$5.00 in Merchandise

(Also Theatre Tickets)  
GIVEN AWAY to our READERS  
EACH WEEK

from Merchants whose ads appear  
in "The News"  
(See page 8)

Here is the list of successful contestants this week.

Winners of Merchandise:  
Mrs. H. T. Maxwell, 372 Castle St.  
Mrs. H. M. Simpson, 30 Highland Ave.

Mrs. Clara A. Duffy, 35 Rose St.  
Helen P. Maney, 5 Genesee Park  
Mrs. Gabriel Gillotti, 39 Oak St.  
Winners of Theatre Tickets:  
Mary R. Hall, 6 West St.  
Mrs. E. M. Hargrove, 110 Lyceum St.

Mrs. Thomas F. Coggins, Waterloo

It PAYS to read THE GENEVA COMMUNITY NEWS — every week.

It PAYS to advertise in THE GENEVA COMMUNITY NEWS — every week.

BUY IN GENEVA

## ADVERTISING SPACE

in next week's issue must be reserved by Saturday noon. All copy must be in by Monday noon . . .

**"G. A."**

## "GOOD BUY"

... BUT NOT FAREWELL

You will, however fare well in the purchase of any of the following

## Used Cars

- '36 HUDSON SEDAN
- '36 DODGE (Demonstrator)
- '36 TERRAPLANE (Demonstrator)
- '35 STUDEBAKER DICTATOR SEDAN, with Trunk
- '34 TERRAPLANE COUPE
- '33 DODGE SEDAN
- '31 CHEVROLET COUPE
- '30 FORD SEDAN

MANY OTHERS TO CHOOSE FROM

Cars Just Taken in on New 1937 Models

Some of these cars  
EQUIPPED WITH  
HEATERS . . .  
RADIOS . . .  
and practically  
NEW TIRES

ALSO, GOOD USED TRUCKS

# GENEVA AUTO CO.

145 Castle St. Open Evenings

Come in . . . See the Beautiful New 1937 Models . . .

PLYMOUTH, DODGE, HUDSON, TERRAPLANE, STUDEBAKER, CADILLAC, LaSALLE, PACKARD.

**"G. A."**

# AUTO LOANS

## UP TO \$300

If you want a loan on your car, see us. Loans made to employed, single or married people. Here you can get the cash in 24 to 48 hours or sooner in special emergencies. We "Refinance" unpaid balances on cars. Our charges on Auto Loans are surprisingly reasonable.

We also make Furniture and Co-Maker Loans.  
Come in—Write—or 'Phone.  
Loans Made in All Nearby Towns.

## PERSONAL FINANCE CO.

ROOM 304—THIRD FLOOR NATIONAL BANK BLDG.  
120 GENESEE ST. PHONE 251 AUBURN, N. Y.

(Listen to "Your Unseen Friend", at 5:00 P.M., Sunday afternoon over Station WFBL.)

## For Men with an Eye for Value

SMART NEW FALL

## SUITS - O'COATS - TOPCOATS

\$15.00    \$19.50    \$22.50    \$25.00

and up to \$35.00

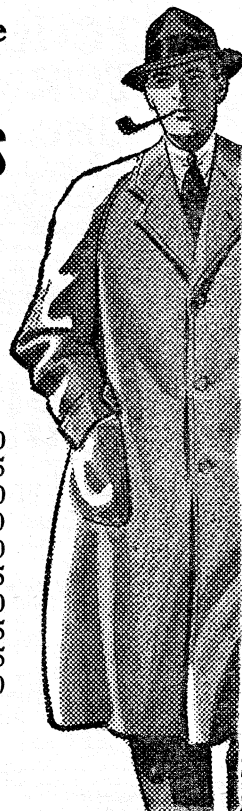
A Range of Values that will appeal to Every Purse

### FALL FURNISHINGS

Melton Blouses, all colors.....	\$3.95 to \$5.50
Suede Blouses, as low as.....	\$5.95
Mackinaws .....	\$5.00 to \$9.00
Dress Gloves .....	\$1.00 to \$4.50
Heavy Union Suits.....	\$1.00 to \$5.00
Outing Pajamas .....	\$1.00 to \$1.95
Interwoven Wool Hose.....	35c to \$1.00
Sweaters.....	\$1.00 to \$4.95
Shirts.....	\$1.00 to \$1.95
Mallory Hats.....	\$4.00 and \$5.00

# WELCH'S

494 Exchange St.



# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., NOVEMBER 12, 1936

## \$5.00 in Merchandise

(Also Theatre Tickets)

GIVEN AWAY to our READERS—EACH WEEK  
from Merchants whose ads appear  
in "The News"  
(See page 8)

The list of successful contestants for the past  
week is as follows:

Merchandise Awards to . . .

Helen T. Carroll, 37 Middle St.  
Mary E. Broadfoot, 402 Pulteney St.  
Albert D. McCoy, 372 Castle St.  
Irene Kelsey, 78 Castle St.  
Elizabeth Lydon, 160 Lewis St.

Theatre Ticket Awards to . . .

Anne M. Brennan, 9 Richards Ave.  
Mary Groden, 105 North St.  
Philip Heimlich, 18 Maxwell Ave.

It PAYS to read THE GENEVA COMMUNITY  
NEWS — every week.

It PAYS to advertise in THE GENEVA COMMUNITY  
NEWS — every week.

**BUY IN GENEVA**



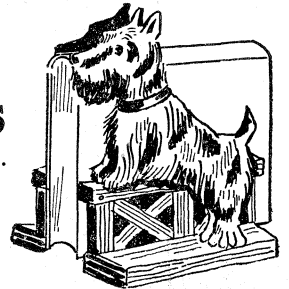
## Smith's

J. W. Smith Dry Goods Co.

### NEW BOOK ENDS

- White
- Bronze Finish
- Hand Carved Wood

You'll love them! Scotties,  
birds, elephants, to name a  
few! Buy now for \$1.00  
Xmas! pr.



### 13 pc. BLUE GLASS KITCHEN SET

- Salt and Pepper
- 3 Nested Bowls
- 2 Refrigerator Dishes
- Covered Butter Dish
- Orange Reamer
- Measuring Pitcher

**\$1.00**

Special

Special! \$2.19 complete

### WHITE COCKTAIL TABLE —

Removable round metal tray, complete with 8 glasses,  
rainbow striped. A charming addition to any room.

*You are Cordially Invited to Inspect*

-- The New Distinctive --  
**1937 FORD V-8**

*On Display at our Showrooms*

**SATURDAY AND SUNDAY, NOVEMBER 14-15, 1936**

New Location . . . 230 Genesee St.

**PHILLIPS MOTOR COMPANY**

GENEVA, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., NOVEMBER 12, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

**5100 COPIES WEEKLY**  
(Certified)

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## CARPENTER and BUILDER

Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given — free

## Don't Delay!

Drive in . . . Now . . . and  
have your car conditioned  
for winter driving.

Let us put in the proper  
grade of Winter Oil . . .

Also proper transmission  
and differential lubricants.

Don't let Old Man Winter  
bother you . . . get ready  
for him.

\*

**RICKELS**  
SERVICE STATION

Lake Street

Phone 2920

## BOOK WEEK AT THE LIBRARY

Next week the Geneva Free Library will be celebrating Book Week and there will be a great many new books on display there all week.

If you have not visited your Library recently why not take the time next week to drop in and browse around among the new books? You will be sure to find something to interest you, as there are many new titles on several different subjects so that all tastes may be satisfied.

The children's books seem to grow better and more beautiful each year. More and more famous authors and artists hitherto noted mainly for their work for adults are now directing their energies toward the writing and illustrating of children's books.

Among these are Phil Stong, author of several best selling novels, who has recently written several delightful and enjoyable books for the younger element, and Maxwell Parrish, who has done some beautiful illustrations for children.

## CLAM CHOWDER SALE

On Friday, November 20, at the Methodist Church, the Golden Links Class will hold a clam chowder sale, starting at 3 p.m. The price will be 35c per quart and orders may be phoned to 5344 or 3913.

## STOP IN . . .

Let us tell you about  
the new  
**KATHANODE BATTERY**

Unconditionally Guaranteed  
as long as you own your car

## GEO. F. BRUZEE

"The Battery Man"

23 E. Castle St.

Phone 6522

— Battery and Radio Service —



STROMBERG-CARLSON

STEWART-WARNER

GRUNOW

**Radios - \$19.95 up**

**BOLIN MUSIC HOUSE**

WE ARE NOW



**FOOTE'S CLEANERS**

HARRY D. TARBELL

78 Castle Street

Phone 2910

Just received . . .

**GAGE TURBANS**

-: very smart :-

**\$3.00 up****HARRINGTON'S HAT SHOP**

106 Lafayette Ave. Phone 5694

**PIANO TUNING**

and Rebuilding

**R. J. PARK**

60 Lyceum St.

Phone 6165

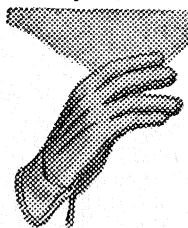
Phone  
5566Work Called for  
and Delivered**GEORGE E. DURKEE****EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING**

22 Madison St.

Geneva, N. Y.

A MAN'S STORE

*Rugby*  
**GLOVES**  
*by WILSON*



*Tougher-smarter-  
warmer Rubrys  
featured in goat  
and pigskin as  
seen in Esquire.*

**\$2.50****Casey & Son**71 Seneca Street  
Geneva, N. Y.**GLEANINGS**(From collection of quotations  
compiled by M. F. Devaney)"Everyone must take some of the  
blame for his own misfortunes.""Habit is the worst slavery under  
which any man can stoop.""It often happens that our pre-  
judices masquerade as our better  
judgment.""Prejudice is a lazy person's sub-  
stitute for thinking.""Children preach sermons when  
they don't know it.""A little house well fill'd, a little  
field well till'd and a little wife well  
will'd are great riches.""Don't jump to conclusions even  
when all the indications is agin.""Folks you know can be just like  
folks you read about in the pa-  
pers.""If we are ever to know real joy  
we must first know real labor.""The true use of humor is in  
making men laugh without hurting  
anyone."

(To be continued)

Some are content with words, but  
the truth of words is tested by deeds  
and dependent upon life. Deeds re-  
veal the station of man.

—Persian "Words of Wisdom."

THE  
HOBERT LITTLE THEATRE  
presents

**"SQUARING  
THE CIRCLE"**

a Russian Farce

Coxe Hall Friday, Nov. 13  
8:15 P.M.

Tickets . . . 75c

Reserved Seats at Hill Book  
Shop

Announcing . . .

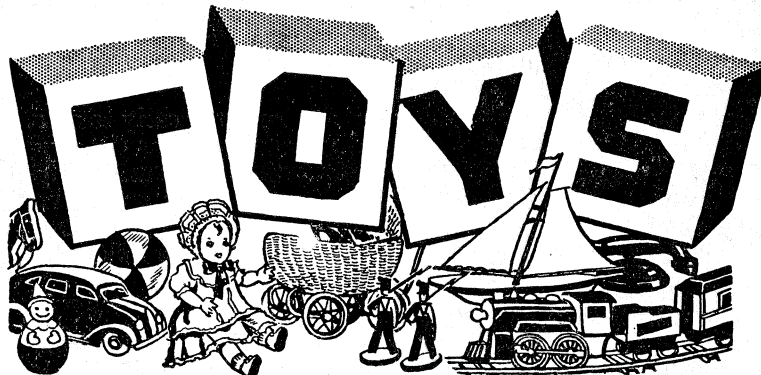
the opening of our

**LADIES' USED APPAREL SHOP**Bring us your Suits, Coats,  
Dresses, and Evening Gowns  
to be sold.All merchandise must be in style  
and in perfectly good condition.Mrs. Harold I. Rigby 68 Main St.  
Phone 5989**PRINTING and  
OFFICE SUPPLIES**

CHRISTMAS CARDS

**M. F. Devaney**435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

— ADVANCE SHOWING —



For the convenience of those who wish to make early selections —  
"TOYLAND" has been set up on our second floor.

All kinds of Toys  
for Girls and Boys

**DILLINGHAM & SON**

20-22 Castle St.

Geneva, N. Y.

# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?



— Now Playing —

Janet Gaynor - Loretta Young  
Connie Bennett - Simon Simone

**"LADIES IN LOVE"**

Added: "March of Time"

Friday-Saturday



Saturday May Be Your Nite!!

3 DAYS — STARTS SUNDAY



Added:

Color Cartoon  
News

**SHOP IN GENEVA**

A business transaction may be lost, an important telephone call missed — because your watch was a few minutes slow. We recommend an expert jeweler — Mr. G. H. Prince, **Prince's Jewelry Store, 20 Linden St.** . . . Prompt service. Reasonable prices.

—D—

For an afternoon dress, there's a gray velvet — one of the stiffish, Lyons-type velvets that are smartest this year. Its skirt is gored to swing and its shoulders are wide to balance the width at the hemline. A clip of gold at the high-draped neckline and a gold buckle are used for trimming.

—D—

It's none too soon to be thinking of Christmas — and a gift for old friends. They'll appreciate the thoughtfulness that prompts you to send your photograph. Do visit **The Stewart Studio, 41 Seneca St.**, or dial 2183.

—D—

If you're not very tall — you'll like to wear a dress with a flaring peplum and broad shoulders that make your waist look slim and your proportions perfect. A smart combination would be gray with a wine colored collar, buckle and buttons.

—D—

It's none too early to start selecting your Christmas Greeting Cards. **McCarthy's Pharmacy, 162 Castle St.**, has a complete new line. Greeting Cards were never more beautiful than they are this year.

—D—

A burnished gold lamé jacket over a heavy white satin dress will make you a glamorous creature at night.

—D—

It's wise to plan your wardrobe as a whole, instead of jumbling together a meaningless lot of odds and ends.

**For Sale . . .** a man's new sheep-lined coat at a very reasonable price . . . Ladies' Coats and Suits, a **Specialty**. Stop in and see the samples.

**A. P. Petersen**  
**476 Exchange St.**

—D—

An oiled silk slip cover slipped over the top of a bowl of left-overs keeps the food from drying out and is good, too, if you want to put strongly flavored foods into your refrigerator.

—D—

Gold beads do much for a black dress. Also, a bright suede belt or braided sash.

—D—

If you can take the widest step possible without straining at the seams of your skirt you'll know its smart.

—D—

Before you know it, Christmas will be just around the well-known corner.

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS**, for information regarding the "Dorothy Goes Shopping" columns.

## NOTICE

Our instructions to deliverymen are . . . to place THE NEWS behind storm or screen doors, or fasten in door knob. If your copy is not delivered in this way we would appreciate being notified. Also, there is one copy for each residence. If your copy does not reach you regularly, or you ever receive more than one copy, we would consider it a great favor if you would let us know.

## PANCAKE SUPPER

Division B of the First Methodist Church will serve a Pancake Supper at the Church on Tuesday, November 17, from 5 to 7:30 p.m. All you can eat. Adults, 35c; children, 20c.



HERE AT LAST . . .

"BALTIMORE CLUB" — Straight Rye Whiskey, 2 YRS. OLD, 90 proof.....pints, 99c; quarts, \$1.90

"TOPSALL" — Straight Rye Whiskey, 6 months old, 90 proof.....pints, 75c; quarts, \$1.45

The Finest Blend . . .

Compare its back label with any on the market and you be the judge . . .

"BALTIMORE CLUB" — Blended Rye Whiskey, 90 proof. This blend contains 30% of 8-year and 18-year old whiskey.....pints, \$1.25; quarts, \$2.38

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver



### RADIO FLASHES

by Ralph Le Brun



#### Brain Wave

An alert,  
candid cameraman  
catches

**Joe Penner**  
in  
one of his  
flashes  
of

inspiration  
during  
the broadcast  
heard over  
a nationwide  
WABC-Columbia  
network  
on Sundays,  
at 6:00 P.M.

Joe  
is now cast  
in the role  
of the  
black sheep son  
of the  
Penner family  
of  
Park Avenue,  
New York City.

America's Town Hall Meeting of the Air, based on the traditional town meetings of early America, is again being broadcast over NBC-WHAM, on Thursdays, at 9:30 P.M. Two or more leaders in political, economic and cultural thought are heard at each meeting with an unrehearsed public forum immediately following. Presented under the auspices of the League for Political Education, the programs follow in principle those heard last year.

One of the season's most unusual broadcasts, featuring a preview of the forthcoming film, "Born to Dance", and starring Eleanor Powell, will be heard on

(Continued on page 12)

The Amazing New

"SAFE-FLEX" AUTO FAN

with Safe Rubber Blades

Defrosts in Winter, Removes Steam, Cools in Summer. SPECIAL SALE PRICE, \$3.95

SUPER-PYRO—The Money Saving Anti-Freeze. Lasts Longer.....25c quart

FIVE STAR (Du Pont) ANTI-FREEZE....

Five Point Protection.....\$1.00 gal.

**COONEY, WATTS & COONEY**

-- HARDWARE --

513 Exchange Street

Phone 2170

Phone 3237 for

**R**adio tubes and  
**R**epair service at  
**R**easonable rates  
**R**alph LeBrun

225 High Street

KIRSCH-WESTCOTT-COLUMBIA

### VENETIAN BLINDS

Custom Made to Your Individual Windows

All Colors For All Size Windows

Let Us Estimate Your Requirements

**HOWARD DRY GOODS CO.**



# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Cranberry Jelly

- 2 lbs. cranberries
- 3 cups boiling water
- Sugar

Cook cranberries and water until skins of berries are broken. Strain and measure juice and heat to boiling point. Add 1 cup sugar to every 2 cups juice. Stir until sugar is dissolved and boil briskly for 5 minutes. Pour into sterilized glasses.

## Creamed Idaho Potatoes in Shells

- 6 Idaho potatoes
- 1 tablespoon soft fat
- 1 teaspoon salt
- 2 cups thin white sauce
- 2 tablespoons diced pimiento
- 2 tablespoons grated cheese
- Paprika

Scrub potatoes and rub with fat. Bake in very hot oven (450 degrees F.) 1 hour, or until tender. Remove from oven. Cut a lengthwise slice from the top of each. With a small spatula mark the inside of each potato into small squares. Remove carefully without breaking shells. Sprinkle with salt. Combine white sauce and pimiento, and lightly stir in potato. Heap diced, creamed potato lightly into shells. Sprinkle with cheese and dust with paprika. Return to oven until cheese is melted. Yield: 6 portions.

## Easy Rarebit

- 2 tablespoons butter
- 1 lb. cheese
- $\frac{1}{2}$  teaspoon salt
- $\frac{1}{4}$  teaspoon mustard
- 1 cup rich milk
- 2 eggs

Melt butter in top of double boiler, add sliced cheese, salt and mustard. Add milk gradually, stirring constantly and when cheese is melted, add the slightly beaten eggs. Cook until thickened and serve on rounds of toast or crackers, if desired.

Mrs. M. J., Cortland St.

## Cheese and Rice Fritters

- 1 cup boiled rice
- $\frac{1}{2}$  cup grated cheese
- 2 tablespoons melted butter
- 1 egg, beaten light
- 1 level teaspoonful baking powder
- $\frac{1}{4}$  teaspoonful salt
- 2 level tablespoonfuls flour

Sift together, three times, the flour, baking powder and salt. To the egg add the rice, butter, cheese and lastly the flour mixture. Drop by the spoonful into melted butter, let cook until a delicate brown color, then turn.

Mrs. A. A., Lafayette Ave.

Tune in . . .  
"Eleanor Howe's Homemakers' Exchange" (WFBL, Tuesdays, Thursdays—11:45 a.m.)

## C. J. BRADY

RE-FILTERED  
CITY WATER ICE

Let us show you the "Coolerator"  
the conditioned-air refrigerator  
110 Lake St. Phone 2740

## PIERCE BUTLER Radiator Corp.

Boilers and Radiators

## Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## HOW ABOUT YOUR RADIO?

Is it in proper condition  
for receiving the fine new  
programs now on the  
air?

Our repair work is guaranteed  
and must give satisfaction.

## GEO. F. BRUZEE

23 E. Castle St. Phone 6522

Public address systems  
for sale and for rent.

## Electric . . .

Toasters (special) .....98c up  
Waffle Irons .....\$2.90 up  
Flat Irons .....\$1.00 up  
Sandwich Toasters....\$2.00 up

## SPECIALS IN LISK ENAMEL WARE

(Ivory Finish)

Tea Kettles, 6 qt. ....\$1.05  
Dish Pans ..... .90  
Foot Tubs ..... .90  
Percolators ..... 1.00  
Rice Boilers ..... .90

DELTA TOOLS

## DORCHESTER & ROSE

HARDWARE

543 Exchange St. Phone 2496

## VALUABLE APPAREL . . .

Needs Fine Cleaning

You cannot afford to risk inferior cleaning on  
your best garments.

## GENEVA DRY CLEANING CO.

Phone 2742

30 Linden Street

## THERE IS STILL TIME . . .

to have one of those fine

## Copper Bound Roofs

put on before bad weather sets in

## JOHN A. PONTIUS

90 Elm Street

Phone 4575

To our many friends, business acquaintances and all of Geneva City and vicinity:

Many, many thanks for your support and interest, making our formal presentation of the 1937 CHEVROLET, Nov. 7th, by far the most outstanding of our long business experience.

The attendance at our Show Room was unprecedented, both in numbers and interest shown.

The attendance was so great that it became impossible to personally greet each and every visitor, altho our entire sales staff was in constant attendance throughout the entire day and evening. We regret such inability and hasten to apologize and explain.

If you will call again, at your convenience, we assure you a most cordial personal reception.

Again many thanks

Sincerely,

Fred'k. A. Russell

Wm. H. Hart

Clifford Cammett

Nebil Legott

Edward Linehan

George Cover

## ADVERTISING SPACE

in next week's issue must be reserved by Saturday noon. All copy must be in by Monday noon . . .



**NEW 1937 RCA VICTOR**  
For price and performance, here's a radio you can't beat! Includes one band of police calls.  
**EASY \$20.00 TERMS**  
Model 4T

**EASY WASHER SHOP**  
505 Exchange St. Phone 6323

NEW LIFE for any Radio with RCA RADIOTRONS

## Y. M. C. A. NOTES

**Junior Comrade Club.** To date, the following boys are enrolled as members: Walter P. Ide, E. Coleal, E. Donahue, R. Donahue, A. Edwards, Chas. Ayres, Bob Randall, Don Bowens, Patsy DiNino, Bob Herrington, Bob Brooks, Eugene Easton, Richard Bentley, N. Reid, R. Cowan, Robt. Miller, Charles Cummings, Danny Abraham, L. Cole, C. Hausmann, Ernest Wilkens, Donald Pederson, Chas. Holiday, Jack Muckle.

On Saturday, November 14, the Friendly Indians will have their first Fall "feed." Sign up by Friday night, sure. 15c.

On Wednesday, Nov. 25, the Alpha and Omega Chapters of the Hi-Y Club will unite for a meeting to hear Mr. Ray Sweetman, of New York City, who was in Russia last summer with Dr. Eddy.

Last Tuesday seventy-five Rural Boys were guests at a dinner served thru the courtesy of Mr. and Mrs. Chas. Wilson of Hall, N. Y. Tom Wilson is president of the Club. Chief R. W. Morris was the speaker.

## RUMMAGE SALE

The Golden Links Class of the Methodist Episcopal Church will hold a Rummage Sale at 343 Exchange St. (next to Firestone Service Station) on Thursday, Friday and Saturday, Nov. 12-13-14. Anyone wishing to make donations call 5122 or leave at the above mentioned address.

**AVOID STARTING TROUBLE**  
*Buy a NEW*  
**Firestone BATTERY**



AS LOW AS  
**58c**  
PER WEEK

**ON OUR**  
*Budget Plan*  
**NO MONEY DOWN**

Prepare your car on our convenient purchase plan against hard starting. Buy a Firestone Battery on low weekly payments. No money down with three months to pay.

Listen to the Voice of Firestone, Monday evenings, over N. B. C.—WEAF Network

**Firestone**  
AUTO SUPPLY & SERVICE STORES

**COMPLETE CAR SERVICE**  
Cor. Lake & Exchange St.  
Phone 2323 J. H. Bindeman, Mgr.

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as pos-

sible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

**"EASY MONEY" SECTION**  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

Our free demonstration proves it.

**OLDSMOBILE SALES & SERVICE**  
Main & Seneca Streets Phone 6556

## DON'T GET CAUGHT

With a Frozen Radiator or Water  
Jacket. Old Man Winter is coming this  
wy.

**"ZERONE" ANTI-FREEZE**

Only \$1.00 per gallon

**TED'S AUTO INN**

Phone 5174 35 Tillman St.

**When you buy  
BREAD**

**Insist upon**

# "BUTTERFLY"

**Because it is**

**Built to a standard**

**You'll surely want more**

## Let's Get Ready for CHRISTMAS

... The Wise Shoper Buys Early ...

See our newest designs in  
Jewelry - Watches - Diamonds

Make your selections — then  
when the holidays are here and  
gone you have no regrets.

## S. A. GILBERT

510 Exchange St. Geneva, N. Y.

Why not lay that Gift aside — today?

CREDIT? Of course — Liberal Terms.

## SAUSAGE SEASONING

Smoked Salt — All kinds of Salt in  
any quantity.

**SPRATT'S** Dog Food, Bird and Parrot  
Seed, Fish Food, Tonics and Prepared  
Remedies.

## COOK'S FEED STORE

40 Castle Street Phone 2722

## YOUR CAR NEEDS ANTI-FREEZE

Drive in, we know the amount your  
car needs to be safe. We have your  
favorite: Prestone, Zerone, Alcohol. We  
have "Arvin" Car Heaters, too.

## LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

## MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

**ADVERTISE**—every week—in the  
**GENEVA COMMUNITY NEWS**

Read THE NEWS every week —  
it pays.

## 25% DISCOUNT

This week's special on Winter Fronts,  
Heaters, Batteries, DeFrosters, Sponges,  
etc. See Elmer.

**DUNLOP TIRE & RUBBER CO.**  
373 Exchange St. Phone 3163

## CHANGE NOW TO WINTER OIL

Makes Easy Starting

Adds Life to Your Car

**OSCAR F. RICKELS**

Lake St. near Exchange St. Phone 2920

"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.  
Anti-Freeze? Sure! We have it, drive in.

## BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

## PETERSON

Seymour Alley

rear Geneva Loan & Savings Assn.

New 1937 "PHILCO" Now Displayed  
The Radio that covers the world like  
the morning dew. "Nothing missed."  
A set for every purpose and every purse.

Only \$20.00 and up — Easy Terms

**MAYTAG SALES & SERVICE**  
431 Exchange St. Phone 2005

**Sunbeam Furnaces** Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows

Air-conditioning Engineering

Our Best Advertisement

Is Satisfied Customers

**H. R. OSTRANDER**

Phone 3976 70 Colt St.

**CARROLL'S CENTRAL SERVICE**  
305 Main Street

Opp. Armory Phone 2592

## TIME FOR ANTI-FREEZE

Mobil Freezone, Super Quality

Alcohol.....\$1.00 gal.

Prestone Anti-Freeze.....\$2.70 gal.

Socony Gas - Mobil Oil - Real Service

# "EASY MONEY" (Continued)

## WHY NOT REDECORATE . . .

the Dining Room for that  
Thanksgiving Dinner?

We have the best Wall Paper  
at Reasonable Prices.

### FAIRFAX BROS. CO

87 Castle Street Phone 2441

## HAVE YOU SEEN OUR "MUMS"?

They're simply wonderful. Better place  
your order now for the Thanksgiving  
games and parties.

### JOHN GAGLIANESE

32 Linden St. Everything in Flowers  
Greenhouse 17 Reed St.  
Phone 3144 — We'll Deliver

It pays to look well . . .

### "KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50  
HOTEL SENECA BARBER SHOP  
Jos. O'Byrne Anthony Shalvo  
Prop. Associate  
Free Parking in Rear of Hotel

### ANOTHER GOOD BUY

Heavyweight Flannel Night Shirts  
.....\$1.00  
Heavyweight Flannel Pajamas.....\$1.00  
Men's All Wool Spats.....98c

### R. J. IREDALE

### MEN'S FURNISHINGS

461 Exchange St. Next Western Union

### THIS WEEK'S SPECIALS

Rinso .....18c  
Granulated Sugar, 10 lbs. ....47c  
Canned Pumpkin, 2 for .....21c

### FLORENCE LABIGAN

Red & White Store  
261 William St. Everything in Groceries

LET'S MAKE UP A PARTY  
and we'll all go out to the

### DANCE INN ROLLER PALACE

They're open every afternoon and night  
Lake Road, Geneva, Free Parking Space  
E. P. Waddell John Sweeney  
Prop. Floor Mgr.

### SPECIALS — Fri.-Sat., Nov. 13-14

Kellogg's Corn Flakes, 3 for.....25c  
Yellow Corn, 2 for.....25c  
No. 2 cans Tomatoes, 3 for.....25c  
Kirkman's Powder, 2 for.....21c

### C. S. DADSON

70 Cherry Street Phone 2630

### CALL or PHONE

For Our Weekly Specials  
You'll Save Money and Call Again

### GEORGE PHILLIPS

Red & White Store  
A Complete Grocery  
111 Pulteney Street Plenty of Parking  
Space

## OUR NEW LOCATION

Now Formerly  
36 Tillman St. 105 Washington St.

### FRED C. CARR

The Complete Glass Shop  
Mirrors Made to Order and Resilvered  
AUTO GLASS OF ALL KINDS  
Plenty of Free Parking Space in Rear

MR. MERCHANT. Many a busi-  
ness with good possibilities has been  
lost because the owner did not be-  
lieve in advertising. Don't make the  
same mistake. Phone 2108. GENEVA  
COMMUNITY NEWS.

We have the Geneva Agency for the  
famous guaranteed

### "KATHANODE"

Vesta Automobile Battery

### AUTO ELECTRIC SERVICE

Carl E. Cole

30 Lake Street Phone 2814

### WE'LL SAVE YOU MONEY

on Auto Parts - Electric Welding  
Auto Repair Work of All Kinds

### HAMMEL'S GARAGE

Bean's Hill 24 Hour Geneva  
Routes 5-20 Service N. Y.  
Towing & Wrecking Service

We'll REMODEL or REMOUNT  
Your Precious Diamonds in the  
NEW STYLE SETTINGS

Come in NOW - See the new mountings

## "BARTH"

Has long been noted for fine

### QUALITY DIAMONDS

Phone Seneca St. Schine's  
2686 Theatre Bldg.

### "BRENNAN'S GROCERY"

XXXX Sugar, 3 lbs. ....20c  
Arpeako Chili Con Carne.....33c lb.  
Arpeako Sausage.....35c lb.

31 John St.

We'll Deliver Phone 4572

Cold Days and Nights are here

Let us install

### PORTABLE OIL BURNERS

In your Coal Range or Furnace—NOW  
No wood to cut, coal to shovel, or  
ashes to carry out.

### DORCHESTER & ROSE

543 Exchange Street Phone 2496

## SUPER-PYRO ANTI-FREEZE

We feature it and recommend it for  
all cars, trucks, and buses.

### WEST END SERVICE

Mark Hopwood, Prop.  
Texaco Products - Quality Groceries  
Hamilton St. Routes Phone  
Bean's Hill 5-20 2571

THE BEST HUNTING GROUNDS  
for Good Dependable Hunting Shoes

### THE TRIANGLE SHOE STORE

488 Exchange Street Phone 2636

A Size and a Fit for Every Foot

Prices That Defy Competition

You will enjoy eating

### DAVIDSON'S ICE CREAM

It does not leave your throat  
all dry and parched.

### DAVIDSON'S

312 Casle Street Phone 6122

COLD and UNCERTAIN WEATHER  
Make Wash Days a big problem for  
mother — The solution? Sure:

Phone 2112

### GENEVA STAR LAUNDRY

Saves time, worry, and real money.  
Free Calls and Deliveries.

### THE GENEVA HOME

For Quality Meat, Home Dressed Poul-  
try, Cold Meats, Pork Sausage.

Phone 2127 — We'll Deliver

### WILSON & JOHNSON

261 William Street MEAT  
Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.  
The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

### A SMALL DOWN PAYMENT

and a little each week makes it easy at  
Christmas time to remember those you  
don't want to forget. Gifts you'll like  
are coming in daily. Look them over.  
Make your selections.

### C. PHILLIPS - The Jeweler

23 Castle St. We do repair work, too

It sure is a temptation to stop and get a  
Bag of Delicious

### HOT JUMBO POPCORN

as you see it popped in the new sanitary  
machine standing in front of

### THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

"Easy Money" Section continued  
on next page.

## "EASY MONEY" (Continued)

### CHANGE THE LENS

When the eyes show signs of weakness, saves expense of new frames, relieves eye strain and many headaches.

**G. W. FLETCHER - OPTOMETRIST**  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

### KYLE STEWART

Hamilton St. Routes 5-20  
Opposite DelPapa's

### TYDOL GAS - TIDEX OIL

The Gas and Oil that increases the power and speed of all cars.  
Come Once — You'll Come Again.

### FURNITURE UPHOLSTERING

Trimmings - Chair Slip Covers  
Ask to see our samples - No obligation

### M. E. MEDES

213 Lewis Street Phone 4988  
Prices Reasonable - Work Guaranteed  
We'll Call and Deliver

After the Show . . . let's go to  
**APPLETON'S**

92 Seneca Street Phone 2579  
Good Food, Comfort, Courtesy, Service.  
Full Meals, A la Carte, Luncheons.  
Two floors and a rathskeller unexcelled.  
A menu that never fails to satisfy  
We also serve legal beverages.

It's Just Natural

When you **REAL**  
Think of **ESTATE**

To Think of **"FINZAR"**

20 Linden St. (Prince's) Phone 2661

### OYSTERS ARE IN SEASON

Our Are Always Fresh  
Shipments Received Daily  
**GENEVA FISH MARKET**  
Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
**EVERYTHING IN SEAFOOD**

### DeSIO'S AUTO TOP SHOP

Auto Tops repaired and made to order  
Safety Auto Glass Upholstering  
Seat Covers Rugs Rebound  
Curtains Repaired Trimming Supplies  
70 Tillman St., formerly Naegle's place

### JOE'S MARKET

226 Exchange St. Phone 2027

**SPECIALS — This Week:**

Boneless Roast Beef.....25c  
Round Steak, ground.....20c  
Italian Sausage.....22c  
Calli Hams.....19c  
Pork Liver.....10c  
Boneless Stewing Beef.....20c  
Porterhouse Steak.....35c  
Round or Sirloin Steak.....25c

— We Deliver —

### RUSSELL-HART ENTER-TAINS MECHANICS

Last Friday evening Russell-Hart Chevrolet, Inc., entertained the auto mechanics of the city at a pre-view of the new 1937 Chevrolet car.

About seventy-five mechanics attended and after a thorough inspection of the new models a program of entertainment followed.

Musical numbers were furnished by Chas. Gibson, Xylophonist, and Henry Bolin, piano; monologues and songs by Joe Powers, and mystifying feats of magic by "Pop" Judevine and Co. of Canandaigua.

### Overdid It

Uncle: "So you finished at the bottom of the class in spelling today?"

Nephew: "Yes, I put too many z's in 'scissors'."

An old Missouri saying that's rather an apt one: Stand in front of a mule and behind a shotgun.

Visit the new

**MAIN STREET BARBER SHOP**  
A. FELICETTI, Prop.

Haircutting to Suit the Individual  
Moved from 321 to 329 Main St.

### Spendthrift

Mrs. Meeker: "John!"  
Mr. Meeker: "Yes, my dear."  
Mrs. Meeker: "There's a corner torn off your pay check. What did you spend it for?"—*Grit.*

### New Species

"Did you ever see a little bird with a big bill?"  
"Yes; I once ordered a quail on toast at a fashionable restaurant."

### Water Power

Engineering Apprentice: "What would you say, sir, is the greatest known water power?"  
Mature Engineer: "Women's tears, son."

### Watched 'Em Both

Financier: "One of the rules I followed through life was never to lose interest in things."  
Friend: "I'll bet you never mislaid a principal either."

### Lost His Chance

First Little Boy: "I forgot to ask you to my picnic party tomorrow."  
Second Little Boy: "Too late now, I've prayed for a blizzard."

Physicians say one million women are overweight. These, of course, are round figures.

Abe and Jake were fishing in the bay, in separate boats. Abe caught a fish and asked the boatman what it was. The boatman said it was a haddock.

Immediately Abe called to Jake in the other boat. "Oh, Jake, I have a haddock."

"Vell," said Jake, "if you have a haddock, vy don't you take an aspirin?"

**1937  
BUICKS**

**1937  
PONTIACS**

On display at

**KITCHELL  
MOTOR CO.,  
INC.**

**BUICK-PONTIAC AGENCY**  
386 Exchange St.  
Geneva, N. Y.

## Is Your Car Ready for Winter?

If not let us

- Change your oil
- Check transmission and differential
- Fill radiator with anti-freeze
- Connect your heater
- Check your tires for non-skid service

**FINK'S**  
**SUPER-SERVICE STATION**  
 Lake Street Phone 2448

***"I've always turned up my nose at wine, but this certainly is different."***

***"Widmer's have made plenty of converts who never liked wine before."***



Even though you have always thought that you don't like any wines, try Widmer's. It is quite possible that their extra goodness and smooth, rich flavor will lead you to new drinking enjoyment. If you're willing to be shown, say Widmer's—at liquor stores, taverns, hotels and restaurants.

**Widmer's**  
**Wines**

IN GOOD TASTE SINCE 1888

Widmer's Wine Cellars, Inc.  
 Naples, New York



# On your own Signature

Employed men and women accommodated promptly and privately.  
 Special plans for both single and married people. Repayment in easy instalments may be extended from 1 to 20 months. Come in - write - or 'phone.

## PERSONAL FINANCE COMPANY

Room 304—Third Floor National Bank Bldg.

120 Genesee St.

Phone 251

Auburn, N. Y.

**LOANS MADE IN NEARBY TOWNS**

(Listen to "Your Unseen Friend", at 5:00 P.M., Sunday afternoon over Station WFBL.)

### PHILLIPS MOTOR CO. MOVES

Announcement is made on page one of today's News of a change of location for Phillips Motor Co., local Ford dealers.

For the past two years the office, new car display rooms and service department of this company have been located at 351 Exchange St.

The new location will be at 230 Genesee St., in the building occupied for a number of years by the Harold I. Rigby Garage and more recently by Fohl Motors.

Frank G. Phillips, of the Phillips Motor Co., returned Sunday from a nation-wide meeting of Ford dealers in Detroit and a feature of the opening at the Genesee Street location will be the display of the new 1937 model Fords.

Phillips Motor Company's used car department will also be in the new location at 230 Genesee Street as well as the new car display; parts department and service garage—the entire operation now under one roof.

—o—  
**BUY IN GENEVA**

### XMAS CARDS - SELECT NOW

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

### Prepare for Winter Now!

Let us fortify your motor with the Correct Grade of low cold test Motor Oil.

You will learn how economical and trouble free winter driving can be.

**WHY LET THAT RADIATOR FREEZE?**

Eveready Prestone does not boil off; per gal. ....\$2.70  
 Mobil Freezone Super Anti-Freeze, per gal. ....90c  
 Denatured Alcohol, 188 proof, in your container; per gal. ....50c  
 Don't delay — Drive in today

### BAUMGARTNER'S SERVICE STATION

Top of Bean's Hill Phone 2546  
 Geneva, N. Y.

Persistent advertising, even in a small way, is surely a lot better than no advertising at all.



SAVE TIME . . . MONEY . . . INCONVENIENCE . . .

Drive Your Car THIS WINTER in SAFETY and COMFORT.

VERY SPECIAL OFFER! . . . for Limited Time Only

## COMPLETE 16-POINT "WINTER TUNE-UP"

ALL  
FOR

**\$4.50**

for PLYMOUTH — DODGE — HUDSON — TERRAPLANE

STUDEBAKER "6" — and all similarly sized cars

. . . Larger cars slightly higher . . .

Includes . . .

Clean and adjust Spark Plugs

Clean and adjust Distributor Points

Check and retune Ignition

Drain and blow out Gas Line Pipes and Fuel Pump

Clean and adjust Carburetor

Tighten Intake and Exhaust Manifold Bolts

Flush out Radiator and Cooling System

Tighten Water Hose Connections

Oil and repack Water Pump

Adjust Fan Belt tension

Adjust Generator charging rate for Winter

Clean and grease Battery Terminals

Fill Battery

Clean Crankcase Ventilator

Set Manifold Heat Control for Winter Driving

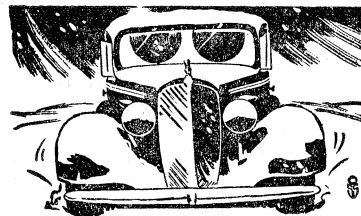
Drain out and refill Transmission and Rear Axle — including grease

Get "peak performance" from your car . . . all winter . . . save many unnecessary repair bills. Don't wait until you're stalled in a snow bank and then wish you had taken advantage of this offer. **DRIVE IN . . . TODAY!**

145 Castle Street

**GENEVA AUTO CO.**

Phone 2614



(Continued from page 5)  
the "Hollywood Hotel" program Friday, November 13, over the Columbia network, at 9 P.M. Featured with Miss Powell in the program originating on the stage of the famous Grauman's Chinese Theater and immediately following the screen preview will be Jeannette MacDonald, Luise Rainer, William Powell, James Stewart, Frances Langford, Una Merkel, Allan Jones, Buddy Ebsen and Sid Silvers. Dick Powell, master-of-ceremonies, will devote the entire musical portion of the broadcast to a song cavalcade of MGM musical selections dating from "The Broadway Melody" to its newest song and dance sensation, "Born to Dance."

Leopold Stokowski, at the helm of the world-famous Philadelphia Orchestra, will inaugurate a brilliant series of weekly broadcasts over the Columbia network beginning Friday, at 10 P.M. The first broadcast features two Bach compositions, a Bourree and the Choral: "Come Sweet Death"; Debussy's "Engulfed Cathedral," and the "Entrance of the Gods into Valhalla" from Wagner's "Das Rheingold."

Jim and Marian Jordan, established in the hearts of dialists as Fibber McGee and Molly on the NBC networks, weren't always comedians. In vaudeville they were a harmony singing team and they were still singers when they first came to radio. The decision to do comedy came when Jim and Marian suddenly realized there were far more good singers looking for work than good comics.

YOU CAN'T GO WRONG  
with 'BLUE COAL'  
or Semet-Solvay COKE



Easy Terms on Money Saving Motor Stokor Installations

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 6186 and 6232 261 Exchange St.  
Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

## Is Your Business So Good

. . . Mr. Merchant, that you can afford to ignore the buying requirements of a market of

25,000 people

"Ignore" — that is what it means every week you let go by without your ad appearing in the

**GENEVA COMMUNITY NEWS**

Distributed weekly in Geneva, Waterloo, Phelps, Hall, Stanley, Seneca Castle, Ovid and Willard. The only medium so completely covering Geneva City, 100% — homes, stores, offices.

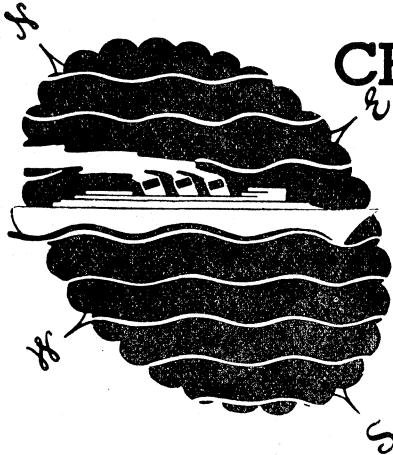
P. O. Box 146

Phone 2108



# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., NOVEMBER 19, 1936



## CRUISE THE WORLD WITH

### *Silvertone*

THE *ONE* RADIO THAT HAS EVERYTHING  
**7 TUBE ALL WAVE TABLE MODEL**

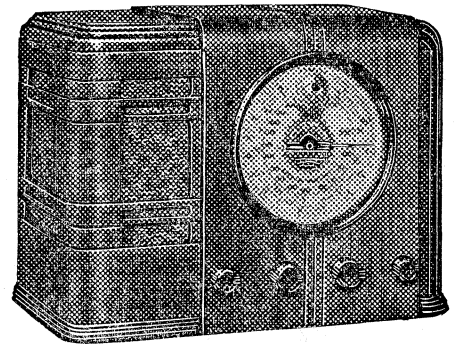
**\$27.95**

- ELECTRONIC TUNING EYE!
- FOREIGN AND AMERICAN RECEPTION!
- CONCERT DYNAMIC SPEAKER!
- AUTOMATIC VOLUME CONTROL!

**SEARS, ROEBUCK AND CO.**

479 Exchange Street

Geneva, N. Y.



## We

Are always glad to be of assistance to those desiring to

### BUY OR BUILD A HOME

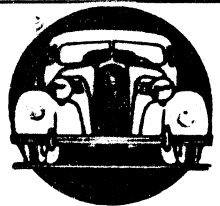
Come in and talk over  
your problems with us.

We Are Prepared To Make  
1st Mortgage Loans on  
IMPROVED REAL ESTATE

## Geneva Savings Bank

24 Linden St. — Geneva

## USED CARS



With the NEW 1937 CHEVROLET  
here . . . and breaking all sales records  
. . . USED CARS are coming in in a  
variety of makes and models.

Come in . . . tell us what you want . . .  
we have a wide selection to choose from.

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., NOVEMBER 19, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

**5100 COPIES WEEKLY**  
(Certified)

### WHEN . . .

particular people require particular orders filled it is . . . as always . . .

## Staley Flower Shoppe

84 Castle Street

Geneva, N. Y.

Phone — 2105  
Nite — 3969

Members  
F.T.D.

## Delays are Costly . . .

### AT THIS TIME OF YEAR

Don't let a hard freeze catch you with your car unprepared.

Drive in today for Winter Oil and Lubrication.

\*

**RICKELS**  
SERVICE STATION

Lake Street

Phone 2920

## Y. M. C. A. NEWS

Secretary Warr states that there has been some question about the type of boy who attends the Y. M. C. A. and makes up the membership of the Clubs. Therefore, in order that people may know, these enrollments are being posted. The following boys are members of the Alpha Chapter of the Hi-Y Club (formerly known as the Senior Hi-Y Club):

Morris Bleck, James Brown, Donald Boyes, Dick Cannon, Wm. Carpenter, James Dildine, Donald Eades, Robt. Hospes, Robt. Howden, Reginald Leonard, Harry Moyer, Douglas Fairchild, Jay Rectenwald, Bud Sawdy, Jack Starr, John Wellington, Godfrey Zumbach, Thomas Welch, Robt. Bowden, Robt. Taylor, Donald Crance, Robt. Thorne, Stewart Stilwell, Wm. Schanbacher, John Van Deusen, Bernard Spencer, Wm. Hoskins, Robt. Emmons, Ray Russell, Herbert Fitch, Harold Meyers.

The changes at the "Y" are moving ahead quite rapidly. The new offices will be completed this week and decorating will proceed at once. The new Business Men's Gym Club is now completed and the attendance at classes has increased 100%.

The following clubs have already had their Fall Dinner: Junior Comrades, with 30 in attendance; Friendly Indians, 30 in attendance; Rural Chapter of the Hi-Y, with 91. Other clubs will have their dinners some time between now and Thanksgiving.

(Continued on page 7)

## WINTER IS JUST AROUND THE CORNER

Let us clean and repair your heavy apparel NOW.

If you like our work tell your friends, if anything is wrong tell us.

**FOOTE'S CLEANERS**

HARRY D. TARBELL

78 Castle Street

Phone 2910

It PAYS to read THE GENEVA COMMUNITY NEWS — every week.

*The Rexall* DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

You Are Invited to a . . .

## THANKSGIVING DANCE

MASONIC TEMPLE

**WEDNESDAY, NOV. 25**

Sponsored by Geneva Lodge, No. 965

Dancing 9:30 to 12

Tickets . . . \$1.50, plus tax

11-TUBE ALL WAVE

**CONSOLE RADIO**

**\$69.95**

Terms

**BOLIN MUSIC HOUSE**

### STOP IN . . .

Let us tell you about  
the new

**KATHANODE BATTERY**

Unconditionally Guaranteed  
as long as you own your car

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St.

Phone 6522

— Battery and Radio Service —

**Maryland's Donation**

Maryland's donation of 10 square miles of her territory was the major factor in the establishment of the District of Columbia July 16, 1790.

**FOR SALE****EGGS**

**SWEET APPLE CIDER**  
**APPLES**  
**FRUITS and VEGETABLES**

at  
**"NUMBER ONE"**

Open evenings 7 to 8, Sundays 1 to 6 p.m.

**DIXON PRODUCE CO., INC.**

(By the Railroad)  
Hall, New York

**Thanksgiving Sale !****DINING ROOM FURNITURE**

in

— Period and Modern Styles —

**MAHOGANY**

**WALNUT**

**MAPLE**

**\$89.50 to \$250.00**

**WHEELER'S**

opposite  
Post Office

**Baumgartner's Food Store**

Quality Foods at Chain Store Prices

Fresh Eggs, direct from farm —

Pullets, per doz. ....35c

Mediums, per doz. ....42c

Dold's Special Butter, 2 lbs for 74c

Mel-O-Nut Oleo, 2 lbs. for.....35c

Morrell's Beef Stew, 2 cans for 33c

Niagara Brand Golden Bantam

Corn, 2 cans for.....27c

Boscul Coffee, 2 lbs. for.....59c

Boscul Tea, Green or Black,

¼ lb. pkg. ....15c

Top of Bean's Hill at edge of City

Phone 2546

Free Delivery

**PLENTY OF PARKING SPACE**

**LIBRARY NOTES**

If you have not yet paid a visit to the library this week (which is, in case you have forgotten, Book Week), you still have two more days. There is quite a large exhibit of new books, and in addition to that there is a house built of book-covers with several well known book characters standing around it.

Since Book Week is primarily for children here are some brief reviews of a few of the new children's books:

One of the most delightful and amusing books is "Ferdinand" by Monroe Leaf, with illustrations by Robert Lawson. Ferdinand was a bull, but unlike most bulls he preferred to sit under a tree and smell the flowers, rather than to fight. He had no desire, as had his brothers, to enter the bull ring, but one day when some men came to pick bulls for the next bull fight, Ferdinand had the misfortune to sit on a bee, with rather unfortunate results — for Ferdinand was selected as the fiercest of the bulls. We shall not tell the rest as you will prefer to read it yourself. While the book is written really for quite small children, any adult with a sense of humor will enjoy both the text and the very amusing illustrations.

Another book worth noting is "Sword of the Wilderness" by Elizabeth Coatsworth. It is a story of early colonial days in Maine when attacks by Indians were far too common. Young Seth Hubbard, the son of colonists is captured by the Indians and taken far away from his home, to spend several months with an Indian tribe. He endures many hardships but learns a great deal about Indian habits, thoughts and customs, as does the reader. In addition to this the tale is an exciting one and should appeal to both boys and girls, in junior school or high school.

— o —

**The First Spa**

The first Spa was the little town of that name in Belgium, seventeen miles from Liege, where royalty and commonalty have sought healing waters since the days of the Romans.

Just received . . .

**GAGE TURBANS**

—: very smart —:

**\$3.00 up**

**HARRINGTON'S HAT SHOP**

106 Lafayette Ave.

Phone 5694

**PIANO TUNING**

and Rebuilding

**R. J. PARK**

60 Lyceum St.

Phone 6165

Phone  
5566

Work Called for  
and Delivered

**GEORGE E. DURKEE**

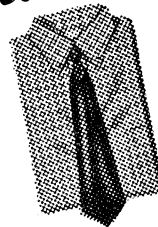
**EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING**

22 Madison St.

Geneva, N. Y.

**A MAN'S STORE**

*To A Young  
Man's Taste!*



*New* **SHIRTS**  
**BY WILSON**

*Topping all fashion  
reports are these new  
shirts translated from  
Esquire news pages to  
actual merchandise*

**\$1.65 up**

**Casey & Son**

71 Seneca Street  
Geneva, N. Y.

# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?



Now Playing

## "PIGSKIN PARADE"

Stuart Erwin - Patsy Kelly  
Betty Grable - Yacht Club Boys

Friday-Saturday

NOW AT POPULAR PRICES!

Max Reinhardt's

## "A MIDSUMMER NIGHT'S DREAM"

All Star Cast

Sat. Nite May Be Your Nite!

4 DAYS — STARTS SUNDAY

WHAT A PAIR FOR LOVE!



Thanksgiving Day and Friday

Dionne Quintuplets

## "REUNION"

Jean Hersholt, Slim Summerville

SHOP IN GENEVA

Candy for Thanksgiving Day, of course. You will find a fine assortment of "Park and Tilford" and "Schrafft's" Box Candy at The Corner News, cor. Main and Castle St. Phone 2515.

The shopping page is meant to be a source of information and news to thrifty shoppers. Any suggestions which will make it more interesting to you will be deeply appreciated. Won't you read it each week? I am sure you will find some valuable information and suggestions, not only for the "usual" shopping, but also for the "unusual", which includes, of course, Holiday Shopping.

Browsing around the China Department at Smith Dry Goods Co., I found wooden salad bowls, with fork and spoon, at \$1.00 and \$1.95 (medium and large size) . . . Hors-d'oeuvre trays, \$1.00. Gay trimmings in red, green, blue and black.

Hair has so many possibilities for glamour. There ought to be one hair rule engraved in every woman's mind: "Keep the ends tidy." Short locks or long, there is something too distressing about straggly ends. And if you want your hair to be really lovely, brush it until it shines.

There are a lot of old friends you should remember this Christmas with a really personal gift — your photograph. Make an appointment now, before the rush of Christmas Shopping. Call 2183.

The Stewart Studio  
41 Seneca St.

A business transaction may be lost, an important telephone call missed — because your watch was a few minutes slow. We recommend an expert jeweler — Mr. G. H. Prince, Prince's Jewelry Store, 20 Linden St. . . . Prompt service. Reasonable prices.

For Sale . . . a man's new sheep-lined coat at a very reasonable price . . . Ladies' Coats and Suits, a Specialty. Stop in and see the samples.

A. P. Petersen  
476 Exchange St.

Smart makeup must be natural in appearance.

Ringer's Bakery will have white fruit cake for Thanksgiving Day. And delicious pumpkin pies and fine cakes which will make a perfect dessert . . . Order Ringer's 100% whole wheat bread. Call 2011.

Don't hesitate about taking your shoes to Carl's Shoe Repair Shop. He does expert work — rebuilding and repairing and guarantees his work to please.

Carl's Shoe Repair Shop  
(next to Empire Gas)  
Castle St.

Seneca Plumbing & Heating is featuring a closet bowl cleaner that removes stains and deodorizes; does the job with a rapid chemical action, 22 oz. can, 30c; 6 cans, \$1.50, delivered. Phone 6574.

A Manicure Set makes a very nice and very practical Christmas Gift. McCarthy's Pharmacy, 162 Castle St. has a line of manicure sets (9 pieces) in colors of blue, green, red and black. The price is \$3.75.

Mrs. Harold I. Rigby invites you to visit the Ladies' Used Apparel Shop, 68 Main St. You will find a very nice selection of merchandise which is "in very good condition" and "in style" at very reasonable prices. Call 5989.

Phone 3529 . . .

or address Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

"FAVRAND" COGNAC . . . 12 years old . . .

A very outstanding French product.....large bottle, \$2.95; half bottle, \$1.59

"ROYAL BENGAL" Rye Whiskey,  
pints .....69c

"TOPSALL", 90 proof Rye,  
.....pints, 75c; quarts, \$1.45

"BALTIMORE CLUB", Maryland Rye, 2 years old.....pints, 99c; quarts, \$1.90

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver



### RADIO FLASHES

by Ralph Le Brun



The girl who said "I do" on the radio last Christmas and thereby achieved national prominence overnight, finds the spotlight of public attention focused on her once more as she again plays the part of Ruby, wife of Amos in the Amos 'n' Andy program. This time interest in Elinor Harriot, comely 25-year-old brunette, is heightened

by the fact that Ruby is now mother of a baby girl "born" Oct. 20.

Whisking his air listeners along an imaginary voyage to the glamorous region of the Mediterranean Sea, Malcom LaPrade, world traveler, writer, and lecturer, begins a series of weekly Travelogues over the Columbia network, Sunday, at 2:45 P.M. Lew White, noted organist, will assist in creating the atmosphere by playing the authentic music of Cairo, Venice, Moscow, Stockholm, or whatever other remote spot LaPrade selects to depict.

The obscure little notices in the personal columns, packed with so many of life's little ironies, dramas and (Continued on page 11)

YOU CAN'T GO WRONG  
with 'BLUE COAL'  
or Semet-Solvay COKE

**MOTOR  
STOKOR**

Easy Terms on Money Saving Motor Stokor  
Installations

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 6186 and 6232 261 Exchange St.  
Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

NOVEMBER . . . the month for

### OVERCOATS

and we have them, too, in a wonderful variety of patterns, styles, and prices . . .

\$15.00 \$19.50 \$22.50 \$25.00 \$35.00

Newest in SUITS, also, at same prices

And you'll always find just what you need in  
MEN'S FURNISHINGS . . . reasonably priced . . . at

**WELCH'S**  
494 Exchange St.

### JACK and JILL

HOME MADE ICE CREAM

We Make Our Own Ice Cream IN GENEVA  
**FRESH DAILY**

Not Storage Ice Cream . . . or a Chain Outfit

Try Our Walkout Sundae . . . 5c

**SATURDAY and SUNDAY SPECIAL**  
Quart Brick . . . 25c

—: 317 MAIN STREET :—

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Spaghetti Frontier Style

1 (8 ounce) package spaghetti  
2 quarts boiling water  
2 teaspoons salt  
1 small onion, finely chopped  
1 clove garlic, minced  
2 tablespoons butter  
4 pimientos, minced  
1 medium-sized green pepper, finely chopped  
1 cup cooked, diced chicken  
½ cup canned mushrooms  
3½ cups canned tomatoes  
¼ teaspoon pepper  
Frontier Sauce  
¼ cup grated Parmesan cheese  
Cook spaghetti until tender in boiling water to which 1 teaspoon of the salt has been added. (Do not break in pieces before cooking.) Drain. Sauté onion and garlic in butter until yellow and combine with remaining ingredients, except the Frontier Sauce and Parmesan cheese. Add to spaghetti and mix lightly by lifting with two forks. Turn into greased casserole, cover with Frontier Sauce, and sprinkle with Parmesan cheese. Cover. Bake in moderate oven (350 degrees F.) 2 hours. Yield: 6 portions.

### Frontier Sauce

2 tablespoons butter  
3 tablespoons flour  
½ teaspoon salt  
½ teaspoon paprika  
Dash of tabasco

¾ cup tomato juice  
¼ cup liquid drained from mushrooms

2 tablespoons heavy cream

Melt butter, add flour, and blend to a smooth paste. Add salt, paprika, and tabasco, then stir in tomato juice and mushroom liquid and cook until smooth and slightly thickened. Add cream gradually and blend.

## Delicious Cranberries

1½ pints sugar  
1 pint water  
1 quart cranberries

Boil together the sugar and water for a few minutes, add cranberries, cover and then remove from fire. Let stand for five minutes then place on fire again and cook for five minutes. Allow them to cool still covered. They will resemble candied cherries.

Mrs. E. T., Waterloo, N. Y.

## RUMMAGE SALE

Seneca Rebecca Lodge will hold a rummage sale at 343 Exchange St. (next to Firestone Service Station) on Friday and Saturday, Nov. 20 and 21. Phone 5910 regarding contributions.

Tune in . . .  
"Eleanor Howe's Homemakers' Exchange" (WFBL, Tuesdays, Thursdays—11:45 a.m.)

**C. J. BRADY**  
RE-FILTERED  
CITY WATER ICE

Let us show you the "Coolerator"  
the conditioned-air refrigerator  
110 Lake St. Phone 2740

## The DOLE VALVE CO.

Air and Vacuum Valves for Radiators

## Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## HOW ABOUT YOUR RADIO?

Is it in proper condition for receiving the fine new programs now on the air?

Our repair work is guaranteed and must give satisfaction.

## GEO. F. BRUZEE

23 E. Castle St. Phone 6522

Public address systems for sale and for rent.

For THANKSGIVING . . .

**Lisk Roasters**  
98c to \$3.50

Wearever Aluminum Specials

## Carvers

Large assortment to select from

PYREX GLASSWARE

**DORCHESTER & ROSE**

HARDWARE

543 Exchange St. Phone 2496

**TINY FOLKS WARDROBE** Carefully Dry Cleaned  
Suits, Coats, Middies, Dresses and Knitted Wear  
As important as the grownups is the care required to keeping these little people well groomed. And the same expert work is applied to restoring perfect cleanliness and a neat, trim appearance.

AN EARLY LESSON IN APPEARANCE

**GENEVA DRY CLEANING CO.**

Phone 2742

30 Linden Street

THERE IS STILL TIME . . .

to have one of those fine

**Copper Bound Roofs**

put on before bad weather sets in

**JOHN A. PONTIUS**

90 Elm Street

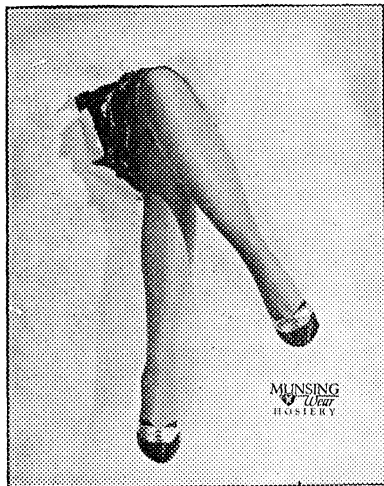
Phone 4575

**CLAM CHOWDER SALE**

On Friday, November 20, at the Methodist Church, the Golden Links Class will hold a clam chow-

der sale, starting at 3 p.m. The price will be 30c per quart and orders may be phoned to 5344 or 3913.

## WISE HOSIERY Buyers



Munsingwear hosiery is best for your legs and ankles, best for your purse. Ringless, flawless, just the shades and weights you crave. Made with true Munsingwear care of the purest silk. They're exquisite!

NEW LOW PRICES

79¢ — 95¢ per pair

**Baker & Stark**

489 Exchange Street  
North Regent Theatre

**"EASY MONEY" WINNERS**

The list of successful contestants for the past week is as follows:  
(See page 8)

Merchandise Awards to . . .  
Irene H. Knight, 45 Cherry St.  
Mrs. John F. Gleason, 26 Oak St.  
Mrs. F. R. Furber, 121 Cherry St.  
A. J. Hoffman, 47 Wadsworth St.  
Albert G. Kirby, 463 Exchange St.  
Theatre Ticket Awards to . . .  
Mary Groden, 105 North St.  
Mrs. Margaret Schroeder, 43 Ho-  
garth Ave.  
Anne Brennan, 9 Richards Ave.

We would suggest that contestants do not send solutions by "Special Delivery." Such mail requires special handling by the Post Office and, inasmuch as regular mail is received by us through our post office box several times each day, no advantage is gained by those who, nearly every week, send their letters "Special Delivery."

It PAYS to advertise in THE GENEVA COMMUNITY NEWS — every week.

**Y. M. C. A. NEWS**

(Continued from page 2)

The Older Boys Conference will be held in Albany, N. Y., December 11-13. The present plans are for the boys from Geneva and vicinity to go by bus. It is hoped to have a delegation from Clifton Springs "Y" with Secretary Irons as leader and a delegation from Phelps with Mr. Frank Benton as leader.

# Buy a Firestone HEATER

AS  
LOW AS

74¢

PER WEEK



ON OUR

## Budget Plan

Enjoy living room comfort this winter for only a few cents each week. Select your heater and pay on low weekly payments. Three months to pay.

**NO  
MONEY  
DOWN**

Listen to the Voice of Firestone, Monday evenings, over N. B. C.—WEAF Network

# Firestone

AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange St.  
Phone 2323 J. H. Bindeman, Mgr.

**CHUX**

Laundrying is eliminated by mothers who use Chux Disposable Diapers. They are comfortable, absorbent. Pin as usual, at hips and thighs. Water-retardent back protects bedding. Complete diapers, use once, throw away.

Package of 50 - \$1.10

**HOWARD DRY GOODS CO.**

**Thanksgiving Specials**

LISK ENAMEL ROASTERS.....\$1.00 up  
ELECTRIC TOASTERS, chrome plated, \$1.49  
GRISWOLD MEAT and FOOD  
CHOPPERS .....\$1.95  
CARVING KNIFE AND FORK SETS,  
colored handles .....\$1.00

**COONEY, WATTS & COONEY**

-- HARDWARE --

513 Exchange Street

Phone 2170



# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as pos-

sible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

**"EASY MONEY" SECTION**  
DIAL 2108

Our MR. FRED I. COOK Will Call

## AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## "OLDSMOBILE"

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.  
Our free demonstration proves it.

**OLDSMOBILE SALES & SERVICE**  
Main & Seneca Streets Phone 6556

DON'T BE SORRY — a stitch in time,  
saves nine — CHANGE NOW to Win-  
ter Oil and Winter Lubricants. We'll  
call for your car and return it prepared  
for the Winter.

"Zerone" Anti-Freeze, only \$1 per gal.  
**TED'S AUTO INN**  
Phone 5174 35 Tillman St.

**When you buy  
BREAD**

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## A CHRISTMAS GIFT

That will please the Wife, Mother,  
Sister, or Sweetheart

## OUR NEWEST DESIGNS in TOILET SETS

Words Fail to Describe Their Beauty  
Different Shades - Black - Blue - Maise  
Make your selection now. We'll hold it.

## S. A. GILBERT

510 Exchange St. Geneva, N. Y.

CREDIT? Of course — Liberal Terms.

## THIS IS FLOUR WEEK

Pancake Flour, Corn Flour, Whole  
Wheat Flour, Rye, Graham, Pastry and  
Bread Flour, Corn Meal.  
Yes, we have Dog Food, too.

## COOK'S FEED STORE

40 Castle Street Phone 2722

## YOUR CAR NEEDS ANTI-FREEZE

Drive in, we know the amount your  
car needs to be safe. We have your  
favorite: Prestone, Zerone, Alcohol. We  
have "Arvin" Car Heaters, too.

## LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

## MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS

Read THE NEWS every week —  
it pays.

## FOR REAL SERVICE

Automobile and Truck Tires, Winter  
Fronts, Heaters, Batteries, DeFrosters,  
Sponges, etc. See Elmer.

**DUNLOP TIRE & RUBBER CO.**  
373 Exchange St. Phone 3163

CHANGE NOW TO WINTER OIL  
Makes Easy Starting  
Adds Life to Your Car

**OSCAR F. RICKELS**  
Lake St. near Exchange St. Phone 2920  
"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.  
Anti-Freeze? Sure! We have it, drive in.

## BENT FENDERS . . .

Lok bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

## PETERSON

Seymour Alley  
rear Geneva Loan & Savings Assn.

## NOTHING MISSED . . .

When you have a 1937 "PHILCO".  
Automatic Tuning and twice the number  
of foreign stations. Ship News, Mes-  
sages from the air and ocean brought to  
your own fireside! See this wonder!

**MAYTAG SALES & SERVICE**  
431 Exchange St. Phone 2005

**Sunbeam Furnaces** Furnace Cleaning  
Stainless Steel Work

24-Gauge Smoke Pipes and Elbows  
Air-conditioning Engineering  
Our Best Advertisement  
Is Satisfied Customers

**H. R. OSTRANDER**  
Phone 3976 70 Colt St.

**CARROLL'S CENTRAL SERVICE**  
305 Main Street

Opp. Armory Phone 2592

**TIME FOR ANTI-FREEZE**  
Mobil Freezone, Super Quality  
Alcohol.....\$1.00 gal.  
Prestone Anti-Freeze.....\$2.70 gal.  
Socony Gas - Mobil Oil - Real Service

# "EASY MONEY" (Continued)

## WHY NOT REDECORATE . . .

the Dinig Room for that  
Thanksgiving Dinner?

We have the best Wall Paper  
at Reasonable Prices.

**FAIRFAX BROS. CO**

87 Castle Street Phone 2441

## IDEAL BEAUTY SALON

Miss Verena Bullock  
99 Seneca St.

Featuring the New  
ZOTOS MACHINELESS  
PERMANENT

Phone 5996 for Appointment

It pays to look well . . .

"KREML" Hair Tonic

Special this week, 16 oz. bottle, \$1.50

## HOTEL SENECA BARBER SHOP

Jos. O'Byrne Anthony Alvaro  
Prop. Associate

Free Parking in Rear of Hotel

## ANOTHER GOOD BUY

Heavyweight Flannl Night Shirts

.....\$1.00

Heavyweight Flannel Pajamas.....\$1.00

Men's All Wool Spats.....98c

R. J. IREDALE

**MEN'S FURNISHINGS**

461 Exchange St. Next Western Union

## THIS WEEK'S SPECIALS

Crisco.....1 lb., 19c; 3 lbs., 53c

Seedless Raisins, 3 boxes.....25c

Minced Meat, 2 boxes.....17c

## FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

## 4 BIG SPECIALS

Thurs., Nov. 19.....Balloon Skate Prize

Fri., Nov. 20.....Free Special Prize

Tues., Nov. 24.....Mysterious Dollar

Wed., Nov. 25.....Circus Nite

## DANCE INN ROLLER PALACE

Lake Rd., Geneva Free Parking Space

## BAUMAN'S

## CANVAS TARPULIN WORKS

New Tops - All Sizes - Repairing  
Guaranteed Work - Reasonable Prices

Phone 3391

151 Exchange St. Geneva, N. Y.

## CALL or PHONE

For Our Weekly Specials

You'll Save Money and Call Again

**GEORGE PHILLIPS**

Red & White Store

A Complete Grocery

111 Pulteney Street Plenty of Parking  
Space

## FREE DEMOTHING

Moths never cease working. We will  
show you a method and a product, with-  
out charge, which positively works.  
Call or write

**PHILIP HEIMLICH**

94 Seneca St. Phone 2628

**MR. MERCHANT.** Many a busi-  
ness with good possibilities has been  
lost because the owner did not be-  
lieve in advertising. Don't make the  
same mistake. Phone 2108. GENEVA  
COMMUNITY NEWS.

We have the Geneva Agency for the  
famous guaranteed

**"KATHANODE"**

Vesta Automobile Battery

**AUTO ELECTRIC SERVICE**

Carl E. Cole

30 Lake Street Phone 2814

## WE'LL SAVE YOU MONEY

on Auto Parts - Electric Welding  
Auto Repair Work of All Kinds

## HAMMEL'S GARAGE

Bean's Hill 24 Hour Geneva  
Routes 5-20 Service N. Y.

Towing & Wrecking Service

## CHRISTMAS IS ONLY FIVE WEEKS AWAY—

The wise buyer will shop early!

**Diamonds - Watches - Jewelry**

Make your choice from our  
Selected Stock of

**Quality Merchandise**

A small deposit will hold 'till Christmas

Phone **L. H. BARTH** Schine's The-  
2686 2866 atre Bldg.

86 Seneca St.

## "BRENNAN'S GROCERY"

Fresh Spinach, 3 lbs.....25c

Butter, lb. ....35c

White Star Flour, 24½ lb. sack, 79c

31 John St.

We'll Deliver Phone 4572

Cold Days and Nights are here  
Let us install

**PORTABLE OIL BURNERS**

In your Coal Range or Furnace—NOW

No wood to cut, coal to shovel, or  
ashes to carry out.

**DORCHESTER & ROSE**

543 Exchange Street Phone 2496

## EVENING SANDALS?

Sure, we have them and we are tinting  
them free to match your gowns. You  
may have Gold or Silver if you prefer.  
ONLY \$1.98 and up

**THE TRIANGLE SHOE STORE**

488 Exchange Street Phone 2636

## SUPER-PYRO ANTI-FREEZE

We feature it and recommed it for  
all cars, trucks, and buses.

**WEST END SERVICE**

Mark Hopwood, Prop.

Texaco Products - Quality Groceries

Hamilton St. Routes Phone

Bean's Hill 5-20 2571

You will enjoy eating

**DAVIDSON'S ICE CREAM**

It does not leave your throat  
all dry and parched.

**DAVIDSON'S**

312 Castle Street Phone 6122

## HERE'S REAL ECONOMY

Ready-to-wear Service

Flat Work.....only 8c per lb.

Wearing Apparel.....20c per lb.

Wet Wash.....10 lbs. for 39c

Phone 2112 — We'll Call and Deliver

**GENEVA STAR LAUNDRY**

"Home Owned"

## THE GENEVA HOME

For Quality Meat, Home Dressd Poul-  
try, Cold Meats, Pork Sausage.

Phone 2127 — We'll Deliver

**WILSON & JOHNSON**

261 William Street Everything in  
MEAT

Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.

The **GENEVA MOVING & STORAGE  
COMPANY, Inc.**

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## A SMALL DOWN PAYMENT

and a little each week makes it easy at  
Christmas time to remember those you  
don't want to forget. Gifts you'll like  
are coming in daily. Look them over.  
Make your selections.

**C. PHILLIPS - The Jeweler**

23 Castle St. We do repair work, too

It sure is a temptation to stop and get a  
Bag of Delicious

**HOT JUMBO POPCORN**

as you see it popped in the new sanitary  
machine standing in front of

**THE CORNER NEWS**

Cor. Main & Castle Sts. Phone 2515

"Easy Money" Section continued  
on next page.

## "EASY MONEY" (Continued)

### CHANGE THE LENS

When the eyes sho signs of weakness, saves expense of new frames, relieves eye strain and many headaches.

**G. W. FLETCHER - OPTOMETRIST**  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

### KYLE STEWART

Hamilton St. Routes 5-20  
Opposite DelPapa's

Tydol Gas — Tidex and Veedol Oil  
The Gas and Oil that increases the power and speed of all cars.  
Come Once — You'll Come Again.

### FURNITURE UPHOLSTERING

Trimmings - Chair Slip Covers  
Ask to see our samples - No obligation

**M. E. MEDES**

213 Lewis Street Phone 4988  
Prices Reasonable - Work Guaranteed  
We'll Call and Deliver

After the Show . . . let's go to  
**APPLETON'S**

92 Seneca Street Phone 2579  
Good Food, Comfort, Courtesy, Service.  
Full Meals, A la Carte, Luncheons.  
Two floors and a rathskeller unexcelled.  
A menu that never fails to satisfy  
We also serve legal beverages.

It's Just Natural

When you **REAL**  
Think of **ESTATE**

To Think of "FINZAR"

20 Linden St. (Prince's) Phone 2661

### OYSTERS ARE IN SEASON

Ours Are Always Fresh  
Shipments Received Daily

### GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
**EVERYTHING IN SEAFOOD**

### DeSIO'S AUTO TOP SHOP

Auto Tops repaired and made to order  
Safety Auto Glass Upholstering  
Seat Covers Rugs Rebound  
Curtains Repaired Trimming Supplies  
70 Tillman St., formerly Naegle's place  
Open Sunday Mornings

## JOE'S MARKET

226 Exchange St. Phone 2027

**SPECIALS — This Week:**

Armour's Star Ham .....25c  
Italian Sausage .....22c  
Pork Roast .....16c  
Round Steak .....22c  
Sirloin Steak .....24c  
Porterhouse Steak .....25c  
Pure Pork Smoked Sausage.....22c  
— We Deliver —

### 3,000,000 Motorcycles in World

According to recent figures, there are 3,000,000 motorcycles in use throughout the world today.

### XMAS CARDS - SELECT NOW

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street Phone 4189

### Clock Turns on Lights

When darkness comes a new auto clock turns on the parking lights automatically. The clock is connected to the dimmer lamps of the headlights and to the tail lights, operating them at a set hour. The clock is fastened to the steering post of the car. A three-wire cable, with instructions for installation, is included.—*Popular Mechanics Magazine.*

### GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"Everyone must come to terms with himself first, if he hopes to find life bearable."

"It often happens that we take great pride in some of our greatest weaknesses."

"If we are ever to find friends we must show ourselves friendly."

"Only the brave can be depended upon in emergencies."

"The way to find happiness is to look for something else."

"Despise not the day of small things."

"Success will not fail you if you don't let doubts assail you."

"During all the years since time began, today has been the friend of man; but in his blindness and his sorrow he looks to yesterday and tomorrow. Forget past trials and your sorrow; there was, but is, no yesterday, and there may be no tomorrow."

"Experience demonstrates the utter folly of worry."

"Habit is a cable. We weave a thread of it every day and at last we cannot break it."

(To be continued)

## COLONEL CHEERIO

Says:

"We Deliver — Free"

"OLD OVERHOLT" Bonded Whiskey.....\$1.99 pt.; \$3.95 qt.  
"4 ROSES" .....\$1.64 pt.; \$3.22 qt.  
"PAUL JONES" .....\$1.44 pt.; \$2.82 qt.  
"TREADMILL", 2-year-old Rye.....\$1.00 pt.; \$1.90 qt.  
"SUGAR CREEK" .....75c pt.; \$1.45 qt.  
"SILVER PHEASANT" Gin .....69c pt.; 99c 5th  
CALIFORNIA BRANDY .....50c ½ pt.; 95c pt.  
CALIFORNIA WINE .....49c 5th; \$1.00 ½ gallon

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

## RADIO FLASHES

(Continued from page 5)

romances are on the air in a new series conceived by Octavus Roy Cohen, the celebrated author. The program, called "Personal Column of the Air", is broadcast Mondays through Fridays over NBC-WHAM, at 11:15 A.M. "Personal Column of the Air" is a means of communication for persons who are trying to pick up the threads of old friendships and ties lost through accident, misunderstanding or time.

Football broadcasts over Columbia network Saturday, Princeton-Dartmouth; Thursday, University of Pennsylvania-Columbia and on Sat., Nov. 28, Army-Navy.

Richard Bonelli, prominent opera baritone, and Mildred Dilling, well known concert harpist, will be presented by Floyd Gibbons, master-of-ceremonies and commentator on the "Speedshow" to be broadcast over the Columbia network Saturday, at 9 P.M. Further developments in the Spanish conflict, some of which he saw himself, will be described by Gibbons.

As his name indicates, Conductor Peter Van Steeden is of Dutch origin, Amsterdam, Holland, being his natal city. However, he has lived in America since he was four. He is married to his childhood sweetheart, the former Margery Wells, and has three children.

## WOMAN'S CLUB EVENTS

Friday, Nov. 20—Regular Bridge Tea.

Monday, Nov. 23—1:30 p.m., Chorus Rehearsal.

2:00 p.m., Bowling at Masonic Temple.

2:30 p.m., Handicraft Group.

Tuesday, Nov. 24—2:30 p.m., Book Review.

Thursday, Nov. 26—10:00 a.m., Tap Dancing Class.

2:00 p.m., Bowling at Masonic Temple.

Phone 3237 for

**R**adio tubes and  
**R**epair service at  
**R**easonable rates  
**R**alph LeBrun

225 High Street

Public Acceptance of the

**NEW 1937 FORD V-8**

Way beyond our highest expectations

**THIS NEW CAR . . . AT NEW LOW PRICES**

With an entirely new economy idea has already brought in several fine low mileage Used Cars.

Our **USED CAR DEPT.** will be the Bargain Spot in Geneva  
Come in at once and see how cheap you can trade for one of these **GOOD USED CARS**

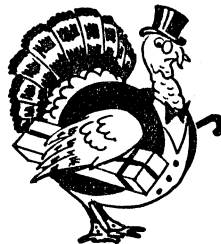
**Phillips Motor Company**

Sales of both New and Used Cars, Service, Parts Dept. and Main Office all in one.

**NEW LOCATION — 230 Genesee St., Geneva, N. Y.**

Office &amp; Sales — Phone 2255

Service &amp; Parts — Phone 2654



YOU ARE INVITED . . .

to the

**TURKEY BAZAAR**

American Legion Home

Milton St.

Geneva, N. Y.

**MONDAY, NOVEMBER 23**

Starting at 9:00 P.M.

No Admission

--:

--:

Lots of Fun

**"FULL VALUE"**

... for your old tires

in trade for

**GENERAL  
DUAL-10**

"The Safest Tire on  
the Road Today"

**FINK'S  
SUPER-SERVICE STATION**  
Lake Street Phone 2448

**"Thanksgiving dinner would certainly lack the finishing touch without wine."**

**"Yes — and wines lack the finishing touch unless they're Widmer's."**



As an appetizer in place of cocktails or with the soup—serve Widmer's Sherry\*.

With Hors D'Oeuvres if oysters or melon—serve Widmer's Dry Sauterne.

With the turkey, chicken or duck—serve Widmer's Claret or Sparkling Burgundy—or with chicken, Widmer's Sauterne.

With dessert or as a liqueur after dinner—serve Widmer's Port\*, Muscatel\* or Tokay\*.

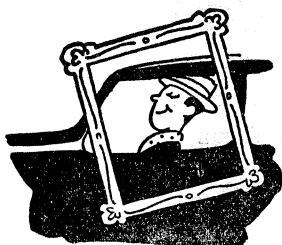
\*Indicates wines which contain 20-21% alcohol by volume.

**Widmer's  
Wines**

Always in good taste since 1888

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

**"G. A."**



THE PICTURE OF  
CONTENTMENT!

... just purchased  
one of those fine "G.A."

## Used Cars

And here are some others  
equally as satisfying:

- '36 TERRAPLANE SEDAN  
(Demonstrator)
- '35 TERRAPLANE DeLuxe  
SEDAN
- '35 OLDSMOBILE SEDAN  
Radio - Heater
- '33 PLYMOUTH COUPE, Conv.
- '33 CHEVROLET 2-pass. CPE.
- '32 STUDEBAKER COACH
- '32 DODGE SEDAN
- '31 PONTIAC COACH
- '30 FORD SEDAN

MANY OTHERS TO  
CHOOSE FROM

— Cars as low as \$25.00 —

# GENEVA AUTO CO.

145 Castle St. Open Evenings

Come in . . . See the Beautiful  
New 1937 Models . . .

PLYMOUTH, DODGE, HUD-  
SON, TERRAPLANE, STUDE-  
BAKER, CADILLAC, LaSALLE,  
PACKARD.

**"G. A."**

PRINTING and  
OFFICE SUPPLIES

CHRISTMAS CARDS

**M. F. Devaney**

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**CARPENTER and BUILDER**  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given — free

# COME *here* FOR LOANS UP TO \$ 300

Our service is quick—cash in 24 to 48 hours. It is courteous, and strictly private. Our terms are very liberal—no payment for 30 days, and then you can have a convenient period—3, 6, 8, 10, or even 20 months—to repay the entire loan. And our charge is reasonable—with no extras.

If you are regularly employed, we can accommodate you without delay. One of our many loan plans will surely suit your needs. We have helped thousands of others—we'd like to help you.

Come in, write or 'phone today

## PERSONAL FINANCE COMPANY

Room 304—Third Floor National Bank Bldg.

120½ Genesee St.

Phone 251

Auburn, N. Y.

LOANS MADE IN NEARBY TOWNS

(Listen to "Your Unseen Friend", at 5:00 P.M., Sunday afternoon  
over Station WFBL.)

# RCA Victor

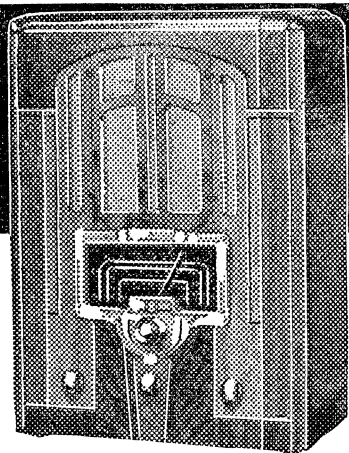
AT A  
SENSATIONALLY  
LOW PRICE

Many new fea-  
tures in this  
1937 price sen-  
sation. 3 bands  
of foreign, do-  
mestic broad-  
casts, police,  
aviation, ama-  
teur calls.

Metal Tubes

Model 6T2

**\$49.95**



## EASY WASHER SHOP

505 Exchange Street

Phone 6323

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., DECEMBER 3, 1936

## Baker & Stark Inc. *Are Now Ready For* **CHRISTMAS**

Choosing a Gift here is no effort at all  
— where he buys for himself is where  
you'll find what he really likes . . .

 **Baker & Stark Inc.**  
CASH & CREDIT PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre



## Buy Now for Xmas **GIFTS** For the Home

CAN YOU IMAGINE?  
... anything nicer than a

**STEWART-WARNER ELECTRIC  
REFRIGERATOR**

Save \$25.00 on a Brand New Stewart-Warner  
6-foot refrigerator for HER Christmas.

**SOMETHING DIFFERENT . . .**

A complete line of Waffle Irons,  
Toasters, Grills, Electric Clocks, Hot Point  
Irons, Washing Machines.

"Xmas Presents" to be enjoyed by all the family

— Low Monthly Payments —

**COONEY, WATTS & COONEY**  
HARDWARE

513 Exchange Street

Phone 2170

## *You are Invited . . .*

TO BE OUR GUESTS  
IN OUR SHOW ROOM

**Friday Evening, December 4**

at 8:00 o'clock

AN INTERESTING MOVIE

Also many surprises . . .

- Talking Pictures
- News Reels
- Thrillers
- Novelty Movies

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange Street

Geneva, N. Y.

Phone 6621

## **\$5.00 in Merchandise**

(Also Theatre Tickets)

**GIVEN AWAY to our READERS—EACH WEEK**

from Merchants whose ads appear  
in "The News" (See page 8)

The list of successful contestants for the past  
week is as follows:

**Merchandise Awards to . . .**

Anita Carroll, 11 Hoffman Ave.

Thomas R. Hogan, 37 Lafayette Ave.

Mrs. James J. Leamy, 15 Goodelle Ter.

Mrs. A. F. Biggers, Hall, N. Y. (mailed  
Geneva)

Mrs. Wm. A. Kane, 142 Hillcrest Ave.

**Theatre Ticket Awards to . . .**

Mrs. M. Waddell, Dance Inn, Lake Rd.

Mrs. T. C. Hickey, 394 So. Main St.

Mrs. Frank Haling, Box 87, Geneva

—○—  
Do Your Christmas Shopping Early  
. . . and BUY IN GENEVA.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., DECEMBER 3, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

**5100 COPIES WEEKLY**  
(Certified)

ESSO KEROSENE  
RANGE OIL — ESSO HEAT  
GAS — OIL and GREASE  
Write or phone orders to

**CHAS. F. HAGEN**

237 Castle Street

Phone 3798

**The Rexall DRUG STORE**

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

**Delays are  
Costly . . .**

**AT THIS TIME OF YEAR**

Don't let a hard freeze  
catch you with your car  
unprepared.

Drive in today for Win-  
ter Oil and Lubrication.

\*

**RICKELS**  
SERVICE STATION

Lake Street

Phone 2920

## Y. M. C. A. NEWS

**Older Boys' Conference.** (Dec. 11-12-13.) At the present time, there are 8 boys from Clifton Springs, 8 from Phelps, and 6 from Canandaigua who would like to go, but the matter of transportation is a very difficult one and unless there is a rather large delegation, the chartering of more than one bus is highly improbable. Therefore the boys from Geneva who are planning to go must register this week in order to be sure of transportation.

**Spring Vacation Trip to Albany.** (March 29-30.) It is planned to leave on Monday morning at 7:00 and stop overnight at the Schenectady Y. M. C. A. A very interesting trip through the General Electric Plant is scheduled. While in Albany, the boys will go through the Capitol Buildings, Museum and Port of Albany. Twenty-four boys are now signed up to go and there is room for five more. The first five to sign up will be guaranteed transportation. If there is a great enough demand by Feb. 1, another bus will be chartered. Boys who have registered and who feel they cannot go will be refunded their money up to March 1 and after that, there will be no refunds except in case of illness.

**Renovations.** Improvements, to a certain extent, are continuing at the Y. M. C. A. and many friends are dropping in to see just what has been accomplished. Everyone interested is welcome to stop in at any and all times. At present, Chas.

(Continued on page 5)

**WHY NOT BE PREPARED**  
for the Holidays before the rush?  
Our entire personnel is at your service.  
Dependable Quality Cleaning and at  
Reasonable Prices.

**FOOTE'S CLEANERS**

HARRY D. TARBELL

78 Castle Street

Phone 2910



**ONLY  
17 SHOPPING DAYS  
'TILL CHRISTMAS**

— Buy In Geneva —

**ESSO MOTOR FUEL and  
ESSO MOTOR OIL**  
End all Winter Starting Troubles  
**EXCHANGE ST. ESSO STATION**  
J. W. BARNES

## USED PIANOS

Vose Shoninger  
Wurlitzer Malcolm Love  
Smith & Barnes  
Schaff Bros.  
Huntington Player  
Straube Player  
FROM . . . \$15.00 up

## BOLIN MUSIC HOUSE

**STOP IN . . .**

Let us tell you about  
the new

**KATHANODE BATTERY**

Unconditionally Guaranteed  
as long as you own your car

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St.

Phone 6522

— Battery and Radio Service —





## RADIO FLASHES

by Ralph Le Brun



Mary Livingston, when asked about Mr. Benny and their home life, said that, "Contrary to what most people think, life with a comedian is not one long succession of wisecracks. At any rate its not in the case of my man Jack Benny. Another bubble I'd like to burst is that the private existence

of all people in the entertainment business is surrounded by what Hollywood press agents call 'glamour'. It certainly isn't so with us and I'd like to see a publicity man who could build a glamorous story around a guy who has little interest in going to night clubs and receives friends at home wearing an old red bathrobe and even older bedroom slippers."

Amos 'n' Andy, who have surprised their listeners several times in the past few months by having guest stars and adding feminine voices to their hitherto strictly duet program, will throw precedent completely to the winds by presenting their own minstrel show in place of their usual program on Friday evening, over NBC-WEAF. Freeman Gosden and Charles Correll, in their regular roles of Amos 'n' Andy, will be

(Continued on page 10)



### SANTA'S HEADQUARTERS SPLENDID MERCHANDISE . . . FAIRLY PRICED

-:- A Man's Store -:-

TIES, thousands of 'em.....50¢-95¢  
MUFFLERS .....50¢ to \$2.95  
DRESS GLOVES .....\$1.00 to \$4.50  
SWEATERS .....\$1.00 to \$4.95  
PAJAMAS .....\$1.00 to \$1.95  
Mackinaws - Union Suits - Blouses  
HOSIERY, Interwoven .....35¢ to \$1.00  
SHIRTS .....\$1.00 to \$1.95

A Deposit Will Hold Your Selection

**WELCH'S**  
494 Exchange St.

**Start Your Christmas Shopping Early . . .** A small deposit will hold anything you choose until Christmas week.

**HOWARD DRY GOODS CO.**

### CELEBRATING OUR 3rd ANNIVERSARY

Showing the Finest Line of Cars

#### THE NEW 1937 FORD V-8

A brilliant new car - A choice of two V8 engine sizes  
And a new low price - The quality car in the low price field.

Also with the GREATEST USED CAR BARGAINS,  
and best selections in Geneva. Your car in trade.

E-A-S-Y T-E-R-M-S

#### Phillips Motor Company

NEW LOCATION — 230 Genesee St., Geneva, N. Y.

Office & Sales — Phone 2255

Service & Parts — Phone 2654

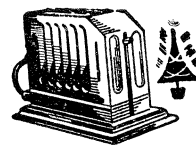
See . . .

### OUR NEW TOYLAND

All kinds of  
Toys, priced  
from a few cents  
up

SLEDS - WAGONS - VELOCIPEDES - SKIS  
\$1.00 and up to \$8.95

NEW LOW PRICES ON ELECTRIC . . .



WAFFLE IRONS  
TOASTERS  
PERCOLATORS  
SANDWICH TOASTERS  
HEATERS  
STOVES

**\$1.00 and up to \$9.95**

ARVIN TABLE RADIOS . . . . \$24.95

"Wear-Ever" Aluminum Pyrex Wares

ROBESON-ROCHESTER CUTLERIES

SHOE SKATES, box toed . . . . at \$5.50

SHELBY BICYCLES . . . . \$29.95 and up

HANSON BATHROOM SCALES . . \$3.95

### DORCHESTER & ROSE

HARDWARE

543 Exchange Street

Phone 2496

# \* DOROTHY GOES SHOPPING \*

Phone 3529 . . .

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

Gifts for Travelers . . . **Luggage** and **Leather Novelties** . . . which will please everyone. Shop early and make your selection before the rush of Christmas Shopping. A small deposit will hold any article until Christmas . . . Name or initials in gold or silver without charge.

**Brunskill's**  
438 Exchange St.

—D—

**Wanted:** 2 racoon coats, size 14 and a size 40. Only garments in "good condition" accepted. . . . A visit to the **Ladies' Used Apparel Shop**, 68 Main St., is well worth while. Coats and Dresses for women . . . A few children's garments, also.

—D—

The name, "Good Luck Candles" which the bayberry tapers are often called, comes from an old belief that a bayberry candle brings good luck and good fortune to any home from which it sheds its light. Thus, "a bayberry candle burned to the socket, brings luck to the home and gold to the pocket."

—D—

Gift selection is easy at **Lynch's**. You will be interested in the large assortment and the very moderate prices. May we make a few suggestions? Rugs . . . perhaps, a stair carpet . . . Bissell carpet sweeper . . . lace dinner cloths.

**Lynch's**  
479 Exchange St.

—D—



Graceful Gifts . . . **Yardley's Lavender and Evening in Paris Toiletries**. A complete assortment of combination sets, small and large, for both men and women. Individual items also . . . Never before have Christmas Greeting Cards been more beautiful.

**McCarthy's Pharmacy**  
162 Castle St.

—D—

A gift of remembrance, this Christmas and every Christmas thereafter — a ring. At **Prince's Jewelry Store**, 20 Linden St., you will find a fine selection of Ladies' and Gentlemen's Rings — birthstones and cameos.

—D—

Why not give the children practical gifts? **The Julia Elizabeth Shoppe**, 18 Linden St., has silk, velvet, and cotton dresses, knitted dresses (size 4 to 12), girls' blouses (size 3 to 16); boys' wool, cotton and knitted suits; sweaters; and, Snow Suits from size 1 to 14. A small deposit will hold any garment until Christmas.

—D—

Winter holiday! Travel and southern cruises call alluringly. You'll need two kinds of clothes — warm and cool!

—D—

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

"Dorothy"

—D—

Holiday life will be merry and successful, for the girl who swings through parties and dances in a black Chantilly lace frock with rhinestones encircling a high neckline; and a tiny puff-sleeved jacket.

—D—

A gift suggestion from the **China Department of J. W. Smith Dry Goods Co.**: what-nots, 75¢ to \$1.98. Ivory, maple and walnut finish. With and without mirrors.

—D—

Stop at **The Corner News** and see the new "Bullet Camera", made by Eastman, at only \$2.85. An ideal Christmas gift. Remember . . .

**The Corner News**  
Corner Main and Castle Sts.



**"BLESS ME!"**  
**SAYS SANTA —**

"I could have done better by looking through the Dorothy Goes Shopping columns of **The Geneva Community News** than making all those gifts myself!"

—D—

At **Petersen's**, values have always been so darned good in **Men's Clothing** that slight advances, even when they do occur do not affect the thrill you get out of buying there. You still get a whale of a value . . . **Specializes** in making **Ladies' Coats and Suits**.

**A. P. Petersen**  
476 Exchange St.

—D—

There are a lot of old friends you should remember this Christmas with a really personal gift — **your photograph**. Make an appointment now, before the rush of Christmas Shopping. **Call 2183.**

**The Stewart Studio**  
41 Seneca St.

—D—

Worn shoes properly rebuilt make happy feet. Learn the necessity of having well kept shoes. Take your worn shoes to **Carl** and they will be returned to you like new — for longer wear and comfort.

**Carl's Shoe Repair Shop**  
next to Empire Gas Office  
Castle St.

—D—

**Seneca Plumbing & Heating** has a Metallic Powder that welds itself, like magic, to all metals and will repair leaks in Steam or Hot Water Heating Boilers, either High or Low Pressure. 1-lb. can, \$2.00, delivered. Phone 6574.

**GENEVA**

Friday & Saturday

**SEE THESE DYNAMIC STARS...** Freddie BARTHOLOMEW Jackie COOPER Mickey ROONEY

...IN THE DRAMATIC "STREET SCENE" OF 1936!

**"The DEVIL IS A Sissy"**  
with IAN HUNTER • PEGGY CONKLIN

Screen Vodvil  
Sat. may be your nite

3 DAYS — STARTS SUNDAY

JOIN THE WORLD  
SEE THE NAVY IN  
SINGTIME!

with ELEANOR  
**POWELL**  
JAMES STEWART  
VIRGINIA BRUCE  
UNA MERKEL  
SID SILVERS  
Frances LANGFORD  
Raymond WALBURN  
ALAN DINEHART  
BUDDY EBSSEN

**"BORN TO DANCE"**

SPECIAL!  
Mickey Mouse  
Cartoon  
Latest News

Wed. and Thurs. Wallace Beery  
"OLD HUTCH"

## Y. M. C. A. NEWS

(Continued from page 2)

Mitchell, Dr. H. N. Hubbs, L. McGuigan, the members of the Board of Directors and the Ladies' Auxiliary are planning Open House beginning Jan. 1 and continuing through the entire week. They hope to have at least 1000 visitors a day.

**Senior Hi-Y Club.** The boys are now taking orders for Christmas Trees. They are selling a choice selection at very reasonable prices to help pay their contribution of \$25.00. They will appreciate the support of their friends. Telephone 2143 or call Secy. Brown, 2785, or Treas. Bowden, 4319.

## FANCY WORK SALE AND CHICKEN SUPPER at PHELPS

On Saturday, December 5, the Ladies' Aid of the Phelps Methodist Church will hold a Fancy Work Sale and Chicken Supper at the Masonic Hall, Phelps. The Sale will begin at 10 a.m., and supper will be served from 5 to 8 p.m. Supper tickets, adults, 50¢; children, 35¢.

## BAKE SALE

Geneva Chapter 83, Order of Eastern Star, is to hold a Bake Sale at the Daylight Grocery, Seneca St., on Saturday, December 8. All members of the Chapter have been solicited and are asked to kindly, if possible, have their contributions at the store by 10 a.m.

## XMAS CARDS - SELECT NOW

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

**Cold Snaps are Coming!**

Change now to winter Oil and Grease. We have your brand to choose from.

## OILS

Sunoco - Veedol - Mobil - Gulf - Kendall

## GASOLINES

Sunoco - Tydol - Rota-zol - Mobil - Gulf

The winner in our contest last week was Mr. Robert Shires, Reed St., Geneva, N. Y. Contest is open each week. Ask for details.

**Baumgartner's Service Station**

Top of Bean's Hill Geneva, N. Y.  
Phone 2546

**Firestone STANDARD TIRES**

SAFETY IN WET WEATHER

NO MONEY DOWN  
AS LOW AS  
**67¢ PER WEEK**

**Firestone** AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323 J. H. Bindeman, Mgr.

ALL THE NEWEST  
1937 MODELS . . .

**TOYS**

Streamlined Trains  
and Vehicles

Autos, with Trailers  
Sleds, etc. etc.

Complete assortment of large and small TOYS,  
for both girls and boys — from 5¢ up

20-22 Castle Street **DILLINGHAM & SON, Inc.**

—: BUY HIS GIFTS IN A MAN'S STORE —:—

**Buy His Gift at Casey & Son**

TIES  
BELTS  
SHIRTS  
SWEATERS  
SILK ROBES  
FLANNEL ROBES  
HOSE  
HATS  
HDKFS

**Casey & Son**

71 Seneca Street Phone 2078

—: A WOMAN'S STORE FOR A MAN'S GIFT —:—

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Peanut Butter Bread

- 2 cups sifted flour
- $\frac{1}{2}$  cup sugar
- 2 eggs
- 1 cup milk
- 1 cup peanut butter
- $1\frac{1}{2}$  teaspoons baking powder
- 1 teaspoon salt

Sift together dry ingredients. Beat together milk, eggs and peanut butter with egg beater, then add to dry ingredients gradually, while beating with spoon. Pour into greased and floured loaf tin and bake 1 hour in moderate oven.

B. G., Hogarth Ave.

## Apple Fritters

- 1 cup flour
- $1\frac{1}{2}$  teaspoons baking powder
- $\frac{1}{4}$  teaspoon salt
- $\frac{1}{4}$  cup sugar
- 1 egg or 2 egg yolks
- $\frac{2}{3}$  cup milk
- 1 cup chopped raw apples

Combine ingredients and beat well. Drop portions from tablespoon into deep hot fat and fry until well browned. Drain and serve with syrup or lemon sauce.

D. H., Washington St.

## Spiced Rabbit

- 2 rabbits (cut up)
- 2 cups vinegar
- 4 cups water
- 1 tablespoon sugar
- $\frac{1}{2}$  tablespoon cloves
- $\frac{1}{2}$  tablespoon allspice
- $\frac{1}{2}$  tablespoon cinnamon
- 4 bay leaves
- 4 sliced onions

Boil all together until rabbit is well done. Add 2 tablespoons butter browned in 2 tablespoons flour. Cook 3 minutes and serve.

Mrs. O. P., Pleasant St.

## Rice Mexicana

- 1 cup uncooked rice
- $\frac{1}{2}$  clove garlic, minced
- 1 small onion, chopped
- 2 tablespoons fat
- $\frac{1}{2}$  medium-sized green pepper, chopped
- 2 teaspoons salt
- 2 teaspoons chili powder
- 1 cup canned tomatoes
- 2 cups brown stock

Wash rice through several waters and drain. Sauté with garlic and onion in hot fat until nicely browned. Add green pepper, salt, chili powder, tomatoes, and stock, and mix well. Cover and simmer 30 minutes, or until rice is soft. Remove lid during last 5 minutes of cooking to finish evaporation and to let mixture dry out. Yield: six portions. You may garnish this with diagonal slices of bananas rolled in egg and crumbs and fried; and ground meat may be added to the recipe if desired.

Do your Xmas Shopping in Geneva

Tune in . . .  
"Eleanor Howe's Homemakers' Exchange" (WFBL, Tuesdays, Thursdays—11:45 a.m.)

**C. J. BRADY**  
RE-FILTERED  
CITY WATER ICE

Let us show you the "Coolerator"  
the conditioned-air refrigerator  
110 Lake St. Phone 2740

## Closely Linked

In a kindergarten class, flags were shown, and in answer to a question a little girl gave the response that was expected of her: "This is the flag of my country."

"And what is the name of your country?" was the next question.

"'Tis of thee," was the prompt reply.—*Pullman News*.

## Value of Advertising

Card in Florida paper: "Thursday I lost a gold watch which I valued very highly. Immediately I inserted an ad in your lost-and-found columns and waited. Yesterday I went home and found the watch in the pocket of another suit. Bless your paper."—*Sample Case*.

## TACO WATER HEATERS

For Hot Water ALWAYS

**Seneca Plumbing & Heating**

41 Wadsworth St., Geneva - Phone 6574

## HOW ABOUT YOUR RADIO?

Is it in proper condition for receiving the fine new programs now on the air?

Our repair work is guaranteed and must give satisfaction.

**GEO. F. BRUZEE**

23 E. Castle St. Phone 6522

Public address systems for sale and for rent.



**You'd Never Guess  
that it was so  
Cold Outside**

**D&H Cone-Cleaned Anthracite** has the reserve heating power to cope with the coldest weather and, because it is even-burning, it does so without wasteful forcing.

**RAPALEE'S**  
Phone 2221



**JACK & JILL****HOME MADE ICE CREAM**

— Fresh Daily —

317 Main Street Geneva, N. Y.

WE originated the  
Double Dips in Geneva**AN APPROPRIATE SHOE**  
**For GROWING GIRLS**  
with LONG SLENDER FEET

Note the very correct broad flat  
heel — built on a combination  
last. AAA to C widths —  
Sizes 4 to 9.

Several \$2.98 to \$4.95  
Styles

**LATTIMER'S**

492 Exchange

**Christmas Novelties**

Cigarette Lighters, Ice Crushers,  
Toast Racks, Book Ends, Tea  
Sets, Match Gardens, and many  
others.

**UNPAINTED FURNITURE**

Dressing Tables, Benches, Stools,  
Book Cases, Corner Cupboards,  
Chests, Chairs, Pier Cabinets.

**FAIRFAX BROS.**

87 Castle St.

Phone 2441

**School Work**

Visitor: "Well, Johnny, how are  
you getting on at school?"

Johnny (aged 7): "Fine! I ain't  
doing as well as some of the other  
boys, though. I can stand on my  
head, but I have to put my feet  
against the wall."—*Montreal Star*.

**Entertaining**

"Well, I did my good deed today  
—made at least a hundred people  
more cheerful."

"How was that?"

"I chased my hat when the wind  
blew it down the street."—*Grit*.

Do your Xmas Shopping in Geneva

**GLEANINGS**

(From collection of quotations  
compiled by M. F. Devaney)

"Experience demonstrates the  
power of patience."

"The secret of happiness is a  
matter of finding something worth-  
while to live for."—Fosdick.

"The ambitious man will stick  
it out no matter how hard misfor-  
tunes clout."

"Genius is the infinite capacity  
for taking pains."

Say this fast: "The right way  
to begin to walk in the right way,  
is to begin to walk in the right way  
right away."

"Love is making sacrifices and  
thinking it fun."—Will Durant.

"Begin the web and the Lord will  
supply the thread."—Italian prov-  
erb.

"The drum which beats most  
loud is filled with the most wind."

"Remember, the world has had  
its hard times before and has al-  
ways emerged."

"The winds and waves are al-  
ways on the side of the ablest navi-  
gators."

(To be continued)

A "rugged individualist" is one  
who hurts your feelings and doesn't  
care if he does.

**Do your Christmas Shopping  
in Geneva**

Give Her a year-'round Xmas Present  
**1937 EASY WASHER**

Washes whiter, faster, safer, easier.  
Beautiful new models as low as \$1.00  
a week.

**EASY WASHER SHOP**  
505 Exchange St. Geneva Phone 6323

**IMMEDIATE CASH**

Any amount, auto and truck loans —  
refinancing, no endorsers. Relieve finan-  
cial worries through our loan plan.

**J. J. PRYOR**

461 Exchange St. Geneva, N. Y.  
Phone 2319

**PIANO TUNING**  
and Rebuilding**R. J. PARK**

60 Lyceum St. Phone 6165

Phone  
5566

Work Called for  
and Delivered

**GEORGE E. DURKEE**

**EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING**

22 Madison St. Geneva, N. Y.

**PRINTING and  
OFFICE SUPPLIES**  
**CHRISTMAS CARDS****M. F. Devaney**

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

**PLAYING SANTA IS EASY**

**50c deposited each  
week for 50 weeks  
totals \$25.00**

**H**ERE is the formula. Accept the  
offer of membership in our 1937  
Christmas Savings Club. The small  
sum you deposit every week will help  
you to become a generous Santa next  
Christmas.

**GENEVA SAVINGS BANK**

24 LINDEN STREET

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as pos-

sible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....." (naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

"EASY MONEY" SECTION  
DIAL 2108

## AUTO SERVICE FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service  
J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

IT'S HERE . . .

## THE NEW 1937 OLDSMOBILE

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

DON'T BE SORRY — a stitch in time,  
saves nine — CHANGE NOW to Win-  
ter Oil and Winter Lubricants. We'll  
call for your car and return it prepared  
for the Winter.

"Zerone" Anti-Freeze, only \$1 per gal.

TED'S AUTO INN

Phone 5174 35 Tillman St.

When you buy  
BREAD

Insist upon

## "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## PERSONALIZE YOUR CHRISTMAS GIFTS

By having them ENGRAVED.

We have two expert engravers al-  
ways ready to serve you.

## S. A. GILBERT JEWELER

510 Exchange Street Geneva, N. Y.

Why Not Buy That Gift Here?  
The only store here that does its own  
engraving.

CREDIT? Of course — Liberal Terms.

## NOTHING IS TOO GOOD

. . . For your faithful Dog or Puppy

Our Dog Food gives rich, warm blood.  
Builds strong, healthy bodies & muscles.

## COOK'S FEED STORE

40 Castle Street Phone 2722

## YOUR CAR NEEDS ANTI-FREEZE

Drive in, we know the amount your  
car needs to be safe. We have your  
favorite: Prestone, Zerone, Alcohol. We  
have "Arvin" Car Heaters, too.

## LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

## DIAMONDS, WATCHES, JEWELRY

Finest Selection to Choose From  
Diamonds Remounted While You Wait  
Expert Watch Repairing

C. PHILLIPS - The Jeweler  
23 Castle St. We do repair work, too

Read THE NEWS every week —  
it pays.

## COMBINATION SALE

Now On . . . Save Money  
Automobile and Truck Tires, Winter  
Fronts, Heaters, Batteries, DeFrosters,  
Sponges, Spark Plugs, etc. See Elmer.

DUNLOP TIRE & RUBBER CO.  
373 Exchange St. Phone 3163

## CHANGE NOW TO WINTER OIL Makes Easy Starting Adds Life to Your Car

OSCAR F. RICKELS  
Lake St. near Exchange St. Phone 2920  
"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.  
Anti-Freeze? Sure! We have it, drive in.

## BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

PETERSON (Seymour Alley)  
rear Geneva Loan & Savings Assn.

## NOTHING MISSED . . .

When you have a 1937 "PHILCO".  
Automatic Tuning and twice the number  
of foreign stations. Ship News, Mes-  
sages from the air and ocean brought to  
to your own fireside! See this wonder!

MAYTAG SALES & SERVICE  
4431 Exchange St. Phone 2005

Sunbeam Furnaces Furnace Cleaning  
Stainless Steel Work  
24-Gauge Smoke Pipes and Elbows  
Air-conditioning Engineering  
Our Best Advertisement  
Is Satisfied Customers

H. R. OSTRANDER  
Phone 3976 70 Colt St.

## CARROLL'S CENTRAL SERVICE 305 Main Street

Opp. Armory Phone 2592  
TIME FOR ANTI-FREEZE  
Mobil Freezone, Super Quality  
Alcohol.....\$1.00 gal.  
Prestone Anti-Freeze.....\$2.70 gal.  
Socony Gas - Mobil Oil - Real Service



# "EASY MONEY" (Continued)

## UNFINISHED

### FURNITURE

Gift Novelties  
for Xmas

**FAIRFAX BROS. CO.**

87 Castle Street Phone 2441

### IDEAL BEAUTY SALON

Miss Verena Bullock

99 Seneca St. (Pries' Barber Shop)

Feturing the New

**ZOTOS MACHINELESS  
PERMANENT**

Phone 5996 for Appointment

"BUNO"—A Medicine for the Skin and  
Scalp. Special, this week only, \$1.00

### HOTEL SENECA BARBER SHOP

Jos. O'Byrne Anthony Alvaro  
Prop. Associate

Free Parking in Rear of Hotel

### TAKE ADVANTAGE NOW of our LAY AWAY PLAN

Santa Claus will soon be here!

**R. J. IREDALE**

**MEN'S FURNISHINGS**

461 Exchange St. Next Western Union

### THIS WEEK'S SPECIALS

Red & White Milk ..... 7¢  
Carnation Milk, 3 cans.....20¢  
Flav-R-Jell, 2 for.....10¢

A Sherbet Glass FREE This Week

**FLORENCE LABIGAN**

Red & White Store

261 William St. Everything in Groceries

### "HEALTHY EXERCISE"

Roller Skating loosens up those stiff  
limbs and muscles and provides rich,  
warm blood, so essential these cold days  
and nights. Bring a party.

**DANCE INN ROLLER PALACE**

Lake Rd., Geneva Free Parking Space

### BAUMAN'S

### CANVAS TARPAULIN WORKS

New Tops - All Sizes - Repairing  
Guaranteed Work - Reasonable Prices

Phone 3391

151 Exchange St. Geneva, N. Y.

### CALL or PHONE

For Our Weekly Specials

You'll Save Money and Call Again

**GEORGE PHILLIPS**

Red & White Store

A Complete Grocery

111 Pulteney Street Plenty of Parking  
Space

## FREE . . .

To Advertise Product

Will Shampoo Rug — Without Charge  
No Obligation

**PHILIP HEIMLICH**

94 Seneca St. Phone Geneva 2628

**MR. MERCHANT.** Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

### NEW AND USED CAR HEATERS

You Sure Need One. Be Prepared.

Come In. See Our Line.

We'll Install It For You, Too.

### AUTO ELECTRIC SERVICE

Carl E. Cole

30 Lake Street Phone 2814

### Specials This Week

### DOVE BRAND MOLASSES . . .

Blue Label.....21¢ White Label.....28¢

Baker's Chocolate, 1/2-lb. cake.....15¢

Calumet Baking Powder, 1-lb. can.....25¢

**L. J. McCANN'S GROCERY**

144 High St. Phone 2653 We'll Deliver

### CHRISTMAS IS ONLY

### THREE WEEKS AWAY —

The wise buyer will shop early!

### Diamonds - Watches - Jewelry

Make your choice from our  
Selected Stock of

### Quality Merchandise

A small deposit will hold 'till Christmas

Phone **L. H. BARTH** Schine's The-  
2686 2686 atre Bldg.

86 Seneca St.

### "BRENNAN'S GROCERY"

Potatoes, peck .....29¢

Texas Grapefruit, 4 for.....25¢

Iceburg Lettuce, per head..... 9¢

31 John St.

We'll Deliver Phone 4572

### DON'T MISS SEEING

**OUR NEW TOYLAND . . . Now Open**

Old Santa's Newest In Toys

A Big Line - Low Prices

Come In - Look Around - No Obligation

**DORCHESTER & ROSE**

543 Exchange Street Phone 2496

## EVENING SANDALS?

Sure, we have them and we are tinting them free to match your gowns. You may have Gold or Silver if you prefer. ONLY \$1.98 and up

**THE TRIANGLE SHOE STORE**  
488 Exchange Street Phone 2636

### WE'RE OPEN

### SUNDAYS AND HOLIDAYS

### WEST END SERVICE

Mark Hopwood, Prop.

Texaco Products - Quality Groceries

Hamilton St. Routes Phone

Bean's Hill 5-20 2571

You will enjoy eating

### DAVIDSON'S ICE CREAM

It does not leave your throat  
all dry and parched.

### DAVIDSON'S

312 Castle Street Phone 6122

### HERE'S REAL ECONOMY

Ready-to-wear Service

Flat Work.....only 8c per lb.

Wearing Apparel.....20c per lb.

Wet Wash.....10 lbs. for 39c

Phone 2112 — We'll Call and Deliver

**GENEVA STAR LAUNDRY**

"Home Owned"

### THE GENEVA HOME

For Quality Meat, Home Dressed Poultry, Cold Meats, Pork Sausage.

Phone 2127 — We'll Deliver

**WILSON & JOHNSON**

261 William Street Everything in

MEAT

Plenty of Free Parkin Space

Our nation-wide hook-up with "United Van Service" gives you a service excelled by none and equaled by only a few. Short Trips or Long Trips, Tell Us. The GENEVA MOVING & STORAGE COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

It sure is a temptation to stop and get a  
Bag of Delicious

### HOT JUMBO POPCORN

as you see it popped in the new sanitary machine at

### THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

### MR. MERCHANT:

Can you afford to pass up the buying requirements of 25,000 people weekly?

ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS

"Easy Money" Section continued  
on next page.



## "EASY MONEY" (Continued)

### CHANGE THE LENS

When the eyes show signs of weakness, saves expense of new frames, relieves eye strain and many headaches.

**G. W. FLETCHER - OPTOMETRIST**  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

### KYLE STEWART

Hamilton St. Routes 5-20  
Opposite DelPapa's  
Tydol Gas — Tidex and Veedol Oil  
The Gas and Oil that increases the  
power and speed of all cars.  
Come Once — You'll Come Again.

### FURNITURE UPHOLSTERING

Trimmings - Chair Slip Covers  
Ask to see our samples - No obligation

### M. E. MEDES

213 Lewis Street Phone 4988  
Prices Reasonable - Work Guaranteed  
We'll Call and Deliver

### SUNDAY DINNERS

Complete with all the Trimmings

### APPLETON'S The Pride of Geneva

Good Food, Good Service, Good Legal  
Beverages, A la Carte Service, Too.  
92 Seneca St. (Two Floors) Phone 2579

### It's Just Natural

When you **REAL**  
Think of **ESTATE**

To Think of "FINZAR"

20 Linden St. (Prince's) Phone 2661

### OYSTERS ARE IN SEASON

Ours Are Always Fresh . . .  
Shipments Received Daily

### GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
**EVERYTHING IN SEAFOOD**

### DeSIO'S AUTO TOP SHOP

Auto Tops repaired and made to order  
Safty Auto Glass Upholstering  
Seat Covers Rugs Rebound  
Curtains Repaired Trimming Supplies  
70 Tillman St., formerly Naegle's place  
Open Sunday Mornings

## JOE'S MARKET

226 Exchange St. Phone 2027

Thurs. - Fri. - Sat. Specials:

Italian Sausage .....	22¢
Round Steak .....	22¢
Sirloin Steak .....	25¢
Porterhouse .....	28¢
Home Made Bologna.....	18¢
Shoulder Roast Beef .....	16¢
Boneless Beef Roast.....	22¢
Pork Roast .....	15¢

### RADIO FLASHES

(Continued from page 3)

heard as end men in the minstrel while Bill Hay will be the interlocutor. Presented under the auspices of the exclusive fraternal order, The Mystic Knights of the Sea, the minstrel show's cast will include the program's well known characters, plus a male chorus, quartet and band.

Rudolph Holsti, foreign minister of Finland, will be heard in an address to American listeners in a program relayed to the Columbia network on Sunday, the 16th anniversary of Finnish independence. The broadcast, which will be heard at 1:30 P.M., opens with the Finnish Army's "March of Honor" played by

a crack military band. Though enjoying an age-old culture, Finland only recently became a republic as the result of the Russian revolution.

### LOCAL SHOE STORE WINS PRIZE IN NATIONAL CONTEST

On display in the window of Lattimer's Shoe Store, 492 Exchange St., is a Silver Cup which, together with \$25.00 in cash, was won as first prize in a nation-wide window display contest.

The contest, which ran for six weeks and closed Nov. 15, was conducted by D. Myers & Sons, Baltimore manufacturers of women's high styled shoes, and was open to owner-operated shoe stores throughout the United States.

Along with the prize cup there is also being shown a photograph of the prize winning window display. This photograph, taken by E. E. Stewart, of the Stewart Studio, Seneca St., is the same as the one submitted by Mr. Lattimer for the contest.

The judges of the contest were Wm. K. Friert, president of the Advertising Club of Baltimore; Harry W. Hahn, Jr., secretary, Wm. Hahn & Co., well-known shoe merchants, and Charles H. Roberts, vice-president of the General Sales & Service Co., Baltimore.

### Sylvania Tubes

I use only first quality parts and tubes in my radio service work. That is the reason I recommend Sylvania Set Tested Tubes for replacements.

### RALPH LE BRUN

225 High Street Phone 3237

### Air-Conditioning

... may be applied to your present heating system.

GET OUR ESTIMATES

### JOHN A. PONTIUS

90 Elm Street Phone 4575

YOU CAN'T GO WRONG  
with 'BLUE COAL'  
or Semet-Solvay COKE

Easy Terms on Money Saving Motor Stokor  
Installations



### P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle St. Phone 6186 and 6232 261 Exchange St.  
Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

## GENEVA WOMAN'S CLUB EVENTS

Friday, Dec. 4—

2 p. m., Bridge Tea.

Mrs. A. M. Crance, Hostess.

Monday, Dec. 7—

1:30 p.m., Chorus rehearsal.

2:00 p.m., Bowling.

2:30 p.m., Handicraft.

8:15 p.m., Three one-act plays  
given by the Drama Dept.

Tuesday, Dec. 8—

2:30 p.m., Book review.

Thursday, Dec. 10—

10:00 a.m., Tap dancing.

2:00 p.m., Bowling.

—o—

Do your Christmas Shopping  
in Geneva

**"Sherry really sets  
a lot better than  
cocktails before  
dinner."**

**"Right? Except you  
should have speci-  
fied Widmer's  
Sherry."**



Even though you don't claim to be a connoisseur, you'll instinctively prefer Widmer's Wines. Produced in New York State's famed wine belt, their inherent natural goodness is carefully nurtured by a consummate skill born of nearly sixty years' vinting experience. Be sure of your wine. Take no chances. Order Widmer's—in your favorite type—always.

**Widmer's  
Wines**

IN GOOD TASTE SINCE 1888

Widmer's Wine Cellars, Inc.  
Naples, New York

# AUTO LOANS UP TO \$300

If you want a loan on your car, see us. Loans made to employed, single or married people. Here you can get the cash in 24 to 48 hours or sooner in special emergencies. We "Refinance" unpaid balances on cars. Our charges on Auto Loans are surprisingly reasonable.

We also make Furniture and Co-Maker Loans.

Come in—Write—or 'Phone.

Loans Made in All Nearby Towns.

(Listen to "Your Unseen Friend," at 5:00 P.M., Sunday afternoon over Station WFBL.)

## PERSONAL FINANCE CO.

ROOM 304—THIRD FLOOR NATIONAL BANK BLDG.

120 GENESEE ST.

PHONE 251

AUBURN, N. Y.

## REPORT OF N. R. S. FOR ONTARIO COUNTY

In a report of the activities of the National Reemployment Service in Ontario County, made public this week by Bernard J. Dee, NRS manager at Geneva, 158 placements for the month of October are shown. These placements were: 65 in private industry and 93 in emergency work programs, such as WPA.

The report for the State shows 19,738 private industry placements for October, a slight increase over the September total and an increase of 6,061, or 44.3 per cent over the total for October, 1935.

—o—

## Bloodhounds Make Mistakes

Despite the fact that detection through tracking by bloodhounds is admissible as evidence in the courts of numerous states, these dogs have made mistakes. Recently, observes a writer in *Collier's Weekly*, a pack of the hounds, although on the trail of a burglar, led the police to the home of an innocent man.

—o—

Do your Christmas Shopping  
in Geneva

## Jericho in 6000 B. C.

Evidence that civilization existed in ancient Jericho in 6000 B. C. has been discovered by an expedition led by members of the Liverpool University's Institute of Archaeology. After digging beneath 17 layers of civilization that far predated the Bible story of Abraham and Lot, there was unearthed a shrine resembling the pre-Greek "Megaron," or "Holy of Holies."

**YES . . .**

We have the new

**Hypoid  
Gear Lube**

for ALL 1937 cars

. . . factory specifications

**FINK'S  
SUPER-SERVICE STATION**

Lake Street

Phone 2448

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing**CARPENTER and BUILDER**  
Weatherstripping and Caulking**Frank M. Mowers**52 Jefferson Avenue Phone 5170  
Estimates cheerfully given — free

**CAN YOU STOP**



**Firestone BRAKE RELINE AS LOW AS 66¢ A WK.**

**Firestone** AUTO SUPPLY & SERVICE STORESCOMPLETE CAR SERVICE  
Cor. Lake & Exchange St.  
Phone 2323 J. H. Bindeman, Mgr.**SHOP EARLY!**DO YOUR CHRISTMAS  
SHOPPING IN GENEVA


# Sears ALL-STAR Christmas

INTRODUCING THE HANDSOME NEW 5 TUBE

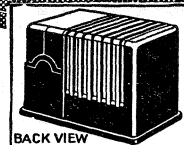
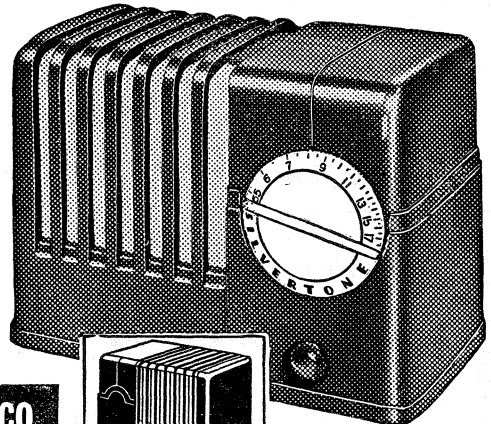
**Streamliner** \$10.90

- For Office, Den, Boudoir, or Kitchen!
- No Aerial Required!
- Dynamic Speaker!
- Handsome Black Bakelite Case!

Ivory Case Slightly Higher!

**SEARS, ROEBUCK AND CO.**

GENEVA, NEW YORK

Others From  
\$5.98 to \$89**QUIT WORK AT 60****What a \$50 a month retirement income plan can do for you****IT GUARANTEES TO YOU WHEN YOU ARE 60 —**

A Retirement Income for yourself of \$50.00 a month for life. Or if you prefer, you may have \$7,150 in cash, or a joint life income for both yourself and your wife.

This important benefit is available alone. But if you are insurable, additions can be made to your plan by which —

It guarantees, upon your death from any natural cause before age 60 —

A Cash Payment to your wife of \$5,000.00 or a monthly income for life.

It guarantees, upon death from accidental means before age 60 — A Cash Payment to your wife of \$10,000.00, or monthly income for life.

**FURTHER INFORMATION WITHOUT OBLIGATION.**

Just write or phone

**LAVERNE F. DARLING**

GENEVA, N. Y.

Telephone — Geneva 2184

Representing the  
**PHOENIX MUTUAL LIFE INSURANCE COMPANY**  
of Hartford, Connecticut

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., DECEMBER 10, 1936

# JOIN



## THE NATIONAL BANK CHRISTMAS CLUB FOR 1937

Classes now open. Join right away, then next year you will have the money you need for Christmas shopping. Don't delay—start right now and give yourself plenty of time so you will be all paid up long before Christmas 1937. Have a substantial sum in hand next year—be able to get just what you want in Christmas presents.

If you were a member of our Christmas Club last year, you will know what a satisfying feeling it was to receive your checks a few days ago. The Geneva National Bank's Christmas Club is growing. Decide right now to grow with it and next year have a special fund in the Bank for Christmas shopping.

★  
  
THE  
EASY WAY  
  
TO  
SAVE

### CHRISTMAS CLUB CLASSES

Deposit Weekly	Receive in 50 Weeks
25c . . . . .	\$ 12.50
50c . . . . .	\$ 25.00
\$1.00 . . . . .	\$ 50.00
\$2.00 . . . . .	\$100.00
\$3.00 . . . . .	\$150.00
\$5.00 . . . . .	\$250.00

Your first deposit  
makes you a member  
  
BE PREPARED NEXT YEAR

★  
  
SAVE FOR  
  
ANY  
ANNUAL  
EXPENSE

## THE NATIONAL BANK OF GENEVA

*Each Depositor in this Bank is Insured in the Federal Deposit Insurance Corporation to the extent of \$5,000.00*

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., DECEMBER 10, 1936

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

**5100 COPIES WEEKLY**  
(Certified)

ESSO KEROSENE  
RANGE OIL — ESSO HEAT  
GAS — OIL and GREASE  
Write or phone orders to

**CHAS. F. HAGEN**

237 Castle Street

Phone 3798

*The Rexall* DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

COME IN FOR  
**TEXACO**  
*Certified*  
with  
**MARFAK**  
**LUBRICATION**

NO SPOT OVERLOOKED

**RICKELS**  
SERVICE STATION

Lake Street

Phone 2920

## AMATEUR BOXING AT HOBART GYM

Due to the growing interest shown in the amateur boxing bouts to be staged Friday evening, December 11, for the benefit of the Unaffiliated Boys' Club, the event will be held at the Hobart Gym, instead of the Y. M. C. A., as originally planned.

There will be thirty-one rounds of boxing and the headline event will be five rounds between Bert Courage, the "Hobart College Knockout King" and Joe Borrell, Endicott's tough blacksmith; the semi-final, 5 rounds, will be Sammy Angello, Central N. Y. Champion, Syracuse, vs. Chris Mordenga, of Rochester.

Other bouts will be: 5 rounds, Jackie Bullock of Hobart, vs. Heinz Voight; 5 rounds, Jimmy Evans, Auburn, vs. Stanley Felong, Rochester; 3 rounds, Jack Nelson, Fulton, vs. Jimmy Astorita, Seneca Falls; 3 rounds, Tommy Carter, Elmira Negro vs. Lou Landers, Syracuse.

Babe Risko, former world's middleweight champion, will be guest referee for the main event.

General admission for the show is \$1.10; reserved seats, \$1.65. Tickets are on sale at the Kraus' Smoke Shop; also at the Geneva Police headquarters from 9 a.m. to 5 p.m.

## CARD PARTY

The Royal Neighbors will hold a Card Party at Odd Fellows Hall, Wednesday, December 16. Admission 25¢. Those who can fill tables are asked to please call Mrs. Shalansky, phone 6040.

**WHY NOT BE PREPARED**  
for the Holidays before the rush?  
Our entire personnel is at your service. Dependable Quality Cleaning and at Reasonable Prices.

**FOOTE'S CLEANERS**  
HARRY D. TARBELL

78 Castle Street

Phone 2910

WHITE SPRINGS SUB-DIVISION  
10 Minutes from City

City Improvements, Country Taxes  
Lots 100x350

**VERMILYEA**

REAL ESTATE BROKER

Phone 2697

5 Seneca St.

Anti-Freeze?

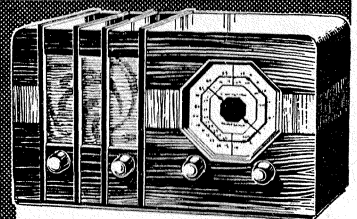
ALCOHOL

PRESTONE

ZERONE

**EXCHANGE ST. ESSO STATION**

J. W. BARNES



**Stromberg-Carlson**

**AC-DC Compact**

No. 125-H  
Triple Range  
Rosewood Cabinet

**\$49.95**

*There is Nothing Finer Than a*  
**Stromberg-Carlson**

**BOLIN MUSIC HOUSE**

**STOP IN . . .**

Let us tell you about  
the new

**KATHANODE BATTERY**

Unconditionally Guaranteed  
as long as you own your car

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St.

Phone 6522

— Battery and Radio Service —



## RADIO FLASHES

by Ralph Le Brun



Jan Pearce,  
tenor,  
is heard  
each Sunday  
with  
Rubinoff  
and his violin  
over the  
Columbia network  
at  
6:30 P.M.

The first public address of General Hugh S. Johnson, former NRA administrator, since the election, will be broadcast over the Columbia network, Saturday, at 10:30 P.M. Gen. Johnson, who will be speaking to delegates to the 59th Annual Meeting of the Hudson County Bar Association in the Main Ballroom of the Hotel Pennsylvania in New York City, is expected to discuss possible new legislation and its relation to the law and the courts.

(Continued on page 10)

## Everything for Him

You will find at WELCH'S a most complete selection of GIFTS FOR MEN . . . Everything a man could desire.

QUALITY SHIRTS, all sizes.....\$1.00 up  
GLOVES, leather and knits.....\$1.00 up  
TIES, silks or wools, all colors.....50¢ up  
SOX, silks, wools, lises.....25¢ up  
ROBES, silk, flannel, cotton.....\$3.50 up  
TIE SETS.....95¢ PAJAMAS.....\$1.00 up  
Sweaters, Mufflers, Handkerchiefs, etc. etc.

**WELCH'S**  
494 Exchange St.

## TOYS

A large selection to choose from. Bring in the Kiddies to see them. And best of all . . . they are REASONABLY PRICED.

The New  
ERECTOR SETS .....\$1.00 up

LIONEL ELECTRIC TRAINS,  
with Track .....\$6.75

GILBERT  
CHEMISTRY SETS .....\$1.00 up

DONALD DUCK KARS,  
with Tracks .....\$1.25

Pool Tables, Bicycles (Girls' and Boys'), Skis  
(all sizes), Fleetwing Sleds, Streamline Carts,  
Hockey Sticks, Daisy Air Guns, Hockey Skates  
on Shoes.

Visit our ELECTRICAL DEPT. for  
PRACTICAL XMAS GIFTS

**COONEY, WATTS & COONEY**  
HARDWARE

513 Exchange Street

Phone 2170



*Santa Recommends*  
**FURNITURE**  
*Presents*

A Gift from WHEELER'S — that means satisfaction

SEWING CABINETS .....\$3.00 up  
KNEE HOLE DESKS .....\$16.75 up  
COFFEE TABLES .....\$1.75 up  
GATELEG TABLES .....\$11.75 up  
END TABLES .....\$1.19 up  
PULL-UP CHAIRS .....\$4.75 up  
SMOKERS .....95¢ up  
HASSOCKS .....\$1.00 up  
ELECTRIC TOASTERS, GRILLS, PERCOLATORS  
COCKTAIL TABLES .....\$5.50 up  
CEDAR CHESTS .....\$9.75 up  
DAVENPORT SUITES .....\$79.00 up  
LAMP TABLES .....\$3.25 up  
LOUNGE CHAIRS .....\$19.75 up  
MAGAZINE BASKETS .....\$1.00 up  
CHILD'S ROCKERS .....\$1.50 up  
SIX WAY PILLOWS .....\$1.95 up  
BOUDOIR CHAIRS .....\$4.95 up

OUR SELECTION OF LAMPS IS THE LARGEST  
Junior Study Lamps, Junior Floor Lamps, Reading  
Lamps. All indirect.....\$4.50 to \$27.00

**WHEELER'S**  
Opposite P. O.—Geneva





# GENEVA

---

Now Playing  
**WALLACE BEERY**  
**"OLD HUTCH"**

---

Friday and Saturday  
Trapped in Africa!!  
Warner Baxter - June Lang  
**"THE WHITE HUNTER"**

---

Plus Screen Vodvil  
Saturday May Be Your Nite

---

3 DAYS — STARTS SUNDAY

THE LAUGH SENSATION  
OF THE ENTIRE NATION!



Warner Bros. First National Pictures present  
**"3 MEN ON A HORSE"**  
with  
**FRANK McHUGH**  
**JOAN BLONDELL**  
**Allen JENKINS**

Plus  
Color Cartoon  
Latest News

---

Wednesday and Thursday  
Walter Huston - Ruth Chatterton  
**"DODSWORTH"**

## LIBRARY NOTES

Some years ago the Geneva Daily Times inaugurated the "Christmas Gift Plan" for the Geneva Free Library. Under this plan, each year, a few weeks before Christmas there is printed in the Times a list of books which are needed by the library. Each year the friends of the library have responded generously and in this way have greatly increased the number of books acquired.

This plan does not mean that it is necessary to give only brand new books. However, the books presented, whether old or new, should be in good condition — that is, clean, with the pages whole and the covers intact.

In giving books to the library at this time it would be well to first consult with the librarian before choosing what you will give, in order to avoid duplication.

Several books have already been presented this year, with the promise of several more. The library is indeed grateful to the Times for sponsoring this plan and to the library's many friends who have been so generous.

## FOR SALE

PLAYER PIANO, with about 100 rolls. Excellent condition; very reasonably priced. Phone 3718, evenings.

## Certainly Good

That is good which raises the mind above the commonness of mean and cowardly thoughts.

Do your Christmas Shopping  
in Geneva

## BUY IN GENEVA

Give Her a year-'round Xmas Present  
**1937 EASY WASHER**

Washes whiter, faster, safer, easier.  
Beautiful new models as low as \$1.00 a week.

**EASY WASHER SHOP**  
505 Exchange St. Geneva Phone 6323

## JACK & JILL HOME MADE ICE CREAM

—: Frozen Fresh Daily :—  
317 Main Street Geneva Owned  
Try our Saturday and Sunday Special  
... guaranteed brick, 25¢ each. Not a  
"pump-up" balloon brick.

Phone 5566 Work Called for  
and Delivered

**GEORGE E. DURKEE**  
EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING

22 Madison St. Geneva, N. Y.

## DON'T FORGET --

We have the new

## Hypoid Gear Lube

for ALL 1937 cars  
... factory specifications

## FINK'S SUPER-SERVICE STATION

Lake Street Phone 2448

## WOMAN'S CLUB EVENTS

Monday, Dec. 14: 1:30 p.m., Meeting of Chorus; 2:00 p.m., Bowling at Masonic Temple; 2:30 p.m., Handicraft meeting.

Tuesday, Dec. 15: 2:30 p.m., Current Events, Mrs. H. B. Graves, leader; 8:15 p.m., Co-operative concert, Geneva High School, Wilbur Evans, American Baritone.

Thursday, Dec. 17: 2 p.m., Bowling at Masonic Temple.

Friday, Dec. 18: The Club is sponsoring the collection of Toys for the Social Service Christmas baskets this year. "Open House" will be held for this benefit the afternoon of Dec. 18 and admission will be a toy

(Continued on page 10)

## CELEBRATING OUR 3rd ANNIVERSARY SHOWING THE NEW 1937 FORD V-8

SPECIAL  
NOTICE

## 25 USED CARS

Must Be Sold By

## Phillips Motor Company

230 Genesee Street

Geneva, N. Y.

DURING DECEMBER 1936

See how cheap you can buy one of these good Used Cars  
for RIGHT NOW. Small Down Payment.

"Easy Terms" Your Car In Trade



**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing**CARPENTER and BUILDER**  
Weatherstripping and Caulking**Frank M. Mowers**52 Jefferson Avenue Phone 5170  
Estimates cheerfully given — free**Baumgartner's Food Store**

Specials for Friday &amp; Saturday

BOSCUL COFFEE, per lb.....	30¢
VESPER BREAD FLOUR, 24½-lb. sack .....	\$1.10
Blue & Gold PASTRY FLOUR, 24½-lb. sack .....	85¢
CRISCO, 1-lb. cans; 2 lbs. for.....	43¢
Niagara Brand VEGETABLE SOUP, large can .....	10¢
CHAMPION FLAKE CRACKERS, 1-lb. pkg. ....	18¢
DANDY OYSTER CRACKERS, 1-lb. pkg. ....	18¢
GRANULATED CORN MEAL, 5-lb. sack .....	23¢

Top of Bean's Hill at edge of City  
Phone 2546 We'll Deliver Geneva, N. Y.**NEW DOOR ARRANGEMENT  
AT RUSSELL-HART'S**

A novel arrangement for remote control of the entrance doors of their service garage has been installed by Russell-Hart Chevrolet, Inc., South Exchange St. With this arrangement no delay whatsoever is experienced by drivers wishing to enter the garage, as doors are opened and closed instantly from office or garage.

With the recent addition of all tools to facilitate fastest possible service on 1937 Chevrolets, Russell-Hart now have a tool board on which is mounted all special equipment for servicing Chevrolet cars, starting with the 1927 models, up to and including 1937.

**Insects Prolific Breeders**

Some idea of the importance of insect control may be gained from the estimate of one scientist that a single pair of gypsy moths, if unchecked, would produce enough progeny in eight years to destroy all the foliage in the United States. It has likewise been estimated that a single pair of Colorado beetles, without check, would multiply in a single season to 60,000,000.

Do your Christmas Shopping early

**XMAS CARDS - SELECT NOW****HARRY M. MOYER**

—: PRINTER —:

69 Oak Street

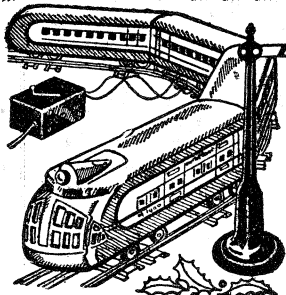
Phone 4189

**AVOID SKIDS**  
SMOOTH TIRES  
are DANGEROUS  
Equip TODAY  
WITH NEW  
**Firestone**  
STANDARD TIRES  
NO  
MONEY DOWN  
AS LOW AS 67c PER WEEK  
**Firestone** AUTO SUPPLY &  
SERVICE STORES

**COMPLETE CAR SERVICE**Cor. Lake & Exchange Sts.  
Phone 2323 J. H. Bindeman, Mgr.**Air-Conditioning**... may be applied to your present  
heating system.**GET OUR ESTIMATES****JOHN A. PONTIUS**

90 Elm Street

Phone 4575

YOU CAN'T GO WRONG  
with 'BLUE COAL'  
or Semet-Solvay COKEEasy Terms on Money Saving Motor Stokor  
Installations**MOTOR  
STOKOR****P. O'MALLEY & SON FUEL and SUPPLY CO.**27 Castle St. Phone 6186 and 6232 261 Exchange St.  
Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies**ALL THE NEWEST  
1937 MODELS . . .****TOYS**Streamlined Trains  
and VehiclesAutos, with Trailers  
Sleds, etc. etc.Complete assortment of large and small TOYS,  
for both girls and boys — from 5¢ up

20-22 Castle Street

**DILLINGHAM & SON, Inc.**

Geneva, N. Y.

**MAKE THIS****An Electrical Xmas**Give WESTINGHOUSE Gifts  
that GIVE and GIVE and GIVE  
in SERVICE and SATISFACTION.We invite you to come in and see our complete  
**APPLIANCE DISPLAY . . .**Stoves - Refrigerators - Washing Machines - Radios  
Ironers - Sandwich Grills - Percolators - Toasters  
Waffle Bakers - Irons - and the wonderful Westing-  
house "Food Crafter".

— every house needs WESTINGHOUSE —



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Pennsylvania Fruit Cake

$\frac{2}{3}$  cup lard or butter  
1 cup sugar  
2 eggs  
1 cup molasses  
 $3\frac{1}{2}$  cups flour  
 $1\frac{1}{2}$  teaspoons soda  
1 teaspoon salt  
1 teaspoon cloves  
2 teaspoons cinnamon  
 $\frac{1}{2}$  teaspoon nutmeg  
1 cup each of currants and raisins  
1 cup strong coffee

Cream shortening and sugar, add eggs and beat well. Add molasses and then gradually the flour sifted with the dry ingredients and alternating flour with the coffee. Add currants and raisins last. Bake in slow oven. Makes 2 loaves and is better if made 4 or 5 weeks before using.

Mrs. G. S., S. West St.

## Rainbow Delight

$\frac{1}{2}$  lb. assorted colored marshmallows  
2 cups crushed pineapple  
1 pt. whipping cream  
2 tablespoons powdered sugar  
2 teaspoons vanilla

Cut marshmallows in quarters, add pineapple, mix well and let stand overnight. Add vanilla and powdered sugar and fold in the whipped cream. Pour into freezing tray and leave for 1 hour.

Mrs. M. T., Cortland St.

Do your Xmas Shopping in Geneva

## BURNHAM BOILER CORP.

Dependable Heating Equipment

Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## California Stuffed Ham

2 slices smoked ham (about 1" thick)  
3 cups bread crumbs  
 $\frac{1}{4}$  cup raisins  
Pepper  
 $\frac{1}{4}$  teaspoon salt  
 $\frac{1}{2}$  teaspoon poultry seasoning  
1 onion, chopped  
3 tablespoons fat  
 $\frac{1}{4}$  cup boiling water  
Mix bread crumbs, raisins, seasonings. Fry onion in fat; add to bread mixture. Add water; mix well. Spread between slices of ham and tie firmly with a string. Put in a covered baking dish with a little water. Bake in slow oven 1 hour. Serve with hot raisin sauce:

## Raisin Sauce

$\frac{1}{4}$  cup brown sugar  
1 tablespoon flour  
 $\frac{1}{4}$  teaspoon salt  
 $\frac{1}{4}$  cup orange juice  
3 tablespoons lemon juice  
 $\frac{1}{2}$  cup raisins  
Mix sugar, and flour. Add water

Tune in . . .  
"Eleanor Howe's Homemakers' Exchange" (WFBL, Tuesdays, Thursdays—11:45 a.m.)

## C. J. BRADY

RE-FILTERED  
CITY WATER ICE

Let us show you the "Coolerator" the conditioned-air refrigerator  
110 Lake St. Phone 2740

and bring to boiling point. Add salt, orange juice, lemon juice, and raisins. Boil slowly 5 minutes. Add 1 tablespoon butter.

M. C., Columbia St.

## DO NOT MISS . . .

Any of the wonderful Radio Programs that are to be broadcast during the Holidays

Our repair work is guaranteed and must give satisfaction.

## GEO. F. BRUZEE

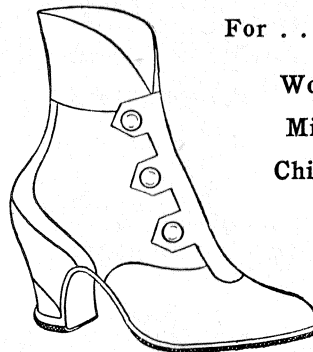
23 E. Castle St. Phone 6522

Public address systems for sale and for rent.

## FLEECE LINED ARCTICS

For . . .

Women  
Misses  
Children



98c

All Types of Heels

Men's & Boys' Rubbers . . . 98¢

## LATTIMER'S

492 Exchange



## Worth Their Weight In Diamonds

You wouldn't take a million dollars for your wife and child. They're worth their weight in diamonds. Safeguard their precious health by giving them a warm, comfortable home in which to live—a home heated by D&H Cone-Cleaned Anthracite.

R A P A L E E ' S

Phone 2221



**Y. M. C. A. NOTES**

**Older Boys' Conference.** The boys who are to attend the Older Boys' Conference will leave the Y. M. C. A., Friday morning, at 7:00. They are: Harry Moyer, Donald Vogt, Jack Young, Norris Bleck, Donald Boyce, Jay Rectenwald, James Brown, Bob Howden, Tom Barnard, Robert Hofler, Jack Starr, Robert Hines and Robert Taylor. The leaders will be Dr. Ronald Harman, Donald Lockwood, who is Promotion Chairman, and Secretary Warr. Accompanying the Geneva delegation will be 5 boys from Canandaigua; 6 boys from Phelps; 7 boys from Clifton Springs and Mr. John Irons, Secretary of the Clifton Springs Y. M. C. A.

**"Y" Decorations.** The new floor covering has been laid. Painting and decorating has been completed. The new furniture will arrive Friday. It is hoped to complete as much as possible, with the money available, by the 15th of December.

**Junior Comrades.** Members of the Junior Comrade Basketball team played their first game of the season in Clifton Springs last Friday. They expect a return game next week. The team is being coached by Bill Wright, Hobart varsity football man.

**Rural Hi-Y Club.** A basketball squad has been organized and they are to play the Ag. Team at the High School in the near future.

**XMAS SUGGESTIONS**

... at ...

**The Corner News**

cor. Castle &amp; Main Sts.

**CIGARS — CIGARETTES****PIPE TOBACCO****Pipes**Kaywoodie  
Yello-Bole  
Frank Medico**—SCHRAFFTS CHOCOLATES—**

Shop Early

A small deposit will hold any purchase

The Hi-Y Club Team is being coached by Richard Ferris — the outstanding man on the Hobart Freshman Team this year.

**Alpha Champter.** The Alpha Chapter of the Hi-Y Club is being counselled by Norman Ludlow, Jr. whose father was Boys' Secretary 25 years ago. Norman is a Junior at Hobart and under his capable leadership, the Junior Hi-Y Club has planned a great season.

**Omega Chapter.** Professor Robert Moore of the High School faculty and Dr. R. N. Harman were chosen by the Omega Chapter of the Hi-Y Club as counselors for this year.

**The Law of Average**

Jud Tunkins says the law of average asserts itself in the way a man with the smallest ideas uses the biggest words.

**LOOK NO FARTHER . . .**  
for a Good Buy  
in USED CARS

'36 Hudson Coupe  
'35 Dodge Sedan  
'35 Chevrolet Sedan  
'35 Pontiac Sedan  
'36 Plymouth Coupe

**KITCHELL MOTOR CO.**  
386 Exchange St. Phone 2178

**REMEMBER YOUR FRIENDS**

THIS CHRISTMAS

with a really

PERSONAL GIFT —

**YOUR PHOTOGRAPH****THE STEWART STUDIO**

41 Seneca Street

Phone 2183

**XMAS GIFTS . . .***for every pocketbook*

Linens - Blankets - Bedspreads

Comfortables - Towels - Bath Sets

**HOSIERY - COSTUME JEWELRY - GLOVES - BAGS****MEN'S SOCKS - HANDKERCHIEFS - NOVELTIES****INFANTS' WEAR - TOYS**

All Moderately Priced

Xmas Wrappings

**HOWARD DRY GOODS CO.**



# DOROTHY GOES CH



Members of The Loan's Christmas Club can give really nice gifts. Why don't you drop in **The Loan** and start your Club for next year? Only a small saving each week — but, at Christmas time, when you need it most — a worthwhile check. You may start this week with any amount.

In Denmark on Christmas morning they "blow in the Jul" at dawn from church towers, playing Christmas hymns to the four points of the compass.

For your family and close friends a portrait of yourself or your children is the most personal — the most appreciated of all gifts. Make your appointment today. Call 2183.

**The Stewart Studio**  
41 Seneca St.

The largest Christmas pudding ever made was that which was boiled for 14 days in a brewing copper for "mine host" of the Red Lion, Southwark, in 1718. It weighed more than 1,000 pounds.

At **Petersen's**, values have always been so darned good in Men's Clothing, that slight advances, even when they do occur, do not affect the thrill you get out of buying there. You still get a whale of a value . . . **Ladies' Coats and Suits**, a specialty.

**A. P. Petersen**  
476 Exchange St.

For a practical Kiddies' Christmas, **The Julia Elizabeth Shoppe**, 18 Linden St. offers:—

Bathrobes . . . \$1.95 to \$5.95  
Pajamas . . . \$1.00 to \$1.95  
Sweaters . . . \$1.00 up  
Knitted Suits . \$1.95 and \$2.95  
Dresses . . . \$1.00 up  
and many other useful gifts.

Mother would appreciate a new **Living Room Suite . . . Easy Chair . . . or Studio Couch** for Christmas. Visit the factory show room and see the large display. Buy at factory prices.

**Seneca Furniture Mfg. Co.**  
Middle St.

"Noel" is the French name of the Christmas feast and of the old carols formerly sung in the French country churches at this season. Its derivation is from the Latin "natalis," meaning "born," and the word was originally shouted or sung to express joy over the birth of Christ. With the spelling "Nowel" it is found in Chaucer and other early writers.

A touch of beauty! Flowers brighten the table, add charm to the gown, lend beauty to the occasion. **The Staley Flower Shoppe**, 84 Castle St., has beautiful cut-flowers, corsages, potted plants, wreaths and candle center-pieces. Call 2105 . . . Also, a choice selection of Christmas Greeting Cards.

**McCarthy's Pharmacy**, 162 Castle St. has a fine assortment of double and triple compacts by Hudnut, Yardley and Evening in Paris . . . One lovely Hudnut compact — a white and gold combination cigarette case and triple compact at \$5.50 . . . Greeting Cards for every personality.

We couldn't possibly mention all the lovely and inexpensive Gifts you would find in **The China Department of J. W. Smith Dry Goods Co.** — so, we invite you to drop in and browse around.

Gifts de luxe from Lynch's:—

Bissell Carpet Sweeper  
\$3.50 - \$5.50 - \$6.90  
Kenwood Blankets  
\$7.50

Lace Dinner Cloths  
\$1.98 to \$13.50  
Fancy Silk Sofa Pillows  
69¢ to \$2.50

**Lynch's**  
479 Exchange St.

For your Boy — a gift good for 365 days! A membership in **The "Y"**. 10¢ per week — 50 weeks \$5.00 . . . Swimming — Clubs — Gym — Directed Activities — Trained Leadership — Character Building. The place for constructive expression!

If you have some unused space in the cellar, or a back room somewhere, consider what you can do with it as a play room.

Let Ice Cream add the finishing touch. Christmas always means a table loaded down with the choicest delicacies of the Holiday Season . . . and, to make it complete to the very end, you should serve **Isenman's Ice Cream**. Deliveries, oh yes . . . and **Special flavors** . . . just phone your order. **Dial 4724**.

Gifts placed at the base of a Xmas tree are emblematic of God's gift of His Son to the world.

If you really want to give him a Gift that will please, make sure that it comes from his favorite store. After your name, he naturally will look for **Baker & Stark's** name.

Will you kindly mention the "Dorothy Goes Shopping" pages of **THE GENEVA COMMUNITY NEWS** when making purchases from any of the advertisers in these columns?  
**"Dorothy"**

# R I S T M A S      S H O P P I N G



Dear Mother:

They are only children once. Do you remember how you used to count the days 'til Christmas? It meant a grand trip through a **Toyland** — doll cabs, breakfast sets, sleds, velocipedes — Toys! This Christmas, **Lynch's Furniture Store** invites you to escort them through their **Toyland** (on the 4th floor).

—D—

In order to make way for a larger and more complete Christmas stock **The Seneca Shop** has leased the former Burns and Murphy store for **Coats and Dresses** . . . Mr. J. Hobbins also invites you to drop in their main store and see their fine assortment of **Gifts for Everyone**.

—D—

Buy HIS Gifts at his favorite store! Special Holiday packages of Pipes, Cigars, Cigarettes, Tobaccos, Lighters, Pouches, etc., at . . .

**The Corner News**

**Cor. Main and Castle Sts.**

A Magazine Subscription Service . . . a 365 day Christmas Gift. You'll find a fine selection of Xmas Cards, Seals and Tags, at The Corner News, too.

—D—

Play Santa in the grand manner — give her the kind of leather accessories she likes but seldom can put in her budget. **Handbags** . . . **Make-up kits** . . . **Manicure sets** . . . **Traveling cases**. Brunskill has them all. A glorious assortment!

**Brunskill's**

**438 Exchange St.**

—D—

On your shopping list have you a perplexing Gift problem? If so, remember, there is no more appropriate gift then one for the home. A new **picture** is always welcome. You will find a large selection of beautiful pictures . . . various sizes . . . at . . .

**Demming's**

**Wall Paper & Paint Store**  
**505 Exchange St.**

Picture framing, also.

Dear old Dad! How about his favorite chair? Does it need upholstery? Can't you imagine how pleased he would be? **Call 4990.**

**Seneca Furniture Mfg. Co.**  
**Middle St.**

—D—

The idea of extending the warm and friendly spirit of the Christmas season to the passer-by, through the illumination of windows and doorways, is a gracious one. But that spirit will glow as clearly from a single row of candles as from a dozen strings of gaudy colored lights.

—D—

**Comisky's Liquor Store**, (opposite **Schine's Geneva Theatre**), has a very fine assortment of all the standard brands of wines and liquors, in beautiful **Gift Packages** for the Holidays.

—D—

Velveteen pajamas in brilliant tones are the last word in chic, but not the only possibility. There's a dashing effect to a bright satin blouse and black velveteen trousers.

Original color combinations are one of the delights of present-day clothes.

—D—

And already, hundreds of people are starting their new Christmas Club accounts at **The Loan** this week — The Building with the Green Window Bars.

—D—

A gift of remembrance, this Christmas and every Christmas thereafter — a ring.

**Prince's Jewelry Store**  
**20 Linden St.**

has a fine selection of Ladies' and gentlemen's rings — birthstones and cameos.

—D—

Prices on Sport and Dress Coats have been greatly reduced at **The Ladies' Used Apparel Shop**  
**68 Main St.**

You will find many lovely evening gowns which will swing graciously through the round of gala Holiday occasions.

## "Holiday Special"

Why not give her a permanent for Christmas? **Pearloil Perma-nents** leave the hair soft, natural — easy to manage through the round of Holiday occasions. **Holiday Special, \$5.00** (reduced from \$8.00.)

**Rose Murphy**  
(over **Regent Theatre**)

—D—

## SHOP IN GENEVA

—D—

They make grand gifts — guest towels, embroidered or done in cut-work.

—D—

Make this a warm, cheery Christmas Season. **Call 2651** today, and order a ton of Cannel coal for your fireplace. Your family will enjoy it and so will your friends who "drop in" to make their Christmas visit.

**Beard's**

—D—

For better Gifts, visit  
**Firoози**  
**59 Seneca St.**

They are "different" and reasonable.

—D—

**Do your Christmas Shopping early**

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**,  
c/o **GENEVA COMMUNITY NEWS**,  
for information regarding the "Dorothy Goes Shopping" columns.



**ONLY 12 SHOPPING DAYS**  
**'TILL CHRISTMAS.**

## GIVE WINES AND LIQUORS FOR CHRISTMAS

We have them in fancy boxes at no extra cost.

"BALTIMORE CLUB", Straight Maryland Rye Whiskey (2 years old).....pints, 99¢; quarts, \$1.90  
 Famous "LAFAYETTE" BRANDY, (2 years old).....½ pints, 50¢; pints, 95¢  
 "TOPSALL", Straight Rye Whiskey, 90 proof.....pints, 75¢; quarts, \$1.45  
 "MAYFAIR" GIN, 90 proof, grain.....pints, 75¢; quarts, \$1.45

# T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

### RADIO FLASHES

(Continued from page 3)

Efrem Zimbalist, playing in one of his few appearances for radio audiences, will be introduced as guest star of the Floyd Gibbons "Speedshow" program to be broadcast over the Columbia network, Saturday, at 9 P.M. The "Speedshow" broadcast will also include news commentary by Floyd Gibbons and popular music by Vincent Lopez's Orchestra.

A by-product of Edgar A. Guest's rhyming industry is writing Yuletide sentiments for a Minneapolis greeting card manufacturer.

On Saturday, at 5:30 P.M., over the Columbia network will be broadcast a new series entitled "Drama of the Skies" from the Hayden Planetarium in New York City. It will bring the director and a guest with odd information concerning the planets around us.

Freddie Bartholomew, English child actor; beautiful blonde Madeleine Carroll and Tyrone Power will be heard on the "Hollywood Hotel" program, Friday, at 9 P.M., over the Columbia network in a radio version of the recent smash screen hit, "Lloyds of London". Bartholomew, Miss Carroll and Power will reenact their moving picture roles in several scenes from the film.

### WOMAN'S CLUB EVENTS

(Continued from page 4)

or doll. Mrs. A. D. Hubbs, chairman of the Basket Committee, stresses the need for toys and especially dolls. Tournament bridge will start promptly at 2:00 o'clock and Tea will be served from 4:00 until 6:00.

## Sylvania

RADIO TUBES

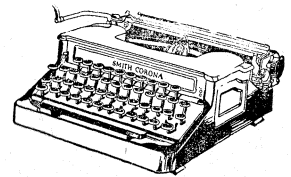
I use only first quality parts and tubes in my radio service work. That is the reason I recommend Sylvania Set Tested Tubes for replacements.

### RALPH LE BRUN

225 High Street

Phone 3237

For a LASTING  
 Christmas Gift Give a  
**PORTABLE  
 TYPEWRITER**



Priced from \$37.50 to \$67.50  
**TERMS AS LOW AS \$1.00 PER WEEK**  
 A Typewriter is the stepping stone to a better education and a better position.

See the latest models at

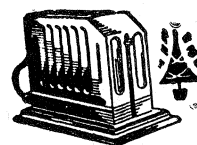
**GENEVA TYPEWRITER EXCHANGE**  
 17 E. Castle Street

**Again We Announce  
 OUR NEW TOYLAND**

All kinds of  
 Toys, priced  
 from a few cents  
 up

**SLEDS - WAGONS - VELOCIPEDES - SKIS**  
 \$1.00 and up to \$8.95

**NEW LOW PRICES ON ELECTRIC . . .**



**WAFFLE IRONS  
 TOASTERS  
 PERCOLATORS  
 SANDWICH TOASTERS  
 HEATERS  
 STOVES**

**\$1.00 and up to \$9.95**

**SUNBEAM "MIXMASTER" .....**\$22.50  
**The New GENERAL ELECTRIC FOOD  
 MIXER, with genuine "Bake-glass" bowl —  
 Special at .....**\$21.50  
**SHELBY-CYCLES .....**\$29.95 and up  
**SHOE SKATES, box toed, new low price, \$5.00**

**DORCHESTER & ROSE**  
 HARDWARE

543 Exchange Street

Phone 2496



## Christmas Novelties

Cigarette Lighters, Ice Crushers, Toast Racks, Book Ends, Tea Sets, Match Gardens, and many others.

### UNPAINTED FURNITURE

Dressing Tables, Benches, Stools, Book Cases, Corner Cupboards, Chests, Chairs, Pier Cabinets.

## FAIRFAX BROS.

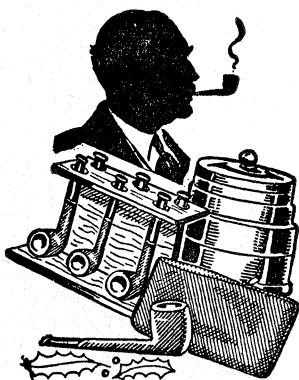
87 Castle St.

Phone 2441

## Do Your Xmas Shopping Here . . .

Our background of 65 years is proof that this is the place to find

**THE BEST OF  
EVERYTHING FOR  
THE SMOKER**



One of the new features installed in this store is our

### BLENDING DEPARTMENT.

Try our "KING'S NO. 476" . . . or our "FOX'S SPECIAL" which has stood the test of time and is our largest selling High Class Pipe Tobacco.

We cordially invite the public to visit our store. You'll like our courtesy and helpful advice.

**SEE OUR PIPE DISPLAY  
and SYROCOWOOD  
SMOKING NOVELTIES**

—: Watch Our Windows :—

**H. F. FOX**

(Since 1870)

476 Exchange St. Geneva, N. Y.

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"The man who travels farthest is the one who depends mainly on himself."

"Govern your own actions and you will be able to govern a mighty province."

"More things would come to him who waits if they were not captured by him who waits not."

"Men are of two classes—those who do their best work today and forget about it, and those who promise to do their best tomorrow and forget about it."

"Work is the only capital that never misses dividends."

"Genius, after all, is only applied common sense."

"He who 'high hats' does not know that the limb with the best fruit bends low."

"What we call luck is simply pluck, and doing things over and over; Courage and will, perseverance and skill, are the four leaves of luck's clover."

"Opportunity always looks better going away than coming to you."

"He who aspires to high things, achieves high things."

(To be continued)

The donkey brays without apparent cause, a good deal like some automobiles.

## His Mistake

They're pickin' up the pieces,  
With a dustpan and a rake,  
Because he used his horn  
When he oughta used his brake.

## IMMEDIATE CASH

Any amount, auto and truck loans—refinancing, no endorsers. Relieve financial worries through our loan plan.

**J. J. PRYOR**

461 Exchange St. Geneva, N. Y.  
Phone 2319

## . . . SPECIALISTS . . .

Yes we're specialists in knowing what the well dressed young men want in smart Haberdashery.

You'll do well to choose your Christmas gifts for Him at this store.

**Specialists in Shirts and Ties**

**MANHATTAN SHIRTS - \$1.95 ea.**  
in a big variety of patterns and collar styles.

**SUPERBA TIES - 65c and \$1.00 ea.**  
in beautiful Stripes, Plaids and Figures (Christmas Ties He'll Wear).

And a host of Unusual Xmas gift items.

**Hadlow's Haberdashery**

35 Seneca St. Next to Loblaw's

**WHERE THE YOUNG MAN  
BUYS FOR HIMSELF**

**"You're right, Tom,  
I do like this wine."**

**"I'm not surprised.  
Many people who  
don't like most wines  
enjoy Widmer's."**



● Widmer's Wines are different—smooth, full bodied, pleasant tasting—produced with a rare vinting skill, acquired in Europe and handed down from father to son for nearly fifty years.

And Widmer's cost only a few cents more a bottle than the cheapest.

Available now in attractive gift packages for Christmas.

**Widmer's  
Wines**

Always in good taste since 1888

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.



# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

Read each advertisement in this section carefully. Look for the "MISSING LETTERS" needed to make words or names spell correctly. These missing letters, when properly arranged on a separate sheet of paper, will spell the names of one or more of the advertisers in this section.

First write the names of the advertisers whose names can be spelled with the MISSING LETTERS; then down the left margin of your sheet list the names of the advertisers in whose ads the letters were missing and opposite the names of the advertisers write the words or names from which letters were omitted.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as possible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST nearest correct lists. To the NEXT THREE whose lists are nearest correct we will give one ticket each to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....." (naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

If you would like a space in this

"EASY MONEY" SECTION  
DIAL 2108

## AUTO SERVICE FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service  
J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

IT'S HERE . . .

## THE NEW 1937 OLDSMOBILE

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

DON'T BE SORRY — a stitch in time,  
saves nine — CHANGE NOW to Winter  
Oil and Winter Lubriants. We'll  
call for your car and return it prepared  
for the Winter.

"Zerone" Anti-Freeze, only \$1 per gal.  
TED'S AUTO INN

Phone 5174 35 Tillman St.

When you buy  
BREAD

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## GIFTS IN THE CHRISTMAS SPIRIT

Style, Charm and Enduring Beauty  
characterize our merchandise.

And when you receive a gift from "GILBERT'S" you are assured that the quality is unsurpassed. Gifts for Mother, Dad, Sister, Brother, Sweetheart, and Friends. At prices varying from 50¢ to \$500.00.

Diamonds, Watches, Jewelry, Silver, Glass — Personalize your Xmas Gift.

## S. A. GILBERT

510 Exchange Street Geneva, N. Y.

## NOTHING IS TOO GOOD

. . . For your faithful Dog or Puppy

Our Dog Food gives rich, warm blood.  
Builds strong, healthy bodies & muscles.

## COOK'S FEED STORE

40 Castle Street Phone 2722

## YOUR CAR NEEDS ANTI-FREEZE

Drive in, we know the amount your car needs to be safe. We have your favorite: Prestone, Zerone, Alcohol. We have "Arvin" Car Heaters, too.

## LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

## DIAMONDS, WATCHES, JEWELRY

Finest Selection to Choose From  
Diamonds Remounted While You Wait  
Expert Watch Repairing

C. PHILLIPS - The Jeweler

23 Castle St. We do repair work, too

Do Your Christmas Shopping  
Early . . . and BUY IN GENEVA.

Read THE NEWS every week —  
it pays.

## COMBINATION SALE

Now On . . . Save Money

Automobile and Truck Tires, Winter  
Fronts, Heates, Batteries, DeFrosters,  
Sponges, Spark Plugs, etc. See Elmer.

DUNLOP TIRE & RUBBER CO.

373 Exchange St. Phone 3163

## CHANGE NOW TO WINTER OIL

Makes Easy Starting

Adds Life to Your Car

OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

"Marfak" Lubrication - Star Pumps

Service that never fails to satisfy.  
Anti-Freeze? Sure! We have it, drive in.

## BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

PETERSON (Seymour Alley)

rear Geneva Loan & Savings Assn.

## NOTHING MISSED . . .

When you have a 1937 "PHILCO".  
Automatic Tuning and twice the number  
of foreign stations. Ship News, Mes-  
sages from the air and ocean brought to  
your own fireside! See this wonder!

MAYTAG SALES & SERVICE

4431 Exchange St. Phone 2005

Sunbeam Furnaces Furnace Cleaning

Stainless Steel Work

24-Gauge Smoke Pipes and Elbows

Air-conditioning Engineering

Our Best Advertisement

Is Satisfied Customers

H. R. OSTRANDER

Phone 3976

70 Colt St.

## COLD WEATHER REQUIRES . . .

A good Battery for easy starting. We  
have new ones that satisfy. We recharge  
your old Battery. We have rentals for  
25¢ per day.

CARROLL'S CENTRAL SERVICE

Opposite Armory

305 Main St. Phone 2592

# "EASY MONEY" (Continued)

## UNFINISHED

### FURNITURE

Gift Novelties  
for Xmas

FAIRFAX BROS. CO.

87 Castle Street

Phone 2441

## IDEAL BEAUTY SALON

Miss Verena Bullock

99 Seneca St. (Pries' Barber Shop)

Featuring the New

ZOTOS MACHINELESS

PERMANENT

Phone 5996 for Appointment

"BUNO"—A Medicine for the Skin and  
Scalp. Special, this week only, \$1.00

## HOTEL SENECA BARBER SHOP

Jos. O'Byrne

Anthony Alvaro

Prop.

Associate

Free Parking in Rear of Hotel

## TAKE ADVANTAGE NOW of our LAY AWAY PLAN

Santa Claus will soon be here!

R. J. IREDALE

MEN'S FURNISHINGS

461 Exchange St. Next Westrn Union

## THIS WEEK'S SPECIALS

Red & White Vacuum Coffee.....25¢

Red & White Cereal.....17¢

Bulk Pop Corn, 2 lbs.....25¢

FLORENCE LABIGAN

Red & White Store

261 William St. Everything in Groceries

## "HEALTHY EXERCISE"

Roller Skating loosens up those stiff  
limbs and muscles and provides rich,  
warm blood, so essential these cold days  
and nights. Bring a party.

DANCE INN ROLLER PALACE

Lake Rd., Geneva Free Parking Space

## BAUMAN'S

CANVAS TARPULIN WORKS

New Tops - All Sizes - Repairing  
Guaranteed Work - Reasonable Prices

Phone 3391

151 Exchange St.

Geneva, N. Y.

## CHRISTMAS CANDY

Loose, or in box.

Fruit, Nuts, Delicious Xmas Fruit  
Cakes, Cigars, Cigarettes, Pipes. Come  
in. Look around.

GEORGE PHILLIPS

111 Pulteney  
St.

Plenty of Parking  
Space

## FREE . . .

To Advertise Product

Will Shampoo Rug — Without Charge  
No Obligation

PHILIP HEIMLICH

94 Seneca St.

Phone Geneva 2628

MR. MERCHANT. Many a busi-  
ness with good possibilities has been  
lost because the owner did not be-  
lieve in advertising. Don't make the  
same mistake. Phone 2108. GENEVA  
COMMUNITY NEWS.

## NEW AND USED CAR HEATERS

You Sure Need One. Be Prepared.

Come In. See Our Line.

We'll Install It For You, Too.

AUTO ELECTRIC SERVICE

Carl E. Cole

30 Lake Street

Phone 2814

## Specials This Week

Probak Razor Blades, 8 for.....15¢

White House Coffee.....24¢

Grape Fruit Juice, No. 2 can; 2 for 21¢

L. J. McCANN'S GROCERY

144 High St. Phone 2653 We'll Deliver

## FOR TRULY LOVELY GIFTS — THIS CHRISTMAS

Shop Leisurely and Choose Quality  
at

BARTH'S

Diamonds - Watches - Silverware  
and Jewelry. A fine selection of  
each. Come in and see for yourself.

Phone 2686 **L. H. BARTH** Schine's The-  
atre Bldg.

86 Seneca St.

## "BRENNAN'S GROCERY"

ARPEAKO

CHILI-CON CARNE

33¢ LB.

31 John St.

We'll Deliver

Phone 4572

## DON'T MISS SEEING

OUR NEW TOYLAND . . . Now Open

Old Santa's Newest In Toys

A Big Line - Low Prices

Come In - Look Around - No Obligation

DORCHESTER & ROSE

543 Exchange Street

Phone 2496

## EVENING SANDALS?

Sure, we have them and we are tinting  
them free to match your gowns. You  
may have Gold or Silver if you prefer.  
ONLY \$1.98 and up

THE TRIANGLE SHOE STORE

488 Exchange Street

Phone 2636

Yes, we have . . .

"TEXACO FIRE CHIEF"

The Lightning Action Gasoline

WEST END SERVICE

Mark Hopwood, Prop.

Texaco Products - Quality Groceries

Hamilton St.

Routes

Phone

Bean's Hill

5-20

2571

You will enjoy eating

DAVIDSON'S ICE CREAM

It does not leave your throat

all dry and parched.

DAVIDSON'S

312 Castle Street

Phone 6122

## HERE'S REAL ECONOMY

Ready-to-wear Service

Flat Work.....only 8c per lb.

Wearing Apparel.....20c per lb.

Wet Wash.....10 lbs. for 39c

Phone 2112 — We'll Call and Deliver

GENEVA STAR LAUNDRY

"Home Owned"

## ORDER YOUR TURKEY NOW

Only two weeks until Christmas. We'll  
deliver when you say. Phone 2127.

WILSON & JOHNSON

261 William St. Everything in MEAT

Plenty of Free Parking Space

Our nation-wide hook-up with "United  
Van Service" gives you a service ex-  
celled by none and equaled by only a  
few. Short Trips or Long Trips, Tell Us.  
The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street

Phone 2182

## A "XMAS" PACKAGE

For HIM? Sure! Come in.

Cigars, Cigarettes, Pipes, Lighters, Box  
Candy, with all the trimmings.

THE CORNEER NEWS

Cor. Main & Castle Sts.

Phone 2515

## MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS

"Easy Money" Section continued  
on next page.

# "EASY MONEY" (Continued)

## CHANGE THE LENS

When the eyes show signs of weakness, saves expense of new frames, relieves eye strain and many headaches.

**G. W. FLETCHER - OPTOMETRIST**  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

## KYLE STEWART

Hamilton Street Routes 5-20  
Opposite DelPapa's

Tydol Gas — Tidex and Veedol Oil  
We have CHRISTMAS TREES, too.  
Make your selection early . . . we'll hold it.

## FURNITURE UPHOLSTERING

Trimmings - Chair Slip Covers  
Ask to see our samples - No obligation

## M. E. MEDES

213 Lewis Street Phone 4988  
Prices Reasonable - Work Guaranteed  
We'll Call and Deliver

## IT'S DANGEROUS DRIVING

In the winter time with wheels out of line, poor brakes, clogged up radiator, snow covered windshield. Drive in now — consult our experts.

## STRATTON'S BRAKE SERVICE

Lake St. near Exchange St. Phone 2028

## SUNDAY DINNERS

Complete with all the Trimmings

## APPLETON'S The Pride of Geneva

Good Food, Good Service, Good Legal Beverages, A la Carte Service, Too.  
92 Seneca St. (Two Floors) Phone 2579

## It's Just Natural

When you **REAL**  
Think of **ESTATE**

## To Think of "FINZAR"

20 Linden St. (Prince's) Phone 2661

## OYSTERS ARE IN SEASON

Ours Are Always Fresh . . .  
Shipments Received Daily

## GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
**EVERYTHING IN SEAFOOD**

## YOU'LL WANT WREATHS

For Christmas. We make them as you like them. All sizes.

Phone Your Order Now  
We'll Deliver

## HOWARD L. REEDER

303 Hamilton Street Phone 2109  
Everything In Flowers

## DeSIO'S AUTO TOP SHOP

Auto Tops repaired and made to order  
Safety Auto Glass Upholstering  
Seat Covers Rugs Rebound  
Curtains Repaired Trimming Supplies  
70 Tillman St., formerly Naegle's place  
Open Sunday Mornings

## JOE'S MARKET

226 Exchange St. Phone 2027

Chuck Roast Beef .....16¢  
Round Steak .....22¢  
Veal Breast .....12½¢  
Tender Pork Roast.....16¢  
Veal Chops .....15¢  
Veal Cutlets .....28¢  
Pure Pork Sausage, 2 lbs.....35¢  
Home Made Liver Sausage,  
2 lbs. ....35¢

(Next to Geneva Baking Co.)

## WE CAN RECHARGE . . .

Any Battery—Any Size—For Any Car  
at the  
Lowest Prices.

## SEARS ROEBUCK AND CO.

479 Exchange St. Geneva, N. Y.



## THE FUNNYBONE



### Next In Line

May: "Just look at this perfectly gorgeous engagement ring Jimmie gave me last night."

June: "Good gracious! Has that ring finally got around to you?"

### The Truth

One of two fishermen was telling about a fish caught on a recent trip. "I tell you," he emphasized, "I never saw such a fish."

"He's right," added the companion.

### Why Not Be Polite?

Jud Tunkins says politeness compels you to wish a man Merry Christmas even in cases where you may not honestly believe he deserves it.

### Miscalculated

A colored man, after being rescued from a deep pond, was asked why he had ventured in when he couldn't swim.

"Well, to tell the truth," he said, "Ah didn't think at was so deep 'cause it only took that little duck up to its tail."

### Progress

"Most interesting," said the sweet young thing to the motorcar salesman, "and now show me the depreciation, please; I hear it is heavy in these cars."

"As a matter of fact, madam," replied the opportunist, "we found it a source of worry, and had it removed."

## FAIR WARNING



Wifey—Christmas demands have been very heavy, hubby. I'll have to buy you something cheap.

Hubby—In that case, wifey, I prefer socks to cigars.



Do your Christmas Shopping  
in Geneva

## \$5.00 in Merchandise

(Also Theatre Tickets)

Given away to our readers—each week from Merchants whose ads appear in "The News" (See page 12).

The list of successful contestants for the past week is as follows:

### Merchandise Awards to:

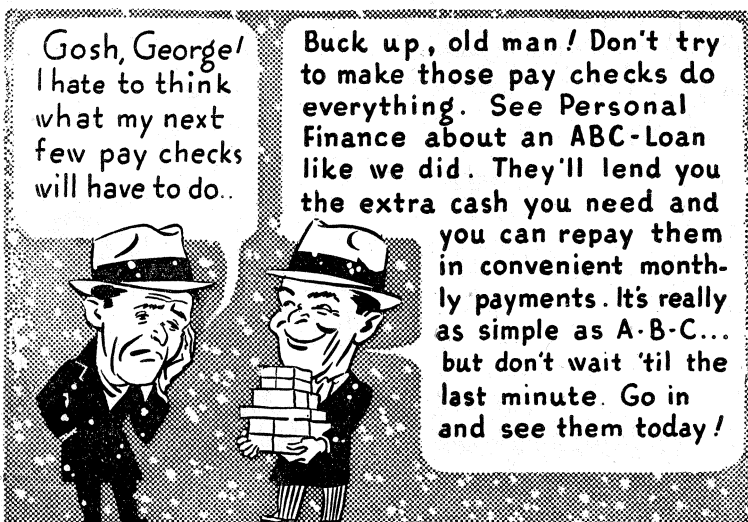
H. M. Gaylord, 27 Dorchester Ave.  
A. H. Berthelsen, 66 Colt St.  
Anna Donahue, 44 Jefferson Ave.  
Thomas H. Kenny, 5 Seneca St.  
Mrs. Mildred Bouchey, 33 Cherry St.

### Theatre Ticket Awards to:

Mrs. Edna Cowan, 17 Elm St.  
Mrs. Margaret Stigler, 78 Oak St.  
Howard T. Searles, 194 Lafayette Ave.

A monkey never seems to have any repose. Its life is all excitement as it is for some men.

One's liberty may be restricted but has anyone a clear idea of what he'd do if he had a lot?



\$300 or less to married couples or single men and women.

Room 304—Third Floor National Bank Bldg.

120 Genesee St.

Phone 251

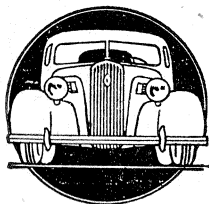
Auburn, N. Y.

LOANS MADE IN NEARBY TOWNS

## Personal Finance Company

★ Listen to "YOUR UNSEEN FRIEND" every Sunday, 5 P.M., WFBL ★

## Honest Values in USED CARS



1936 CHEVROLET Master Sport COUPE  
1936 CHEVROLET COACH  
1936 CHEVROLET SPORT SEDAN  
1934 CHEVROLET COUPE  
1934 CHEVROLET SPORT SEDAN  
1935 FORD TUDOR  
1934 FORD SPORT COUPE

Our stock is changing daily . . . Come in . . . if we don't have . . . today . . . just what you have in mind, let us know your requirements. We are sure we can please you.

### RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

... BUY HIS GIFT IN A MAN'S STORE ...

## His Gift is Here

### PAJAMAS

All Styles  
All Colors

**\$1.95**

Silk ..... \$5.00

### ROBES

All Wool  
Flannel

**\$6.50 up**

Silk.....\$6.50 up

### HOSE

Clocks  
Plaids  
Stripes

**35c  
up**

### TIES

Plain  
Stripes  
Figures

**65c  
up**

## SHIRTS

THE LARGEST STOCK OF NEW PATTERNS  
(Watch Our Windows)

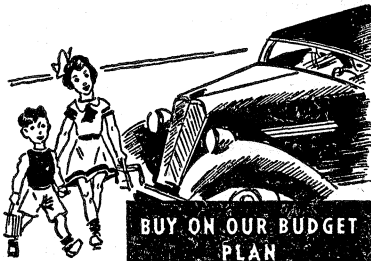
## Casey & Son

71 Seneca Street

Phone 2078

A WOMAN'S STORE FOR A MAN'S GIFT

## Firestone TIRES ARE SAFER



BUY ON OUR BUDGET  
PLAN  
NO MONEY DOWN  
AS LOW AS 67¢ PER WEEK

**Firestone** AUTO SUPPLY &  
SERVICE STORES  
COMPLETE CAR SERVICE  
Cor. Lake & Exchange St.  
Phone 2323 J. H. Bindeman, Mgr.

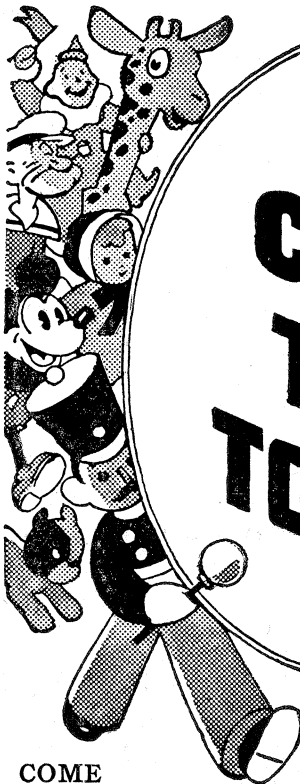
### PRINTING and OFFICE SUPPLIES CHRISTMAS CARDS

**M. F. Devaney**

435 Exchange St. or 19 East Castle  
Room 15, Second Floor Geneva, N. Y.

## TOYLAND NOW

O  
P  
E  
N



COME  
EARLY!

Also Accessories for the Tree

**SEARS, ROEBUCK AND CO.**

GENEVA, NEW YORK

## ★ Smith's

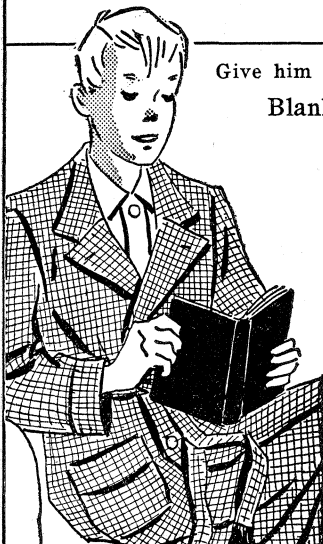
J. W. Smith Dry Goods Co.

GIFTS FOR  
EVERY ONE!

### Beacon Blanket Special

- full size
- sateen bound
- all colors

**\$1.98**



Give him a Bathrobe like Dad's!

Blanket Cloth Robes

**\$2.89**

- brown ● blue
- maroon ● grey
- fancy patterns
- checks

Wool Scarf and  
Tie Sets

- gay plaid tie
- scarf to match

\$1.00  
set

Silk Kerchief **59¢**  
and Tie set

## No Larger Variety of Men's Gifts in Geneva...

No better values than you'll find at  
Baker & Stark, and at prices even  
less than you had planned to pay.

Our windows offer many Christmas sugges-  
tions. But, better still, come in and see our  
complete display — all Gifts in Christmas  
boxes — of course.

**Baker & Stark Inc.**  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St. North Regent Theatre

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., JANUARY 7, 1937

## HOW TO RAISE MONEY FOR NEXT CHRISTMAS ?

### HERE'S THE ANSWER

Plan ahead one year. Join our 1937 Christmas Club Now. It's not too late. Just drop into this bank and say, "I want a Check next Christmas." Perhaps you wanted to do more this Christmas, you can next — by choosing one of our Club memberships listed below.

There is one to suit every pocketbook.

Decide now how much money you want next Christmas. Divide this sum by 50. This amount you deposit each week.

THIS TABLE SHOWS HOW FAST YOUR MONEY GROWS

Deposit Weekly	10¢	25¢	50¢	\$1.00	\$2.00	\$3.00	\$5.00
Receive Next Christmas	\$5.00	\$12.50	\$25.00	\$50.00	\$100.00	\$150.00	\$250.00

**JOIN THE 1937 CLUB NOW**  
**THE EASY WAY TO SAVE**

**THE NATIONAL BANK OF GENEVA**

*Each Depositor in this Bank is Insured in the Federal Deposit Insurance Corporation to the extent of \$5,000.00*

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., JANUARY 7, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

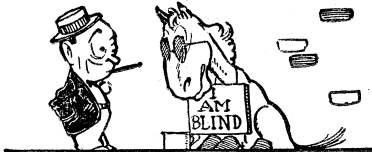
W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

5100 COPIES WEEKLY  
(Certified)

## ALMANAC



"A nod is as good as a wink to a blind horse."

### JANUARY



8—Andrew Jackson defeats the British at New Orleans, 1815.



9—The federal ship, Star of the West, fired upon, 1861.



10—England established first penny post, 1840.



11—First national lottery drawn in England, 1569.



12—Amelia Earhart Putnam starts Honolulu-Oakland solo flight, 1935.



13—People of Saar territory vote to return to German rule, 1935.



14—First written constitution in history adopted at Hartford, Conn., 1639.

© WNU

### Most Concentrated Rations

The most concentrated form of rations used by polar explorers is pemmican, a mixture of dried beef and fat.

### Y. M. C. A. NEWS

Friday, January 22, is the Fiftieth Anniversary of the Ladies' Auxiliary of which Mrs. F. J. Witter is president. Dr. James Lee Ellenwood of New York will be the speaker. All members of the Auxiliary, all former members and all mothers of all Y. M. C. A. boys are cordially invited to attend. Further details will be announced later.

135 boys recently heard Mr. H. E. Hovey tell of his trip to Africa and are eagerly awaiting Mr. Hovey's promise to show moving pictures of his trip, which he will do later when they arrive.

The Friendly Indian Club started a new Point Contest last week with Captain Lyman Hammond of "The Hawks" team, Captain Charles Krewson of "The Eagles", Captain Jordan Bruzee of "The Bluebirds" and Captain Donald Pederson of "The Cardinals". The present scores are:

Bluebirds, 473; Hawks, 289; Eagles, 259; Cardinals, 231.

New Year's Day saw 22 Basketball Teams in action on the Y. M. C. A. Floor. There were about 170 different players from Canandaigua, Phelps, Clifton Springs, and local boys.

President Chas. Mitchell is calling a meeting of the Board of Directors for Tuesday, Jan. 12, at which time definite plans for the Formal Opening will be perfected.

### Renewed Charm . . .

Our fine cleaning will renew the original charm of your apparel. Then, too, you can entrust valuable wear to us with complete assurance.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

A special committee of ladies appointed by Pres. Mitchell is working on a Program for Girls. The following ladies are committee members:

Mrs. Ralph Meyers, Mrs. Corydon Wheat, Mrs. Robert Forward, Mrs. Thomas Carson.

In view of the fact that there have been so many changes going on at the Y. M. C. A., they have had to hold up work, but it is hoped within the next two weeks to announce the name of the Secretary who will assume the responsibility of this work.

The first meeting of the Junior Red Cross First Aid Class will be held Monday afternoon, January 11, at 4:00. Boy Scouts, in particular, are asked to take notice. 20 boys have registered and the enrollment is limited to 28. Please sign up at the Y. M. C. A. at once.

The *Rexall* DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

instant lubrication  
on the coldest day

Use **TEXACO**  
MOTOR OIL

it's frost-proof



See us

**RICKELS**  
SERVICE STATION

Lake Street

Phone 2920





## RADIO FLASHES

by Ralph Le Brun



**Alec Templeton**, sensational 25-year-old blind pianist, formerly with Jack Hylton's Continental Revue, and more recently heard as guest on the Barn Dance. Alec learns his repertoire by hearing others play and by listening to phonograph records.

With Walter Damrosch lecturing on the double-reed instruments, the "Music Appreciation Hour" resumes after a two-week holiday vacation, on Friday, at 2 P.M. NBC-WHAM.

The Eddie Cantor protegee, Deanna Durbin, and an all-star cast, which includes Alice Brady, Charles Winninger and Binnie Barnes, will present a condensed version of the forthcoming picturization of Miss Durbin's picture, "Three Smart Girls" during the Hollywood Hotel program on Friday, at 9 P.M., over the Columbia network.

Rosa Ponselle will play the title role, when the Metropolitan Opera broadcasts Bizet's opera Carmen, Saturday, at 1:55 P.M. NBC-WHAM.

Claudette Colbert and Fred MacMurray will star in a hour-long radio adaptation of their film success, "The Gilded Lady" on the broadcast of the "Lux Radio Theatre" over the Columbia network, Monday, at 9 P.M.

In a new series of broadcasts over the Columbia system to be heard on Thursdays, at 10 P.M., Floyd

In the evening hours  
If your radio won't click  
Telephone me  
For service that's quick.

**RALPH LE BRUN**

Phone 3237

225 High Street

Gibbons, internationally known war correspondent and "headline hunter" will, himself, headline the cast of characters. Gibbons has been a colorful figure on the war news front since the days when Pancho Villa ravaged the United States-Mexico borderline of the Rio Grande back in 1916. Since that time he has covered every major or sporadic war disturbance, from the World War to the present Spanish civil outbreak and his portable typewriter has beaten out over fifteen million words describing a weary world's bloody march toward peace. Gibbons is in appearance what the average person imagines a war correspondent should look like. When broadcasting, his hat is pulled low over his broad forehead, his tie is loosened and his collar is open. He uses a table microphone and words race in torrents as he sweeps page after page of script aside.

One of the phenomenal young artists of the year, Betty Jaynes, 15-year-old school girl prima donna who astonished Chicago critics and public in her operatic debut a few weeks ago, will be the guest soloist with the Ford Symphony Orchestra and Chorus broadcast over the Columbia network, Sunday, at 9 P.M.

Something put away for a rainy day helps to keep your head above water.

There is little danger of forest fires where the only sap present is in the trees.

**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Wednesday, January 13

Will Earn Dividends from January 1

**Geneva Savings Bank**

**24 LINDEN STREET**

— "Put Your Savings in a Savings Bank" —

Will you kindly mention . . .

**GENEVA COMMUNITY NEWS**

When making purchases from Our Advertisers.

# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?  
**"Dorothy"**

The kindest remembrances are often the simple gestures . . . Resolve to remember those dear to you, at least with **Greeting Cards**.  
**McCarthy's Pharmacy** has a choice selection of Birthday, Anniversary, Convalescent and Sympathy Cards.

Gay deceivers—dresses that look like suits, dresses that look like redingotes.

Now is the time to start thinking about your **Permanent**. Call 5827  
**The Rose Beauty Shop** and ask Miss Murphy about the Reconditioning Hair Treatment and Oil Shampoo at a **Special price, \$1.25**.

Who has enough blouses and jackets?

Delicate watches like delicate flowers, deserve and should have the most careful attention. Have your watch repaired by only an expert jeweler. We suggest

**Prince's Jewelry Store**  
 20 Linden St.

All work is guaranteed. Prompt service.

It's just around the corner . . . and we're speaking of Spring. Smart women plan wardrobes ahead of time.



## Lynch's January Basement Clearance

is on now:  
 Voile Curtains (\$1.25 quality), **49¢ pair**. Large assortment of **Remnants** for chair covering, pillow tops, drapes, etc. at a fraction of usual price. Hundreds of other items.

**Lynch's**  
 479 Exchange St.

One rare spring coat—tailored, simple, but decidedly unusual. It is a redingote with a flared silhouette, deep vent at back, has unusual pockets with upswinging darts outlined in contrast to match the collar and contrast on the sleeves.

Worn shoes properly rebuilt make happy feet. Learn the necessity of having well kept shoes. Take your worn shoes to **Carl** and they will be returned to you like new — for longer wear and comfort.

**Carl's Shoe Repair Shop**  
 next to Empire Gas Office  
 Castle St.

Slush and drizzle can't drown the good humour of a printed ensemble—a fabric that is dark enough in background to look well under your winter coat, but bright enough in its small motifs to give the effect of a subdued riot of colour.

**Match** your old coat and vest with new trousers. Bring in your vest or a sample. Also, a brand new **Sheep-lined Coat** for sale — very cheap.

**A. P. Petersen**  
 476 Exchange St.

The world's fashion center has its eyes on boleros. The effect is even noted on a dinner dress with the yoke outlined in a lace or sequin banding.



Designed for spring—a wide shouldered, free-swinging cape to be worn over the most severe of the new spring silhouettes, the moulded, unbelted frock. The dress has inverted pleats at the front to give a fitted waist-line. The neck fold and cuffs may match the cape facing.

The one-tone costume becomes quite dreary, and although a flash of white at the neck of a dress helps, you need something more — a gay hat or scarf.

Suit-like frocks are smart because suits are smart.

The winter suit stops its buttons at the waist, and sets them inward more than usual. Pockets are placed high.

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

## Silk Industry Old

China's silk industry has flourished for 4,000 years.

## Bee Travels Far

It is estimated that a bee travels 43,776 miles to gather enough nectar to make one pound of honey.

## Swelled Head, Big Heart

"I has noticed," said Uncle Eben, "dat a man very seldom has a swelled head and a big heart at one an' de same time."

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

**GENEVA**

Now Playing

JEAN ARTHUR  
GEORGE BRENT‘‘MORE THAN A  
SECRETARY’’

Added Shorts

Friday-Saturday

**TARZAN, KING OF THE JUNGLE!**Matching his Herculean strength  
with the Beasts of the Jungle!**TARZAN****Escapes**with  
**Johnny WEISSMULLER**  
**Maureen O'SULLIVAN**

Plue Screen Vodvil

Saturday may be your nite!

3 DAYS — STARTS SUNDAY

**ALLURING LOVELINESS THAT TAKES YOUR BREATH AWAY!**

**GOLD DIGGERS OF 1937**

with  
**Joan BLONDELL**  
**DICK POWELL**  
**GLENDIA FARRELL**  
**VICTOR MOORE**  
and a cast of gorgeous glamorous girls!

Added Short Subjects

**GLEANINGS**(From collection of quotations  
compiled by M. F. Devaney)‘‘Friendliness is the best salesman-  
ship.’’‘‘The virtue which we demand in  
an official is the very virtue needed  
in the citizen.’’‘‘Sometimes we make the most  
progress when we wait.’’‘‘Experience is one bit of wealth  
no man can pass on to his son.’’‘‘It is only the serene who find the  
way smooth.’’‘‘Fate gives us problems and we  
make them into crises by our  
choices.’’‘‘We find happiness usually in  
those places where we least expect  
it.’’‘‘It is great to have convictions,  
but greater to be able to live with  
other people who also have them.’’‘‘Scarcely any man knows as much  
as he pretends to know at times.’’‘‘Many have escaped criticism by  
doing nothing.’’

(To be continued)

**Starting Arguments**‘‘Arguments kin often start,’’  
said Uncle Eben, ‘‘not so much be-  
cause sumpin’ is wrong as because  
a lot o’ folks jes, natchelly like to  
argue.’’History shows us that the great  
danger to the world is not in its  
dictators, for dictators always de-  
stroy themselves. The danger lies  
... in the lack of interest on the  
part of people who should be most  
concerned with public affairs.—Dr.  
William M. Lewis, president, La-  
fayette College.**75 Acres of Timber**Figures show that the New York  
*Times* uses enough paper to consume  
300 cords of wood in its daily edi-  
tion, and 1,400 cords in its Sunday  
edition, which means that approxi-  
mately 75 acres of timberland are cut  
to produce enough wood to make  
paper for the daily and approximate-  
ly 350 acres of timberland to produce  
enough wood for the Sunday edition.**Baumgartner's Food Store**

Specials for Friday &amp; Saturday

**DURKEE'S SHORTENING,**

2 lbs. for .....33¢

**QUEEN BESS PANCAKE FLOUR,**

5-lb. sack .....30¢

**IVANHOE TABLE SYRUP,**

per bot. ....15¢

**LANG'S DILL PICKLES, qt.**.....18¢**A NO. 1 POTATOES, per peck**.....33¢**SPY APPLES, per peck**.....45¢**OXYDOL, 1ge. (free bottle of furniture  
polish with each pkg.), each**.....24¢

Top of Bean's Hill at edge of city

Phone 2546

We'll Deliver

We have . . .

**ARVIN HEATERS**

Guaranteed to heat

**ALL****FORD CARS**

—: 100% :—

including 1937 models

**FINK'S  
SUPER-SERVICE STATION**

Lake Street Phone 2448

YOU CAN'T GO WRONG in 1937  
with 'BLUE COAL'  
or Semet-Solvay COKEEasy Terms on Money-Saving Motor Stokor  
Installations**P. O'MALLEY & SON FUEL and SUPPLY CO.**27 Castle St. Phone 6186 and 6232 261 Exchange St.  
Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies**MOTOR  
STOKOR****Air-Conditioning**

Can make 1937 more pleasant in your home.

May be applied to your present heating system.  
Get our estimates.**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Butterscotch Bars

Cream  $\frac{1}{4}$  cup butter and gradually add 1 cup sifted brown sugar (packed firm). Beat in 1 egg. Add 1 cup flour sifted again with 1 teaspoon baking powder and  $\frac{1}{4}$  teaspoon salt. Add  $\frac{3}{4}$  cup broken nuts and a few drops vanilla. Spread in buttered pans. Bake in a slow oven, or at about 300 degrees, 25 or 30 minutes.

## Cheese Ring Salad

Mix  $\frac{1}{2}$  cup Roquefort cheese and 2 packages cream cheese and beat until creamy, adding  $\frac{1}{4}$  cup milk, a few grains pepper, 1 teaspoon Worcestershire sauce,  $\frac{1}{2}$  teaspoon onion juice and  $\frac{1}{4}$  teaspoon paprika. Add 1 tablespoon gelatin, soaked in  $\frac{1}{4}$  cup cold water and dissolved over hot water. Fold in 1 cup cream, beaten until stiff. Turn into a ring-mold and chill until firm. Unmold on serving platter. Garnish with crisp lettuce. Fill the center with vegetable or fruit macedoine mixed with well-seasoned French or mayonnaise dressing.

## Deviled Celery

1 small can deviled tongue  
2 slices pineapple  
1 3-ounce package cream cheese  
1 large bunch celery  
Mix together deviled tongue, chopped pineapple and cream cheese. Chill. Stuff crisp celery with the chilled mixture pressed through a pastry tube.

F. E. M., Lafayette Ave.

Minneapolis - Honeywell  
Regulator Co.

Comfort and Health reigns in homes equipped with a temperature regulator.

Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## Suet Pudding

2 cups flour  
2 eggs  
2 cups raisins  
1 cup currants  
 $\frac{1}{2}$  teaspoon salt  
 $\frac{1}{2}$  cup chopped suet  
 $\frac{1}{2}$  cup sour milk  
1 teaspoon soda

Mix all ingredients, place in pan and steam for three hours. Serve with any desired sauce.

B. G., Hogarth Ave.

## Ham Smothered with Sweet Potatoes

1 slice ham ( $\frac{1}{2}$  in. thick)  
5 medium sized sweet potatoes (sliced)  
 $\frac{1}{2}$  cup brown sugar  
1 cup hot water

Brown ham and place in baking dish. Spread with potatoes. Sprinkle with sugar, add water to drippings. Cover and bake in moderate oven until ham is tender.

M. C., Columbia Ave.

## At Lake St. Service Station

Attendant: Now, if you put this stuff in your car it will perform as never before.

Woman Driver: Gee, I wonder if that's the same stuff my husband got hold of at the party last night.

## Back Again

"At twenty you left the farm and came to the city. And for 25 years you've been working very hard. What for?"

"To get money to live in the country."

Let us show you the "Coolerator"  
the conditioned-air refrigerator

**C. J. BRADY**  
RE-FILTERED  
CITY WATER ICE

110 Lake Street Phone 2740

Tune in . . .

"Eleanor Howe's Homemakers' Exchange" (WFBL, Tuesdays, Thursdays — 11:45 a.m.)

Phone  
5566

Work Called for  
and Delivered

**GEORGE E. DURKEE**

EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING

22 Madison St.

Geneva, N. Y.

Remember . . .

**JACK & JILL ICE CREAM**

Is Not Storage Ice Cream

—:— Frozen Fresh Daily —:—

OUR BRICK, quarts.....25¢  
(Guaranteed—not a "pumped-up"  
balloon brick)

## RADIO REPAIRS

Our repair work is guaranteed

Public Address Systems . . .  
for sale and for rent

## AUTO BATTERY SERVICE

featuring the wonderful  
"KATHANODE" Battery . . .  
unconditionally guaranteed long  
as you own your car.

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle Street Phone 6522

**D & H ANTHRACITE**

or

**SEMET-SOLVAY COKE**

are

**CLEANER**

**SAFER**

**MORE DEPENDABLE**

**HEALTHIER**

and **MORE ECONOMICAL**

than other

Substitute Fuels

**RAPALEE'S**

**Phone 2221**



## DO YOU KNOW?

Sponsored by the Medical Society  
of the State of New York

First public skating rink was opened at Newport, R. I., in 1866 under the auspices of the inventor of "Plympton Skate."

Animals which have been electrocuted can be saved by counter-shocks administered within four minutes, according to research by Prof. William T. McNiff and Dr. Leonard J. Piccoli of Fordham University.

Horatio Alger who wrote inspirational books a generation ago about poor boys who became rich, died in the poor house in Cumberland, Maryland.

Quality of meat can be recognized by its appearance, odor and

When you get your  
1937 LICENSE PLATES  
drive to our station and we'll gladly put  
them on your car for you.

EXCHANGE ST. ESSO STATION  
J. W. BARNES

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## LOOK NO FARTHER . . .

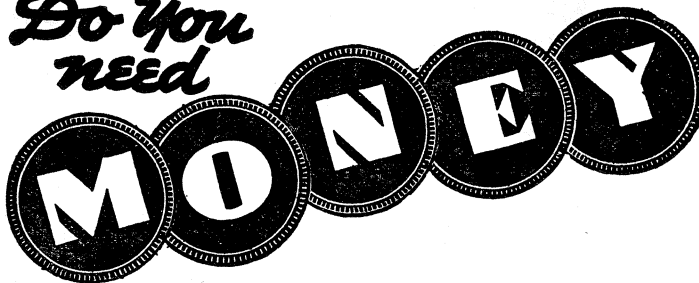
for a Good Buy  
in USED CARS

1935 Pontiac Sedan  
1935 Buick Conv. Coupe  
1935 Chevrolet 2-door Sedan  
1935 Ford Fordor  
1935 Pontiac Sedan

## KITCHELL MOTOR CO.

386 Exchange St. Phone 2178

*Do You  
need*



## WE'LL HELP YOU

In 24 hours you may borrow enough from us  
to pay taxes or bills . . . make home repairs . . .  
or for any other purpose. Small monthly pay-  
ments to suit your income.

LOANS ON AUTOS OR RE-FINANCED TO SMALLER PAYMENTS  
Come in . . . Write . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca Street, 2nd Floor — over Keilty's Dry Goods

texture. Good meat is firm and elastic to the touch, moist but not wet, and is red in color. It has a fresh, agreeable odor. The fat should contain no watery juices or jelly, and should be free from blood stains. Suet fat should be firm and white. Meat under the slightest suspicion as to its quality should never be used.

Russians are using paper dishes  
on a large scale.

Says Dr. Richard Leonard, of the Maryland State Department of Health: "The teeth are built largely of mineral salts, notably those which contain calcium and phosphorous. The necessary tooth building materials and the vitamins that are required for the maintenance of strong, healthy teeth are found in certain foods. Experience has proved that cow's milk, dairy products, eggs, green leafy vegetables, whole grain cereals, and fresh fruit juices, especially of oranges and other citrus fruits and tomatoes, are the best sources of the construction elements necessary to the promotion of sound teeth and the maintenance of mouth health."

Ray Lyman Wilbur said:  
"The quality of medical care is  
an index of a civilization."

CARPENTER and BUILDER  
Weatherstripping and Caulking

**Frank M. Mowers**

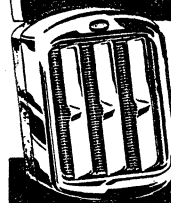
52 Jefferson Avenue Phone 5170  
Estimates cheerfully given — free

## IMMEDIATE CASH

Any amount, auto and truck loans —  
refinancing, no endorsers. Relieve finan-  
cial worries through our loan plan.

**J. J. PRYOR**

461 Exchange St. Geneva, N. Y.  
Phone 2319

REAL COMFORT  
WITH A Firestone  
HEATER

Keep warm on  
coldest days.

BUDGET PLAN

AS LOW AS 74¢ PER WEEK • NO MONEY  
DOWN

**Firestone** AUTO SUPPLY &  
SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

First—Down the left margin of a sheet of paper write the letters of the name, or names, appearing in the first space below; (called the key).

Next—Read carefully each advertisement in this section . . . selecting words, from any of the ads . . . which contain one of the letters listed on your sheet. For instance, if the name on the margin of your sheet should start with "A", find a word, such as "and", or "repairing" (or any word in which the letter "a" appears), and write that word after the letter A; continue—selecting a word from some ad to follow each letter;

Then—After each of the words selected write the names of the advertisers from whose ads you took the words listed. Select only one word from any one ad.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as possible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE FIVE READERS who send in the FIRST correct lists. To the NEXT THREE whose lists are correct we will give one ticket to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

The key word for the contest this week is . . .

**"BUTTERFLY"**

## AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

IT'S HERE . . .

**THE NEW 1937 OLDSMOBILE**

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

**OLDSMOBILE SALES & SERVICE**  
Main & Seneca Streets Phone 6556

**FROZEN GREASE and OIL** means hard starting, a strain on the battery, gears, and bearings. Our experts, improved equipment flush the gears and fill with non-freezing winter oil and lubricants.

**TED'S AUTO INN**  
Phone 5174 35 Tillman St.

When you buy  
**BREAD**

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## A GOOD INVESTMENT

For those who received  
Money for Christmas

**GOOD JEWELRY  
NEVER DEPRECIATES**

Our line gives you a very large  
margin in your selection

—o—

## S. A. GILBERT

510 Exchange Street Geneva, N. Y.  
CREDIT? Of course. Liberal Terms.

## MOTHER NEEDS FLOUR

Try our Bread and Pastry Flour, Pancake, Whole Wheat, Graham, or Rye. It's good. All kinds of Dog Food and Bird Seeds. Smoked Salt and Sausage Seasoning.

## COOK'S FEED STORE

40 Castle Street Phone 2722

## YOUR CAR NEEDS ANTI-FREEZE

Drive in, we know the amount your car needs to be safe. We have your favorite: Prestone, Zerone, Alcohol. We have "Arvin" Car Heaters, too.

## LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

## DIAMONDS, WATCHES, JEWELRY

Finest Selection to Choose From  
Diamonds Remounted While You Wait  
Expert Watch Repairing

**C. PHILLIPS - The Jeweler**  
23 Castle St. We do repair work, too

— Buy In Geneva —

—o—

Read THE NEWS every week —  
it pays.

If you would like a space in this

**"EASY MONEY" SECTION**

**DIAL 2108**

## WINTER OIL and LUBRICATION

Makes Easy Starting  
Adds Life to Your Car

**OSCAR F. RICKELS**

Lake St. near Exchange St. Phone 2920  
"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.  
Anti-Freeze? Sure! We have it, drive in.

## BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the paint too, make 'em like new again. In fact we can repair the whole body, no matter how bad it's wrecked.

**PETERSON (Seymour Alley)**

rear Geneva Loan & Savings Assn.

## NOTHING MISSED . . .

When you have a 1937 "PHILCO". Automatic Tuning and twice the number of foreign stations. Ship News, Messages from the air and ocean brought to your own fireside! See this wonder!

**MAYTAG SALES & SERVICE**

4431 Exchange St. Phone 2005

## SOMETHING GOOD

Automatic Humidifier for  
Warm Air Furnaces....\$16.50, installed  
— Special Price for January Only —

**H. R. OSTRANDER**

Phone 3976 70 Colt St.

## 50¢ TO RECHARGE

Your Old Battery . . . Any make.  
We have new ones, too.

**CARROLL'S CENTRAL SERVICE**

Opposite Armory  
305 Main St. Phone 2592

# "EASY MONEY" (Continued)

Become a letter detective — it's lots of fun.

Find the words containing letters given you in the key on page 8.

## IDEAL BEAUTY SALON

Miss Verena Bullock  
99 Seneca St. (Pries' Barber Shop)

Featuring the New  
ZOTOS MACHINELESS  
PERMANENT

Phone 5996 for Appointment

"EVERY DAY IS BARGAIN DAY"  
Seeing is believing  
Come in!

## R. J. IREDALE MEN'S FURNISHINGS

461 Exchange St. Next Western Union  
"Where Style and Moderate  
Prices Prevail"

## WHEN MOTHER IS PUZZLED . . .

About the Sunday Dinner, a Tasty Lunch or the Evening Meal, the problem is easily solved. There's always something different at . . .

## FLORENCE LABIGAN'S Red & White Store

261 William St. Everything in Groceries

## FRIDAY NIGHT, JAN. 8

— Don't forget the date —  
Balloon Night — Fun for all

## DANCE INN ROLLER PALACE

Lake Rd., Geneva Free Parking Space

## BAUMAN'S

## CANVAS TARPULIN WORKS

New Tops - All Sizes - Repairing  
Guaranteed Work - Reasonable Price

Phone 3391

151 Exchange St. Geneva, N. Y.

## YOU JUST CAN'T GO WRONG

On Good Things to Eat during 1937  
when you place your order with

## GEORGE PHILLIPS The Red & White Store

111 Pulteney Street Plenty of Parking  
Space

## MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS

## WIN-A-PRIZE

For the Best Answer . . .

"What is one of the most essential  
things in life?"

Find out by calling

GENEVA 2628

There is no obligation.

QUALITY MEAT . . . Is essential for  
good health. Our customers know that  
we handle only the best grade Prime  
Western Beef, Veal, Pork, and dress  
our own Poultry.

MULVEY, 70 N. Genesee St. Phone 2712  
We deliver. Plenty of Parking Space.

## SCIENCE'S NEWEST MACHINE

For motor tune-up — YOU'RE INVIT-  
ED to see it demonstrated January 14th.  
Instantly shows carburetor waste and  
weakness. We have the only one of its  
kind in Geneva.

## AUTO ELECTRIC SERVICE

Carl E. Cole

30 Lake Street Phone 2814

Pillsbury's Farina, 1ge. pkg. . . . . 19¢

Mother's Quick Oats, large round

package . . . . . 18¢

Harvest Time Pancake Flour,

4-lb. bag . . . . . 22¢

## L. J. McCANN'S GROCERY

144 High Street Phone 2653

## INVEST YOUR XMAS MONEY

In something that will last

## BUY

Silverware — A Watch or A Clock

at

## BARTH'S JEWELRY STORE

Schine's Geneva Theatre Bldg.

## BRENNAN'S GROCERY

31 John St. Phone 4572

Free Delivery

All Kinds } BEER or ALE  
\$2.25 per case, plus bot-  
tle charge, or 10¢ bottle  
CANNED BEER or ALE  
\$2.40 per case, or 10¢  
can  
Open Evenings Until 9

Will you kindly mention

## THE GENEVA COMMUNITY NEWS

when making purchases from  
our advertisers?

## HERE'S REAL ECONOMY

Ready-to-wear Service

Flat Work . . . . . only 8c per lb.

Wearing Apparel . . . . . 20c per lb.

Wet Wash . . . . . 10 lbs. for 39c

Phone 2112 — We'll Call and Deliver

## GENEVA STAR LAUNDRY

"Home Owned"

Phone 2127

## WILSON & JOHNSON

Everything in Meat and Poultry

261 William Street

Free delivery and plenty of parking  
space.

## RARE ANTIQUES

Used Furniture - Pianos - Chinaware -  
Household Cooking Utensils, etc.

Must Be Sold. Cheap. Look 'em over.

The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## SOMETHING TO READ? SURE!

That's our line — Daily and Sunday  
Papers, Magazines, Periodicals . . .

Your Favorites. Ice Cream and a com-  
plete fountain service. Candy, Pipes,

Cigars, Cigarettes, Stationery.

## THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

## A NEW PAIR OF GLASSES

or having the old lenses changed will  
help those with weak eyes to have a  
better outlook on 1937.

G. W. FLETCHER - OPTOMETRIST  
Castle Street Opp. City Hall

Office Phone 2292 Residence 2044

Phone for Appointment

## GOOD FOOD and LOW PRICES

Good Legal Beverages, too. Private Din-  
ing Room for Ladies. Separate Tap  
Room — all one floor. Remodeled, re-  
painted, redecorated.

## JAMES MADIA'S NEW GRILLE

Exchange & Tillman Streets  
formerly "Blue Moon"

See the key to this week's contest  
on page 8. "B" is the first letter.

Find a word containing a "b" in  
some ad in this section. Whose ad  
did you find it in? Continue until  
you have a complete list.



## "EASY MONEY" (Continued)

MR. MERCHANT. Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

### It's Just Natural

When you **REAL**  
Think of **ESTATE**

To Think of "FINZAR"  
20 Linden St. (Prince's) Phone 2661

### OYSTERS ARE IN SEASON

Ours Are Always Fresh . . .  
Shipments Received Daily

#### GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
**EVERYTHING IN SEAFOOD**

### HOW ABOUT A WINTER WREATH

For the Graves? Did you forget it?  
It adds so much to the appearance.

**HOWARD L. REEDER**

303 Hamilton Street Phone 2109  
Everything in Flowers

### FURNITURE UPHOLSTERING

Trimmings - Chair Slip Covers  
Ask to see our samples - No obligation

**M. E. MEDES**

213 Lewis Street Phone 4988  
Prices Reasonable - Work Guaranteed  
We'll Call and Deliver

### IT'S DANGEROUS DRIVING

In the winter time with wheels out of line, poor brakes, clogged up radiator, snow covered windshield. Drive in now - consult our experts.

**STRATTON'S BRAKE SERVICE**

Lake St. near Exchange St. Phone 2028

## JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

**FREE - FREE - Thur., Jan. 14th only** — 1 Pound Delicious Home Made Bologna with every \$1.00 Purchase.

—O—

### This Week's Specials:

Chuck Roast .....18¢  
Italian Sausage .....22¢  
Smoked Pork Sausage, 2 lbs....35¢

"Y" is the last letter in the key to this week's contest (see page 8).

Where is there a word in this section with a "y" in it? Whose ad? This will complete your list. Mail it . . . at once.



## THE FUNNYBONE



### Silly

Sonny sat on the lower step, his face resting in two hands.

"What's the matter, Sonny?" asked a gentleman.

"Nothin', just thinkin'," replied Sonny.

"What about?"

"Thinking how dumb trees are to take off their clothes in winter an' put 'em on in summer."—*Automobilist*.

### Dumb? Who?

Gus and Ole, at a northern fishing resort, hired a hotel boat and found great fishing at a certain spot in the nearby lake. So they decided to mark the place and come back for more sport after lunch. At the dock Gus said to Ole, "Ole, did you mark the place?"

"Ya," said Ole, "ay put chalk mark on side of boat."

"Are you dumb!" exclaimed Gus. "Maybe we don't get same boat after lunch."

### Invitation

The local party committee was getting ready for an impressive political rally with lots of commu-

nity singing thrown in for good measure. The song leader was rehearsing a large choir which was to be huddled around the microphone in the auditorium, and the number was "Onward, Christian Soldiers."

"In the third verse," said the leader, "only the sopranos will sing down to the 'gates of hell,' then you all come in."

## COLONEL CHEERIO

Says:

**SPECIAL . . . UNTIL JANUARY 16th**

**WIDMER'S HILLSIDE WINE**

85¢ qt. — \$1.35 ½ gal.

A full line of

**LIQUORS, SCOTCH, GIN and CORDIALS**

We Deliver

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

## \$5.00 in Merchandise

(Also Theatre Tickets)

Given away to our readers—each week from Merchants whose ads appear in THE NEWS. (See page 8.)

Successful contestants for the past week—issue of Dec. 31—are:

Merchandise Awards:

Mrs. H. B. Graves, 139 N. Brook St.

Mrs. A. Hennessy, 30 Sherrill St.

Miss Elizabeth Flanagan, 65 Cherry St.

Mrs. William A. Kane, 142 Hillcrest Ave.

Clara A. Dilman, 51 High St.

Theatre Ticket Awards:

Gladys DeLamarter, 168 Pulteney St.

Mrs. B. I. Hallenbeck, 3 No. Gene-see St.

Miss W. T. Ryan, 5 W. Elizabeth St., Waterloo

When advising us where merchan-

### A clerk in a downtown store rides THE CITY BUS

Every morning, back at noon for a warm lunch, down again at one and back at five-thirty. He averages two evenings a week to the theatre returning on the nine-ten bus. Saturday nights he works and gets the last bus home. Therefore he averages 30 rides a week on a weekly pass (ride as often as you like) for one dollar. At less than four cents that's cheap transportation. You get your Weekly Pass from the bus driver any time or if you wish a thirteen ride ticket (good until used) for one dollar.

## Firestone GROUND GRIP



MAKES ITS  
OWN ROAD

ELIMINATES  
NEED OF  
CHAINS

AS LOW AS **67c** PER WEEK

**NO MONEY DOWN**

**Firestone**

AUTO SUPPLY &  
SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323. J. H. Bindeman, Mgr.

Gosh,  
George!  
Here it is  
1937 and  
I haven't  
paid last  
year's bills  
or taxes  
yet!

Cheer up, Charlie! See  
Personal Finance about an  
A-B-C-Loan. They'll lend you  
the cash you need and arrange  
the payments to suit you. Take  
it from me, it's as simple as  
A-B-C! Stop in their office, today!



## BENEFICIAL LOANS FREE PERSONAL FINANCE CO

Handy Social Security Record  
Books for you and your friends.  
Come in and get yours, today.

3rd Floor National Bank Bldg. Room 304  
120 Genesee St. Phone 251 Auburn, N. Y.

Mr. Heintzelman, Manager

"Your Unseen Friend" - Sun. - 5 P.M. - WFBL

LOANS MADE IN NEARBY TOWNS



## RESOLVE NOW

to drive a "better"  
car in 1937

We invite you to look over the following:

- 1936 CHEVROLET TOWN SEDAN
- 1936 CHEVROLET COUPE
- 1934 FORD SPORT COUPE
- 1935 CHEVROLET TOWN SEDAN
- 1930 BUICK SEDAN

A small but constantly changing stock is the place to find and purchase a good used car. Our stock is "small" and "constantly changing" because WE RECONDITION CONSCIENTIOUSLY and PRICE THEM RIGHT.

## RUSSELL-HART CHEVROLET, Inc.

South Exchange St.

Phone 6621

Geneva, N. Y.

dise is preferred specify only merchants whose ads appear in THE NEWS the same week you send in a list.

The past week one of the first lists received, as well as some others,

specified "J. W. Smith's", but Smith's ad did not appear in the issue of Dec. 31. (Sorry, Mrs. I. V., Castle St.)

NOTE—Read carefully new contest instructions—page 8.

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— CLIP OUT THIS AD AND SAVE IT! —

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**"I AM PLACING MY INSURANCE WITH SNYDER"**

In succeeding issues of this paper will appear in a space as shown below the above statement in English, followed by translations in Foreign Languages, but the names of the languages will not be specified.

"I am placing my Insurance with Snyder"

No. 1 Yo pongo Seguro con  
El Senor Snyder — (Spanish)

Every member of every family is invited to copy the above No. 1 and each week others as they appear, indicating thereafter the name of the language represented, if you can. It is not necessary that you personally know the language, but you are at liberty to secure this information any place you wish.

When all the Foreign Languages have appeared add to your list any that you can that have not already appeared. Then write out in English the statement "I am placing my Insurance with Snyder" as many times as necessary to bring the total to one hundred.

You can use one or more sheets of paper, ruled or unruled, but be sure your lines are numbered from one to one hundred, sign your name, address and date, and bring to the address below. To all who follow out the above instruction a prize will be given.

Read the following: "I am placing my Insurance with Snyder. F. A. Snyder, 43 Pulteney St., opposite Elmwood Avenue, Telephone 6359, Geneva, N. Y. Real Estate, Fidelity and Surety Bonds, Insurance in all its forms, including Fire, Health, Burglary, Plate Glass, Sprinkler, Water Damage, Windstorm, Hail, Use and Occupancy, Rent, Transit, Furs, Elevator, also Automobile, Fire and Theft, Liability and Property Damage."

Memorize this and if, when you deliver the list mentioned above, you can say this word for word—A double prize will be given.

If you have five translations correct, including No. 1 above, a triple prize will be given; If you have ten translations correct a quadruple prize will be given; If you have fifteen translations correct a quintuplet prize will be given . . . and an extra prize for each additional five. If you are able to add any translations not already published you will earn another prize.

No entries accepted until all foreign languages have appeared and all must be in within one week from that date.

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— CLIP OUT THIS AD AND SAVE IT! —

---

5100 COPIES WEEKLY **Advertise** 5100 COPIES WEEKLY

**Every Week . . . In 1937**  
in the

**Geneva Community News**

"An Advertising Medium of Distinction"

Distributed in GENEVA, WATERLOO, PHELPS,  
OVID, WILLARD, STANLEY, HALL and  
SENECA CASTLE

P. O. Box 146

Phone 2108

*fine* ————— *furs*

FREEDMAN'S

# JANUARY SALE

of

# FURS

— NOW IN PROGRESS —

# 150 COATS

of

SUPERIOR QUALITY

at SAVINGS of

**25% to 33<sup>1</sup>/<sub>3</sub>%**



The reasons for selecting a Fur Coat NOW are generally recognized. With market prices of fur pelts rising steadily, the extraordinary values now offered call for immediate attention!

Fine Quality, plus our Sale Prices make these FREEDMAN FUR COATS an unmatched investment . . . whether your preference be

- HUDSON SEAL    ● RACCOON
- PERSIAN LAMB    ● CARACUL
- MINK            ● MUSKRAT

In considering the purchase of a Fur Coat, remember these things which are to your advantage . . . Freedman's low overhead . . . personal attention to business . . . advantageous buying connections . . . and every Freedman coat guaranteed for two years.

Open evenings until 9  
during this sale

# FREEDMAN'S

114 SENECA ST.

"GENEVA'S ONLY PRACTICAL FURRIER"

Three floors devoted exclusively to FURS.

*fine* ————— *furs*

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., JANUARY 14, 1937

We have . . .

## ARVIN HEATERS

Guaranteed to heat

ALL

FORD CARS

—: 100% :—

including 1937 models

We have car registration blanks  
and will gladly make them out for  
you.

## FINK'S SUPER-SERVICE STATION

Lake Street Phone 2448

### CONTEST WINNERS . . .

for the past week  
(see page 8)  
are . . .

#### Merchandise Awards:

Mrs. B. I. Hallenbeck, 3 N. Genesee  
St.

Elfreda Robson, 48 Hoffman Ave.

Mildred M. Miller, 43 Delancey Dr.

Mrs. E. LaBuff, 38 VerPlanck St.

Mrs. Harry McConnell, 285 Wil-  
liam St.

#### Theatre Ticket Awards:

Genevieve W. Harman, 93 Lyceum  
St.

Mrs. Kenneth Fisher, 20 Pine St.

Mrs. A. Little, 99 William St.

It PAYS to read THE NEWS —  
every week.

It PAYS to advertise in THE  
NEWS — every week.



**Firestone** AUTO SUPPLY &  
SERVICE STORES  
COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.



★  
ENTIOUSLY and PRICE THEM RIGHT.

A small but constantly chang-  
ing stock is the place to find  
and purchase a good used car.  
Our stock is "small" and "con-  
stantly changing" because WE  
RECONDITION CONSCI-  
ENTIOUSLY and PRICE THEM RIGHT.

1936 CHEVROLET SPORT SEDAN  
(with radio)

1936 CHEVROLET COUPE

1936 CHEVROLET TOWN SEDAN

1935 CHEVROLET TOWN SEDAN

1934 FORD SPORT COUPE

1934 CHEVROLET COUPE

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

## ADVERTISE CONSISTENTLY

A story is told that when Chief Rain-  
in-the-Face, a progressive Indian, was  
advised that a feather bed was extra  
comfortable, he procured a crow feather  
and planted himself on it for the night.  
When he awoke in the morning, stiff  
and lame, he exclaimed: "White man  
heap big liar. Feather no good bed."  
The Indian's experience leads Gerver's  
Ink Pot to present this parallel:

"If you use advertising in the same  
way that Chief Rain-in-the-Face used  
feathers you will get the same propor-  
tion of results. A single advertisement  
in a year is worse than wasted because  
it leads you to believe that advertising  
is no good. If advertising is to produce  
good results, it must be taken steadily,  
persistently and in sufficient quantities  
to be effective—just like the feathers."  
—E. W. Huse in the Wayne (Neb.)  
Herald.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., JANUARY 14, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

5100 COPIES WEEKLY  
(Certified)

## ALMANAC



"Walk with a cripple and you will learn  
to limp."

### JANUARY

- 2-2-2 15—Georgia's first colonial  
assembly convened, 1751
- 16—League of Nations council  
organized amid floods  
of oratory 1920.
- 17—Daniel Guggenheim  
established \$2,500,000  
fund for promotion of  
aeronautics, 1926.
- 18—German empire re-es-  
tablished through efforts of  
Bismarck, 1871.
- 19—Capitol building at  
Washington, D. C.,  
burned, 1801.
- 20—Indians of Northwest  
Territory sign peace  
treaty, Ft. Mackintosh,  
1785
- 21—Senators from southern  
states withdrew from  
Congress, 1861. @ WNU

"Motor cars don't grow on bush-  
es," Mussolini has warned his army  
generals. Maybe not, but we've seen  
wrecking crews picking them off  
telephone poles.—*Wisconsin Press.*

## Y. M. C. A. NOTES

The Friendly Indian Club stand-  
ings: "Bluebirds", Capt. Bruzee,  
728; "Hawks", Capt. Hammond,  
479; "Eagles", Capt. Krewson,  
564; "Cardinals", Capt. Pederson,  
566.

**Friendly Indian Club.** The five  
boys who have attained the highest  
number of points in the individual  
point system contest are:

Lyman Hammond, 635; Jack  
Reas, 535; Robert Mallery, 500;  
Leland Larsen, 490; John Kepner,  
485.

**Junior Comrade Club:** Eugene  
Easton, 447; Robert Harrington,  
433; Walter Ide, 426; Robert Mil-  
ler, 421; Patsy Di Nino, 392.

The committee of ladies who  
have been appointed to make rec-  
ommendations to the Board of Di-  
rectors with regard to a Girl's  
Work Secretary made their report  
last Monday night. Much time,  
thought, and effort has been given  
to this matter and the young lady  
recommended is excellently qual-  
ified to carry on a splendid piece of  
work. The Board of Directors will  
announce their decision some time  
this week.

Plans for the 50th Anniversary  
Banquet of the Ladies' Auxiliary  
have been perfected and every indi-

## For Assurance . . .

### USE OUR CLEANING SERVICE

You know you will get the best  
cleaning possible. You know  
that you are dealing with an  
organization of responsibility.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

cation is to the effect that it will be  
an outstanding affair. The commit-  
tee of 30 ladies is working toward  
this end with Mrs. F. J. Witter,  
President of the Auxiliary as chair-  
man.

## SHOP IN GENEVA

LIFE INSURANCE ANNUITIES

### MARGARET B. KRAUS

Equitable Life Assurance Society  
of the United States

5 Seneca Street

Phone 2697

## GRACE WYNNE TAPLEY

:-: TEACHER OF SINGING :-:  
Winter Term begins January 20th  
Private and Class Instruction  
Voices Examined Free

Phone 6229

81 Maxwell Ave.  
Geneva, N. Y.

## The Rexall DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

**STOP FOR**

**TEXACO**  
Certified  
with  
**MARFAK**  
**LUBRICATION**

**TEXACO**  
Certified  
SERVICE  
STATION NO. 0000

NO PART OVERLOOKED

## RICKELS SERVICE STATION

Lake Street

Phone 2920

## ORDER OF AMARANTH TO INSTALL OFFICERS

Members of Queen Christina Court, Order of the Amaranth, are to have a Tureen Supper at Masonic Temple, Friday evening, January 15, at 6:30. Following the supper new officers will be installed.

Maybe it has been said before, but it will bear repeating: Many automobile accidents are caused when the only nut on the machine that is tight is the driver. — *Manhattan (Kan.) Mercury.*

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street Phone 4189

## ADVERTISING SPACE

in next week's issue must be reserved by Saturday noon. All copy must be in by Monday noon . . .

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"The bluffer is eventually called."

"The virtue which we find easiest to ridicule is sometimes the one we suffer most from not possessing."

"Sometimes a quiet smile means more than loud laughter."

"Experience is the teacher who never charges any two men the same tuition."

"It is only the industrious who know the real joy of spending."

"Fate gives us talents and we make them into abilities."

"We find happiness exactly as we refrain from thinking about ourselves."

"It is great to have friends, but greater to be capable of giving a great friendship."

"Scarcely any man sees the faults in himself he criticizes in others."

"Many have escaped ruin only because they have had no temptations."

(To be continued)

## IMMEDIATE CASH

Any amount, auto and truck loans — refinancing, no endorsers. Relieve financial worries through our loan plan.

J. J. PRYOR

461 Exchange St. Geneva, N. Y.  
Phone 2319

## Baumgartner's Food Store

FRESH EGGS, direct from farm,  
per doz. ....29¢  
BLUE & GOLD EXTRA PASTRY  
FLOUR, 24½-lb. sack.....85¢  
BLUE & GOLD EXTRA PASTRY  
FLOUR, 5-lb. sack.....24¢  
GRANULATED CORN MEAL,  
5-lb. sack .....24¢  
BEAN HILL FRESH ROASTED  
COFFEE, 2 lbs. for.....35¢  
CORAL SEA PINEAPPLE, crushed  
or sliced, No. 2 cans; 2 for.....33¢  
MEL-O-NUT MARGARINE,  
2 lbs. for .....35¢  
CREAM OF WHEAT, the energy  
food, per package.....22¢  
Top of Bean's Hill at edge of city  
Plenty of Parking Space Always  
Phone 2546 We'll Deliver

YOU CAN'T GO WRONG in 1937  
with 'BLUE COAL'  
or Semet-Solvay COKE

Easy Terms on Money-Saving Motor Stokor  
Installations

**MOTOR  
STOKOR**

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 6186 and 6232 261 Exchange St.  
Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

## Air-Conditioning

Can make 1937 more pleasant in your home.

May be applied to your present heating system.  
Get our estimates.

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

**SCHINE'S GENEVA** ONE DAY ONLY **Thur. Jan. 21**

Two Performances  
Matinee 3:30  
Evening 8:30

**NORMA  
SHEARER  
LESLIE  
HOWARD**

*Metro-Goldwyn-Mayer's*  
**Romeo and Juliet**  
The Mightiest Entertainment Ever Produced!

ALL SEATS RESERVED  
Seats Now On Sale

PRICES (including tax)  
Mat. 55c, 83c — Eve. 55c, 83c, \$1.10  
— Mail Orders Accepted with Check —

# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

"Dorothy"



Friday-Saturday

Chan meets his match!

WARNER OLAND

**"CHARLIE CHAN  
AT THE OPERA"**

with BORIS KARLOFF

Screen Vodvil

Sat. Nite May Be Your Nite!

3 DAYS — STARTS SUNDAY



**POPEYE CARTOON  
"SINBAD THE SAILOR"**

Wednesday — One Day

Peter Lorre - Helen Wood

**"THE CRACK-UP"**

The flying sensation of the year!

All **Snow Suits** and **Coats** have been greatly reduced at

**The Julia Elizabeth Shoppe  
18 Linden St.**

Also, **Velvet Dresses** (values up to \$4.95) reduced to \$2.95 and \$3.95. A few at \$1.95.

Frocks for informal parties and family gatherings are just as glamorous as dance dresses and formal dinner gowns. Rich browns and yellows look well under mink and other brown furs — black, greens and wines go with Persian lamb, caracul and fur-trimmed black cloth coats — and they are real tonics for slightly bedraggled winter wardrobes.

**Free trousers** with your suit, for later delivery if you wish at \$25.00 and up — two pair of trousers.

Also, a brand new **Sheep-lined Coat** for sale very cheap.

**A. P. Petersen  
476 Exchange St.**

Wool lace is a distinct novelty this year. Your dress can be ever so simple, tailored in line even, if you want it for bridge in the afternoon, because the pattern of the lace itself provides all the decoration you need.

Delicate watches like delicate flowers, deserve and should have the most careful attention. Have your watch repaired by only an expert jeweler. We suggest

**Prince's Jewelry Store  
20 Linden St.**

All work is guaranteed. Prompt service.

An unusually smart dress — a completely plain front, except for a draped high neck-line; an interesting side-view with shaped side sections; a back with a full inset back blouse and a slightly flared back skirt panel.

A jacket blouse and separate vest is new life for an old skirt.

Sheer woolen is suggested for a two-piece frock which looks like a suit.

A cardigan jacket to wear over a dart-fitted blouse is another idea.

One lovely evening frock shows a revival of that most charming décolletage — the drop-shoulder neckline with a fitted bodice, built up waist-line in front and flaring skirt. Tiny buttons trim the bodice in front.

Your choice of fabric for such accessories as the gilet, ascot, and sash girdle will determine the versatility of your dress. So consider, lamé, sheer cottons, chiffon, contrasting and brilliantly coloured crepes, casual prints and satin.

Phone 3529 . . .

or address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

**Spendthrift**

Mrs. Meeker: "John!"

Mr. Meeker: "Yes, my dear."

Mrs. Meeker: "There's a corner torn off your pay check. What did you spend it for?" — *Grit*.

**An Investment?**

"I have spent nearly \$20,000 on that girl's education," complained the father, "and here she goes and marries a young feller with an income of only \$1000 a year."

"Well," said the friend of the family, "that is 5 per cent on your investment. What more can you expect in times like these?" — *Whitsitt Impressions*.

Read THE NEWS every week — it pays.





## RADIO FLASHES

by Ralph Le Brun



After a  
six-months' absence  
from  
the airwaves,  
**Harriet Hilliard,**  
lovely blonde  
blues singer,  
has returned  
to the cast  
of the  
Bakers' Broadcast  
for a  
limited  
engagement  
over  
NBC-WHAM,  
at 7:30 P. M.,  
Sundays.

From every vantage point in the nation's capitol, from airplane and blimp, radio will carry to the world a complete description of the inauguration ceremonies and speech of President Roosevelt, on Wednesday, January 20. CBS and NBC have both prepared extensive and interesting coverage of the event.

Fred Allen's personal stationery bears a caricature of himself caught between the pages of Joe Miller's Joke Book.

Bob Trout, Columbia's popular public events announcer, will make his debut as a new type of radio commentator on the weekly series of "Headlines and History" programs to be presented over CBS, Sundays, at 1:45 P.M. The initial program will find Trout discussing the inauguration of President Franklin D. Roosevelt and tracing the development of this ceremony back through American history. Each week thereafter, at the same hour, he is to comment upon an important news development in the domestic or for-

In the evening hours  
If your radio won't click  
Telephone me  
For service that's quick.

**RALPH LE BRUN**

Phone 3237

225 High Street

eign field, linking it up with the past by means of authentic material supplied by experts of the American Historical Association.

A monthly grand prize of \$250 will be contributed by Floyd Gibbons for the best of the "True Adventures" used on his weekly dramatic series each Thursday over the Columbia network, at 10 P.M. As an additional stimulus, Gibbons will pay \$25 for each story contributed by listeners and used on the program.

Ed Wynn has to sprint over 100 yards during the course of his NBC broadcasts. He dashes onto the studio stage with Graham MacNamee for each comedy spot, and leaves just as quickly at the end of the last gag. This circuit is repeated five or six times during a broadcast, and at the end of the thirty minutes, Ed and Graham are ready for the showers.

The leather-lunged listeners of the Pacific Coast will at last have a chance to prove to the nation that their vocal capabilities are as great as those of Eastern group singing enthusiasts. Because Milton Berle and Jolly Gillette, "the sponsor's daughter", have motion picture commitments in Hollywood, the Sunday night "Community Sing" will be broadcast from the CBS studios in the film capitol beginning with the program of January 31. From that time on, West Coasters will gather each week in one of the studios to join voices in singing the old time favorites which are featured each week.

**20% OFF** from our regular  
low markup... on  
**OVERCOATS**  
(of the value of \$17.50 or over)

Also

**SUITS** (Hart, Schaffner  
& Marx)  
... values \$30.00 - \$32.50 - \$35.00 ...  
(20% OFF)

**WELCH'S**  
494 Exchange St.

5100 COPIES  
WEEKLY

**Advertise**

5100 COPIES  
WEEKLY

**Every Week . . . In 1937**

in the

**Geneva Community News**

"An Advertising Medium of Distinction"

Distributed in GENEVA, WATERLOO, PHELPS,  
OVID, WILLARD, STANLEY, HALL and  
SENECA CASTLE

P. O. Box 146

Phone 2108

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Graham Prune Bread

1 egg beaten  
2 tsp. melted shortening  
1 cup sour milk  
1 tsp. soda  
1 cup chopped nuts  
½ tsp. salt  
1½ cup graham flour  
1 cup sugar  
½ cup prune juice  
¼ tsp. baking powder  
1 cup stewed prunes, pitted and chopped  
1 cup white flour  
Sift salt, soda, baking powder and flour, then add the graham flour to the sifted mixture. In the meantime mix the other ingredients as given and add the dry ingredients. Bake 1 hour in a moderate oven.  
B. H., Prospect Hill

## Cream Rarebit

The tang of the chili powder makes this a very interesting recipe.  
1 tablespoon butter  
½ pound American cheese, chopped  
1 egg, well beaten  
½ cup light cream  
¼ teaspoon salt  
⅛ teaspoon dry mustard  
Dash of chili powder  
Toast  
Melt butter in chafing dish. Add cheese and allow to melt. Stir in combined egg, cream and seasonings. Cook 1 minute. Serve on toast.  
Yield: 4 portions.

WEIL-McLAIN

Boilers and Radiators

Seneca Plumbing & Heating

41 Wadsworth St., Geneva - Phone 6574

## Almond Crisps

1 cup sugar  
2 tablespoons melted shortening  
2 eggs (separated)  
2½ cups rolled oats  
¾ teaspoon salt and 2 teaspoons baking powder  
1 teaspoon almond extract  
Cream sugar and shortening, add egg yolks, salt, rolled oats and baking powder. Add beaten egg whites, almond extract and mix thoroughly. Drop by spoonfuls on greased baking sheet and bake about 10 minutes in a moderate oven (375°).  
V. G., Argyle St.

## Wiener Meat Loaf

3 wieners  
1¼ lbs. ground beef  
1 onion grated  
1 egg  
1 cup bread crumbs  
4 slices bacon  
1 teaspoon salt, pepper to taste  
¼ teaspoon ground thyme  
Milk enough to moisten  
Mix the beef with the bread crumbs, onion, salt, pepper and thyme. Then add the beaten whole egg. Mix thoroughly. If the consistency seems dry a little milk may be added. Place a layer of meat in a loaf pan, then the three wieners laid lengthwise, and then the remainder of the meat. Pat into shape. Place the four strips of bacon on top, and bake in a moderate oven of about 325 degrees for one hour.

Mrs. F. L. G., Highland Ave.

Any friend of yours "who is worth his weight in gold," as you express it, is worth more than that.

Let us show you the "Coolerator"  
the conditioned-air refrigerator

**C. J. BRADY**  
RE-FILTERED ICE  
CITY WATER

110 Lake Street Phone 2740

Tune in . . .

"Eleanor Howe's Homemakers' Exchange" (WFBL, Tuesdays, Thursdays — 11:45 a.m.)

Phone  
5566

Work Called for  
and Delivered

**GEORGE E. DURKEE**

EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING

22 Madison St.

Geneva, N. Y.

## JACK & JILL ICE CREAM

Is Not Storage Ice Cream

—:— Frozen Fresh Daily —:—

OUR BRICK, quarts.....25¢  
Vanilla, Neapolitan, Chocolate, Maple Walnut  
(Guaranteed—not a "pumped-up"  
balloon brick)

## RADIO REPAIRS

Our repair work is guaranteed

Public Address Systems . . .  
for sale and for rent

## AUTO BATTERY SERVICE

featuring the wonderful  
"KATHANODE" Battery . . .  
unconditionally guaranteed long  
as you own your car.

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle Street Phone 6522

SOLID FUEL

for

SOLID COMFORT

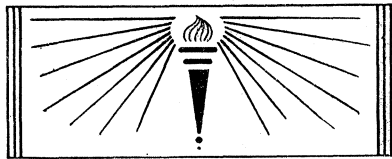
**D & H HARD COAL**

and

**SEMET-SOLVAY COKE**

**RAPALEE'S**

Phone 2221 or 2317



## DO YOU KNOW?

Sponsored by the Medical Society  
of the State of New York

First skating champion was Charles June of Newburgh, N. Y., who defeated English contestants in 1823.

There are more than two hundred different forms of death listed by the vital statisticians.

Engraving of initials and monograms on silverware began in the days when guests carried their own knives and forks to the banquet.

The human race is about one million years old, according to Dr. Hellmut de Terra of Yale University.

Fifty million years ago, the rhinoceros roamed the western part

When you get your

**1937 LICENSE PLATES**  
drive to our station and we'll gladly put them on your car for you.

**EXCHANGE ST. ESSO STATION**  
J. W. BARNES

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

I am placing my Insurance with Snyder.

Pono fides de damno Resarciendo cum Snyder.

Io permette la mia Assicurazione al Signor Snyder.

Je mets mon Assurance avec Snyder.

Ich legw meine Feuerversicherung in Schneiders Haende.

*Do You  
need*



## WE'LL HELP YOU

In 24 hours you may borrow enough from us to pay taxes or bills . . . make home repairs . . . or for any other purpose. Small monthly payments to suit your income.

LOANS ON AUTOS OR RE-FINANCED TO SMALLER PAYMENTS

Come in . . . Write . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca Street, 2nd Floor — over Keilty's Dry Goods

"Loans Made In Nearby Towns"

of the United States, the American Philosophical Society was told recently by Prof. William B. Scott of Princeton.

Mankind has a priceless gift in the pain that comes to him as a warning that something is wrong. It is an alarm system without which he could not live for long. But it is not always easy to tell the meaning of pain. Pain in one place may be "referred"—that is, the cause may be in another region. Headache may mean any one of a dozen things. Abdominal pains are often deceptive. Pains in the foot or hand, usually mean disorder close to the seat of pain. Pains which persist, or are severe, require explanation by a skilled physician, accustomed to distinguish between the true and the false, who will attribute them to their actual causes.

Goethe said:

Talent is built in solitude; character in the stream of the world.

Failure might bring one a happier life than success that keeps one's nose to the grindstone.

The real test of civilization is the proper use of leisure, just as the use of one's diversion is a true key to the character of a man.—Professor William Lyon Phelps.

**CARPENTER and BUILDER**  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given — free



give  
**YOUR  
CHILD**  
this  
chance  
with a

BALDWIN, HAMILTON  
OR HOWARD PIANO

**BOLIN MUSIC HOUSE**

**Yet Ed's Good Luck**

The editor of the country newspaper went home to dinner smiling radiantly. "You must have had some good fortune this morning," greeted his wife. "Indeed I did," announced the editor. "Jim Smith, who hasn't paid his subscription for 10 years, came in and stopped his paper."—*Corning (Iowa) Free Press.*

Does pessimism cause indigestion or indigestion pessimism?

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

First—Down the left margin of a sheet of paper write the letters of the name, or names, appearing in the first space below; (called the key).

Next—Read carefully each advertisement in this section . . . selecting words, from any of the ads . . . which contain one of the letters listed on your sheet. For instance, if the name on the margin of your sheet should start with "A", find a word, such as "and", or "repairing" (or any word in which the letter "a" appears), and write that word after the letter A; continue—selecting a word from some ad to follow each letter;

Then—After each of the words selected write the names of the advertisers from whose ads you took the words listed. Select only one word from any one ad.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as possible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE THREE READERS who send in the FIRST correct lists. To the NEXT THREE whose lists are correct we will give one ticket to Schine's Geneva Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

The key word for the contest this week is . . .

**"OSTRANDER"**

## AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

IT'S HERE . . .

**THE NEW 1937 OLDSMOBILE**

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

**OLDSMOBILE SALES & SERVICE**

Main & Seneca Streets Phone 6556

**FROZEN GREASE and OIL** means hard starting, a strain on the battery, gears, and bearings. Our experts, improved equipment flush the gears and fill with non-freezing winter oil and lubricants.

**TED'S AUTO INN**

Phone 5174 35 Tillman St.

When you buy

**BREAD**

Insist upon

# "BUTTERFLY"

Because it is  
Built to a standard  
You'll surely want more

## SILVERWARE

Has just increased in price  
The market is firmer

All indications point to a higher  
market

Fill in

or buy that set TODAY

## S. A. GILBERT

510 Exchange Street Geneva, N. Y.  
CREDIT? Of course. Liberal Terms.

## SMOKED or MEAT CURING SALT

Beacon - Park & Pollard  
Poultry and Dairy Rations  
Pure Cod Liver Oil, Poultry and Stock  
Remedies. A fresh supply just received.

## COOK'S FEED STORE

40 Castle Street Phone 2722

## YOUR CAR NEEDS ANTI-FREEZE

Drive in, we know the amount your car needs to be safe. We have your favorite: Prestone, Zerone, Alcohol. We have "Arvin" Car Heaters, too.

## LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

## DIAMONDS, WATCHES, JEWELRY

Finest Selection to Choose From  
Diamonds Remounted While You Wait  
Expert Watch Repairing

C. PHILLIPS - The Jeweler

23 Castle St. We do repair work, too

If you would like a space in this

"EASY MONEY" SECTION

DIAL 2108

## OYSTERS ARE IN SEASON

Ours Are Always Fresh . . .  
Shipments Received Daily

## GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
EVERYTHING IN SEAFOOD

## WINTER OIL and LUBRICATION

Makes Easy Starting  
Adds Life to Your Car

## OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920  
"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.  
Anti-Freeze? Sure! We have it, drive in.

## BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the paint too, make 'em like new again. In fact we can repair the whole body, no matter how bad it's wrecked.

## PETERSON (Seymour Alley)

rear Geneva Loan & Savings Assn.

## NOTHING MISSED . . .

When you have a 1937 "PHILCO". Automatic Tuning and twice the number of foreign stations. Ship News, Messages from the air and ocean brought to your own fireside! See this wonder!

## MAYTAG SALES & SERVICE

4431 Exchange St. Phone 2005

## SPECIAL PRICE

A 24-inch and a 26-inch Furnace

## REAL BARGAINS

Air Conditioning - Engineering  
Estimating

## H. R. OSTRANDER

Phone 3976 70 Colt St.

## 50¢ TO RECHARGE

Your Old Battery . . . Any make.  
We have new ones, too.

## CARROLL'S CENTRAL SERVICE

Opposite Armory  
305 Main St. Phone 2592

# "EASY MONEY" (Continued)

## IT'S DANGEROUS DRIVING

In the winter time with wheels out of line, poor brakes, clogged up radiator, snow covered windshield. Drive in now — consult our experts.

**STRATTON'S BRAKE SERVICE**  
Lake St. near Exchange St. Phone 2028

## IDEAL BEAUTY SALON

Miss Verena Bullock  
99 Seneca St. (Pries' Barber Shop)

Featuring the New  
**ZOTOS MACHINELESS  
PERMANENT**

Phone 5996 for Appointment

## SOMETHING YOU NEED

Heavy Amoskeag Flannel Pajamas and  
Night Shirts, reduced to only.....\$1.50  
Men's All Wool Spats, special, only 89¢

**R. J. IREDALE**

**MEN'S FURNISHINGS**

461 Exchange St. Next Western Union

## YOU JUST CAN'T HELP

Finding something you want and a lot  
of good things to eat when you enter  
the door at

## FLORENCE LABIGAN'S

Red & White Store

261 William St. Everything in Groceries

## HERE'S A NEW ONE

Friday Night, January 15th

"SNOW BALL NIGHT", Fun Galore.

Every Tuesday Night, Couple Night,  
only 25¢

## DANCE INN ROLLER PALACE

Lake Rd., Geneva Free Parking Space

## BAUMAN'S

### CANVAS TARPAULIN WORKS

New Tops - All Sizes - Repairing  
Guaranteed Work - Reasonable Price

Phone 3391

151 Exchange St. Geneva, N. Y.

## YOU JUST CAN'T GO WRONG

On Good Things to Eat during 1937  
when you place your order with

## GEORGE PHILLIPS

The Red & White Store

111 Pulteney Street Plenty of Parking  
Space

## MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

**ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS**

## WIN-A-PRIZE

For the Best Answer . . .

"What is one of the most essential  
things in life?"

Find out by calling  
**GENEVA 2628**

There is no obligation.

**QUALITY MEAT . . .** Is essential for  
good health. Our customers know that  
we handle only the best grade Prime  
Western Beef, Veal, Pork, and dress  
our own Poultry.

**MULVEY, 70 N. Genesee St. Phone 2712**  
We deliver. Plenty of Parking Space.

**SCIENCE'S NEWEST MACHINE**  
For motor tune-up — **YOU'RE INVIT-  
ED** to see it demonstrated. Come in.  
Instantly shows carburetor waste and  
weakness. We have the only one of its  
kind in Geneva.

## AUTO ELECTRIC SERVICE

Carl E. Cole

30 Lake Street Phone 2814

## "FREE CIRCUS ANIMALS"

Get one free with every 3 cans of  
"Kitchen Cleanser". Just think, an ani-  
mal and 3 cans Kitchen Cleanser, only  
14¢. But, you better hurry!

## L. J. McCANN'S GROCERY

144 High Street Phone 2653

## KING EDWARD

## STERLING SILVER

Made by

Gorham Company

An exquisite design. We will be  
very glad to show you this lovely  
pattern and quote prices.

## BARTH'S JEWELRY STORE

Schine's Geneva Theatre Bldg.

## BRENNAN'S GROCERY

31 John St. Phone 4572

Free Delivery

All Kinds { **BEER or ALE**  
\$2.25 per case, plus bot-  
tle charge, or 10¢ bottle  
**CANNED BEER or ALE**  
\$2.40 per case, or 10¢  
can  
**GENEVA COMMUNITY NEWS**  
Open Evenings Until 9

Will you kindly mention

**THE GENEVA COMMUNITY NEWS**

when making purchases from

our advertisers?

## HERE'S REAL ECONOMY

Ready-to-wear Service

Flat Work.....only 8c per lb.

Wearing Apparel.....20c per lb.

Wet Wash.....10 lbs. for 39c

Phone 2112 — We'll Call and Deliver

## GENEVA STAR LAUNDRY

"Home Owned"

Phone 2127

## WILSON & JOHNSON

Everything in Meat and Poultry

261 William Street

Free delivery and plenty of parking  
space.

## RARE ANTIQUES

Used Furniture - Pianos - Chinaware -  
Household Cooking Utensils, etc.

Must Be Sold. Cheap. Look 'em over.

The **GENEVA MOVING & STORAGE**

**COMPANY, Inc.**

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## SOMETHING TO READ? SURE!

That's our line — Daily and Sunday  
Papers, Magazines, Periodicals . . .

Your Favorites. Ice Cream and a com-  
plete fountain service. Candy, Pipes,

Cigars, Cigarettes, Stationery.

## THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

## A NEW PAIR OF GLASSES

or having the old lenses changed will  
help those with weak eyes to have a  
better outlook on 1937.

**G. W. FLETCHER - OPTOMETRIST**

Castle Street Opp. City Hall

Office Phone 2292 Residence 2044

Phone for Appointment

## GOOD FOOD and LOW PRICES

Good Legal Beverages, too. Private Din-  
ing Room for Ladies. Separate Tap

Room — all one floor. Remodeled, re-  
painted, redecorated.

## JAMES MADIA'S NEW GRILLE

Exchange & Tillman Streets

formerly "Blue Moon"

See the key to this week's contest  
on page 8. "O" is the first letter.

Find a word containing an "o" in  
some ad in this section. Whose ad  
did you find it in? Continue until  
you have a complete list.

# "EASY MONEY" (Continued)

## The Geneva Community News

has the largest local distribution of any advertising medium.

It costs but little to send **YOUR MESSAGE TO ALL** of Geneva's residents . . . and many others . . . every week.

### It's Just Natural

When you **REAL**  
Think of **ESTATE**

To Think of **"FINZAR"**

20 Linden St. (Prince's) Phone 2661

## FURNITURE UPHOLSTERING

Trimmings - Chair Slip Covers  
Ask to see our samples - No obligation

**M. E. MEDES**

213 Lewis Street Phone 4988  
Prices Reasonable - Work Guaranteed  
We'll Call and Deliver

"R" is the last letter in the key to this week's contest (see page 8).

Where is there a word in this section with an "r" in it? Whose ad? This will complete your list. Mail it . . . at once.

## JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

### BIG STEAK SALE

Round, Sirloin, or Porterhouse,  
Special .....20¢ lb.  
Shoulder Steak .....17¢ lb.  
Shoulder Roast .....15¢ lb.  
Plate Beef ..... 9¢ lb.  
Veal Chops .....2 lbs. 35¢  
Home Made Pepperoni.....35¢ lb.  
Italian Sausage .....25¢ lb.



## THE FUNNYBONE



### The Wrong Visitor

Attorney spending first day in new office. Elated. Stranger enters. Attorney asks to be excused, walks to telephone and removing receiver, says:

"Tell Mr. Appleby I shall be delayed, but will be at the meeting as soon as possible." Hanging up, he turns smilingly to the stranger saying, "Now, sir, what can I do for you."

"Nothing," replied the man. "I'm here to connect the phone."

### Smart Purchase

A woman recently acknowledged the payment of a life insurance policy in this manner:

"On July 1st, my husband took out a policy with your company. In less than three weeks he was killed in an automobile wreck. I think insurance is a good investment.

### WALK - WALK - WALK

Physicians tell us that we do not get enough exercise and fresh air, but when the weather is inclement or you feel fatigued . . . ride

### THE CITY BUS

Single Fare, 10¢; 13-ride ticket, \$1.00; Weekly Pass (ride as often as you like), \$1.00.

### Following Instructions

Manager (to boy seeking employment): "Weren't you here two weeks ago? And didn't I tell you I wanted an older boy?"

Boy: "Yes, sir. That's why I've come back."—*Neumode*.

### Bum Steer

"How's your wife getting along with her driving?"

"She took a turn for the worst last week."

### Hurry! Hurry!

The bricklayers had just finished the foundations of a house on a suburban estate, when a workman, carrying a ladder, stopped to watch them lay the first row of bricks.

One of the bricklayers, looking up from his work and catching sight of the man, said: "I say, lads, we'd better hurry up—there's a chap 'ere waitin' to clean the winders."—*El Paso World News*.

### The Story

Judge (to couple): "Caught on a park bench, eh? What are your names?"

He: "Ben Petten."

She: "Anne Howe."

### Missed Some

New Typist (following rapid-fire dictation): "Now, Mr. Jones, what did you say between 'Dear Sir' and 'Sincerely yours'?"

### Hm-m!

"She thinks no man is good enough for her."

"She may be right."

"Yes, and she may be left."—*Edinburgh Dispatch*.

### Procedure

"But why don't you ask your husband's advice about it?"

"Oh, I will just as soon as I make up my mind what I intend to do."—*Grit*.

### Practically Useless

Mrs. Johnson (learning to drive): "Henry, that little mirror up there isn't set right."

Hubby: "Isn't it?"

Mrs. J.: "No, I can't see anything but the car behind."

## LOOK NO FARTHER . . .

for a Good Buy  
in USED CARS

1936 Buick Sedan

1935 Pontiac Sedan

1936 Ford Conv. Coupe

1935 Pontiac Coupe

1935 Ford Sedan

## KITCHELL MOTOR CO.

386 Exchange St. Phone 2178

# FATHER HUBBARD TO LECTURE HERE FEB. 4

More than ordinary interest is being manifested in Geneva and surrounding territory in the coming visit to Geneva of Father Bernard Hubbard, famous Alaskan explorer.

Father Hubbard, who is known as "The Glacier Priest", will give a talk in the Regent Theatre on the evening of Thursday, Feb. 4. The lecture, which will be accompanied by moving pictures, will be open to the public and tickets may be obtained at the S. A. Gilbert Jewelry Store and also at the Hill Book Shop.

The Geneva Unit of the National Council of Catholic Women are sponsoring the lecture and are to be highly commended for their efforts in making available to a Geneva audience an internationally known figure such as Father Hubbard.

## REGENT THEATRE ATTRACTIONS

*Thursday, Jan. 14:* William Powell and Kay Francis in a return engagement of their immortal success—"One Way Passage."

*Friday and Saturday, Jan. 15-16:* two great features—Spanky McFarland in "General Spanky" and Buck Jones in "Empty Saddles."

*Sunday-Monday-Tuesday, Jan. 17-18-19:* Louise Le-Marr in "Jungle Princess."

# BANG!

## 20% off MEN'S OVERCOATS

### CASEY & SON

71 Seneca St. Geneva, N. Y.

Will you kindly mention . . .

## GENEVA COMMUNITY NEWS

When making purchases from Our Advertisers.

# EVERYBODY'S RAVING *about it!*



"This Half and Half is certainly a great drink."

# Iroquois

## HALF and HALF

ALE PORTER

INTRODUCED only a short time ago, sales of Iroquois Half and Half are climbing by leaps and bounds. People everywhere are talking about it—serving it in their homes. *It's a big hit with women.* Try this famous old English drink—so smooth, mellow and satisfying that everybody is literally raving about it. Ask for it at your favorite tavern or buy a few bottles the next time you go to the store.

## That Famous ENGLISH DRINK

## M. ILACQUA, Distributor

186 Exchange Street

Geneva, N. Y.

Phone 3375



## CASH FOR LETTERS

Have you ever said—"I bought a such-and-such down at so-and-so's and, really, we never had anything in the house that gave us more service or satisfaction, . . . etc., etc."

Could you not put those thoughts on paper, especially if it meant CASH FOR YOU?

You have purchased many things here in Geneva that have given you excellent service, have lightened your labors, or given you pleasure and satisfaction, you have found Geneva merchants accommodating, etc.

Think it over and watch for next week's GENEVA COMMUNITY NEWS.

Another woman has recovered her long-lost voice after a ride in an airplane. Airplanes are dangerous things.—*Salina (Kan.) Journal*.

## Canal 2,000 Years Old, Found

In the course of road building in the Eifel mountains of Germany a fifth-mile section of an ancient canal has been unearthed which served to convey water to Cologne 2,000 years ago.

There isn't much difference between life in a big city and in a small town. In the city the autos run down a lot of people, and in the town the gossips do the same thing.—*Olivia (Mo.) Times*.

## NEW TIRE SAFETY



AS LOW AS

67c

A WEEK

NO MONEY DOWN

REPLACE WORN  
TIRES AT  
BARGAIN PRICES

**Firestone**

AUTO SUPPLY &  
SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

## YOUR BEST FRIEND WILL TELL YOU



Don't let it get you down old man. Solve your money problem like I did. Get an A-B-C Loan from PERSONAL FINANCE. It's easy to repay. You'll find it as simple as A-B-C. Why don't you go over and see them now?



**FREE** Social Security Record Book. Keep a record of your income and the benefits you will get from the government. Come in for your copy.

Room 304—Third Floor National Bank Bldg.

120 Genesee St.

Phone 251

Auburn, N. Y.

Mr. Heintzelman, Manager

LOANS MADE IN NEARBY TOWNS

## PERSONAL FINANCE CO

**BENEFICIAL LOANS**

★ Listen to "YOUR UNSEEN FRIEND" - SUNDAY - 5 P. M. - WFBL ★

## "SAFETY TESTED" USED CARS



1935 PACKARD-120 (Radio - Heater) .....	\$800
1935 CHEVROLET COACH .....	\$450
1933 BUICK SEDAN .....	\$475
1932 OLDSMOBILE SEDAN .....	\$350
1932 HUDSON COUPE .....	\$195

1931 STUDEBAKER SEDAN .....	\$350
1929 AUBURN SEDAN .....	\$185
1929 BUICK COUPE .....	\$175
1928 CHEVROLET SEDAN .....	\$ 40

## Marshall Motors

Eights — OLDSMOBILE — Sixes

Cor. Main & Seneca Streets

Phone 6556

### Badge a Barrel

"I see where a Chicago man proposes that a badge be given every person who pays all of his taxes promptly."

"Huh! a barrel would be more appropriate."

### Largest Talc Mines

The largest talc mines in the United States are located in St. Lawrence county, N. Y.

Treat your stomach kindly and it will reciprocate.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., JANUARY 21, 1937

## LOOK YOUR BEST AT THE PRESIDENT'S BALL

Suits - Hats - Hose - Gloves

Wilson Shirts and Ties

## CASEY & SON

opposite Schine's Theatre

## YOU'LL NEED A NEW FROCK FOR THE PRESIDENT'S BALL

... and the other Winter festivities  
These frocks have just been  
reduced in price

Now \$8.95 to \$14.95

## THE SENECA SHOP

James F. Hobbins

## AT INTERMISSION . . .

See you at

## GUINAN'S

Main and Castle Sts.

Jan. 29 — or any time — day or night  
— Guinan's is always

"A Good Place To Eat"

## FOR THE BEST IN EVERY- THING FOR THE SMOKER

Stop at the  
Sign of the Indian

Join Our Pipe Club  
and Pipe Guessing Contest

## H. F. FOX

Since 1870  
(next to Kirkwood Hotel)

Many of the

## BEST DRESSED MEN

at

The President's Ball  
will be wearing CLOTHES

from

**WELCH'S**  
494 Exchange

## EVENING SLIPPERS

Silver — Gold

Whites . . . tinted to match your gown.

## BRANDOW'S

for Shoe Values

Attend the

## PRESIDENT'S BIRTHDAY BALL

STATE ARMORY  
GENEVA, N. Y.

FRIDAY EVENING  
JANUARY 29

DANCING  
10 TO 3

TICKETS — \$1.00  
(Individuals or Couples)

70% for Geneva Crippled Children

## PARTY CORSAGES

Flowers for Every Occasion  
Member F.T.D.

Flowers Telegraphed Anywhere

## HOWARD L. REEDER

303 Hamilton St. Phone 2109  
We Deliver

## T. J. COMISKY

(opposite Schine's Geneva Theatre)

IMPORTED WINES and LIQUORS

— NEW LOW PRICES —

Phone 2635

We Deliver

## UNUSUAL HEADDRESSES

... for the President's Ball and  
other Winter Festivities.

## J. W. Smith Beauty Studio

Mary VanDerhoof, Mgr.

Phone 6154 for Appointments

## VALUABLE APPAREL NEEDS FINE CLEANING

You can't afford to risk inferior  
cleaning for valuable apparel.  
Let us serve you.

## FOOTE'S CLEANERS

HARRY D. TARBELL  
78 Castle Street Phone 2910

## PARTY GOWN ACCESSORIES

New Spring Taffettas

Now In

## HOWARD DRY GOODS CO.

## COLONEL CHEERIO

says:

"Success to the President's  
Birthday Ball"

## GEO. M. PETERS

Liquors and Wines 148 Castle St.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., JANUARY 21, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.








5100 COPIES WEEKLY  
(Certified)

## ALMANAC



"The false friend is like the shadow of  
a sundial."

### JANUARY

-  22—Reconstruction Finance  
Corporation created by  
Congress, 1932.
-  23—Kansas - Nebraska bill  
introduced in U. S.  
Senate, 1854.
-  24—Gold discovered in Cali-  
fornia by Sutter, 1848.
-  25—Springfield, Mass.,  
arsenal attacked in  
Shay's rebellion, 1877.
-  26—Holley converter for  
making Bessemer steel  
patented, 1869.
-  27—Edison receives first pat-  
ent on incandescent  
lamp, 1880.
-  28—First railroad train  
crosses Isthmus of  
Panama, 1855. @WNU

If driving, disaster and drink be-  
gin with the same letters, so do safe-  
ty and sobriety.

A clear conscience neither fears  
sound nor sight of foes.

### Y. M. C. A. Notes

The 50th Anniversary of the  
Ladies' Auxiliary will be celebrated  
with a Banquet which will take  
place Friday, January 22, at 6:30.  
A large attendance is expected.  
Mrs. Emma Bonnett, who was the  
first Treasurer of the Auxiliary,  
elected January 25, 1887, will read  
a historical sketch regarding anni-  
versary meetings; Mrs. Charlotte  
Gage, the present Secretary of the  
Auxiliary, will present some of the  
highlights of the 50 years of serv-  
ice; Mrs. F. J. Witter, President of  
the Auxiliary will preside; Secre-  
tary Warr will speak on the sub-  
ject "Looking Ahead"; Dr. James  
Lee Ellenwood, Secretary of the  
State Committee of the Y. M. C. A.,  
will be guest speaker. Troop 2, the  
colored boys' troop, under the su-  
pervision of Lawrence Kenney, will  
serve the dinner.

The charter membership group  
for the new Social Club which will  
meet Saturday evenings, met Wed-  
nesday afternoon, at 4:00, and vot-  
ed to send out invitations for the  
first meeting of the Club, Saturday,  
January 23. Only those receiving  
invitations will be admitted to the  
meeting. Those interested in being  
considered for membership should  
write Secretary Warr and their  
names will be turned over to the  
committee. The Club is primarily  
for the students of the three upper  
years in High School.

The Young Men's Industrial Bas-  
ketball League started last Friday  
evening. Tomorrow night, 5 teams  
will play. It is hoped that eventual-  
ly 10 teams will be in the League.  
Young men employed in industries  
and working at night will play  
evenings or afternoons according  
to Mr. Jenkins. Those interested  
should see him at once.

50 boys are enrolled in the Junior  
Red Cross First Aid Class which  
started last week and will continue  
for seven weeks. No additional  
boys can register now.

Miss Nora Essa, coach of the  
St. Peter's Girls' Basketball Team  
is looking for games for Thursday  
evenings at the Y. M. C. A. Any  
girls' team interested should call  
Miss Essa at 6149, or Mr. Jenkins  
at the Y. M. C. A.

### SHOP IN GENEVA

|||||=====|||||

LIFE INSURANCE ANNUITIES

MARGARET B. KRAUS

Equitable Life Assurance Society  
of the United States

5 Seneca Street

Phone 2697

|||||=====|||||

Complete New Line . . .

SPRING WALL PAPERS

now on display . . . at

DEMMING'S

505 Exchange St.

*The Rexall* DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

**FOOL-PROOF!**

TEXACO

Certified

with  
MARFAK

LUBRICATION

NO SPOT OVERLOOKED

Every step checked against  
authorized chek-charts

ASK FOR  IT HERE

RICKELS

SERVICE STATION

Lake Street

Phone 2920

**Well Timed**

"Were his remarks well timed?"  
 "Yes indeed; half the audience  
 had their watches in view."

**A THIN DIME . . .**

Will not go far in paying for that dent in the fender of your new car, even though those who do that work are most modest in their charges. Again, they are most efficient, but the job never looks the same. Therefore, rather than take the risk of such a bump in the crowded streets downtown, ride

**THE CITY BUS**

It costs but a thin dime and less when you use a 13-ride ticket or a weekly pass (ride as often as you like) either for one dollar.

**LOOKING FOR  
A GOOD BUY**

in USED CARS

—: Here they are: —

1935 Ford Sedan  
 1935 Pontiac Coupe  
 1935 Pontiac Sedan  
 1936 Ford Coupe, Conv.  
 1936 Buick Sedan

**KITCHELL MOTOR CO.**

386 Exchange St. Phone 2178

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street Phone 4189

**ADVERTISING SPACE**

in next week's issue must  
 be reserved by Saturday  
 noon. All copy must be  
 in by Monday noon . . .

**ALASKAN LECTURE  
BY FATHER HUBBARD**

"The Spirit's Home" is the title of the illustrated lecture on Alaska to be presented at the Regent Theatre, on Thursday evening, Feb. 4, by Father Bernard Hubbard, "The Glacier Priest".

The lecture is being sponsored by the local unit of the National Council of Catholic Women and a treat to the eyes, the ears, and the mind is promised to all who avail themselves of the privilege of seeing the pictures, hearing the story and absorbing the information which Father Hubbard, after ten years of exploring Alaska, will bring.

Father Hubbard has in two months addressed 88,000 people and three times has filled Symphony Hall, Boston, something no musician has done yet.

Tickets are on sale at the Gilbert Jewelry Store and the Hill Book Shop.

**CONTEST WINNERS**

. . . for the past week are:

Merchandise Awards:

Mrs. R. T. Stapleton, 60 High St.  
 Miss Catherine Buckley, 312 William St.

Mrs. Foster L. Gambrell, 49 Highland Ave.

Theatre Ticket Awards:

Mrs. G. S. Means, 730 So. Main St.  
 Charlotte Schroeder, 43 Hogarth Ave.

Mrs. H. VanAuken, 227 Castle St.

**NEW CONTEST**

See page 11 for announcement of a new contest. Get ready . . . get in on this contest . . . win CASH AWARDS.

See page 8. The popular "Easy Money" contest is being continued. Merchandise and Theatre Ticket Awards each week.

**SNAPPY . . .**

Quick starting  
 on coldest mornings  
 with a

**Delco Battery**

Complete Battery Service.

We're right at the other end  
 of your telephone line.

We have car registration blanks  
 and will gladly make them out for  
 you.

**FINK'S  
SUPER-SERVICE STATION**

Lake Street Phone 2448

**IMMEDIATE CASH**

Any amount, auto and truck loans—  
 refinancing, no endorsers. Relieve finan-  
 cial worries through our loan plan.

J. J. PRYOR

461 Exchange St. Geneva, N. Y.  
 Phone 2319

**Baumgartner's Food Store**

Specials for Friday and Saturday

FORMAN'S OLIVES, 6½ oz. bot., 17¢  
 JELLO, all flavors, 3 pkgs. for.....17¢  
 FORMAN'S SWEET PICKLES,  
 small bottle ..... 9¢  
 QUEEN BESS PRUNES, 1-lb. pkg., 9¢  
 ALL GOOD PEACHES, 2½ can....17¢  
 IVANHOE PEAS, No. 2 can,  
 2 cans for .....31¢  
 NIAGARA BRAND WHOLE CORN,  
 2 cans for .....27¢  
 BUFFALO BRAND LIMA BEANS,  
 2 cans for.....21¢

Top of Bean's Hill at edge of city  
 Plenty of Parking Space Always  
 Phone 2546 We'll Deliver

YOU CAN'T GO WRONG in 1937  
 with 'BLUE COAL'  
 or Semet-Solvay COKE

Easy Terms on Money-Saving Motor Stokor  
 Installations

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 6186 and 6232 261 Exchange St.  
 Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**Air-Conditioning**

Can make 1937 more pleasant in your home.

May be applied to your present heating system.  
 Get our estimates.

JOHN A. PONTIUS

90 Elm Street

Phone 4575

# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

"Dorothy"



Friday-Saturday

He Steals Your Heart!  
**BOBBY BREEN**  
**"RAINBOW ON THE RIVER"**

with **MAT ROBSON**

Plus Screen \_\_\_\_\_ Sat. may  
Vodvil \_\_\_\_\_ be your nite

**3 DAYS — STARTS SUNDAY**  
1937's Spectacular Musical Smash!



Plus  
Silly Symphony  
Cartoon - News

Wednesday-Thursday  
**LILY PONS - JACK OAKIE**  
**"THAT GIRL FROM PARIS"**

Plus **ROBERT BENCHLEY**  
**"How To Be A Detective"**  
Latest News

**Your watch should be cleaned at least once a year.** Mr. G. H. Prince is an expert jeweler and you are assured of receiving expert workmanship and prompt service at a very reasonable price.

**Prince's Jewelry Store**  
20 Linden St.

The spectator becomes the cynosure of knowing eyes when rigged out in a distinguished three-piece suit of rugged British tweed, pig-skin buttons and belt, and a cham-  
ois scarf.

St. Valentine's Day is February 14! Select your Greeting Cards from a complete selection at  
**McCarthy's Pharmacy**  
162 Castle St.

Also, Whitman and Schrafft Chocolates in special boxes.

Brilliant headwork! Talking about hats — if the brim rolls, it's right; if it has a touch of brilliant colour, it's superb; if it is Spanish, it is new.

Because so many were pleased with the Hot Marrowoil Treatment, given with the regular shampoo, Miss Murphy is continuing this **Special for \$1.00** (regularly \$1.50)

**Rose Murphy**  
(over Regent Theatre)  
Call 5827

For early spring, one pleads for a suit with a future. One of those forward looking suits is thin and light so that it will fit under a winter coat without a wrinkle. It is held snug to the waist by a single button. The skirt is straight.

Be it ever so stormy, winter winds hold no terror for the child with a warm **Snow Suit**. Save by buying now at **reduced prices!**  
**The Julia Elizabeth Shoppe**  
18 Linden St.

**Free trousers with your suit, for later delivery if you wish, at \$25.00 and up—two pair of trousers.**

A brand new **Sheep-lined Coat** for sale very cheap.

**A. P. Petersen**  
476 Exchange St.

Patent leather is back with a bang for early spring. Its slick, shiny surface is the most effective tonic you'll find for winter-jaded clothes. Try shoes of it! Try a bag of patent leather!

A dress you can wear now under a black fur coat — one of black crepe lightly sprinkled with white petals, not regularly, but in clusters that thin out into sparse dots. Double pleated ruching around the neck hints of spring, yet retains enough of black to be appropriate even in zero weather and snow flurries.

Destined to turn drab days into brilliant occasions — a dress of black crepe — the blouse splashed with wool embroidered flowers, and a parachute skirt.

Peach stones, nuts and acorns, and shells of all sizes and descriptions are among the newer notes in dress and coat buttons. They also appear in ear-rings, buckles, bracelets and clips.

Although designed primarily as hostess gowns, floor-length house coats of soft wool flannel add a touch of glamour to the hours of leisure. Wool flannel is appearing now in rich black as well as glowing monotones, lovely pastels, English tie prints and amusing blazer stripes.

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.



## RADIO FLASHES

by Ralph Le Brun



What the well dressed college professor will wear is illustrated by **Jack Oakie**, president of "Jack Oakie's College" as garbed in this chaste cap and gown, he broadcasts a plea to his faculty for a little more fun in the classroom. Why not enroll for your course of study now? **Columbia — Tuesdays, at 9:30 p.m.**

"Variety Show", a new radio series presenting real college entertainment broadcast direct from the campuses of many of the country's universities, will make its debut with a broadcast from the University of Michigan, at Ann Arbor, on Friday, at 10 P.M., over NBC Red network under the sponsorship of the Pontiac Motor Co. John Held, Jr., illustrator and cartoonist, will act as master of ceremonies. Broadcasts already have been arranged from the Universities of Chicago, Ohio State, Notre Dame, and Pennsylvania.

President Roosevelt will broadcast from the White House an address on the Warm Springs Foundation for the fight against infantile paralysis on Monday over the Columbia network, at 10:30 P.M. This is part of the plans which will be climaxed Jan. 30 with a nation-wide series of Birthday Ball celebrations for the President, proceeds of which will go to the Warm Springs Foundation.

Jack Pearl, the radio "Baron Munchausen", got his first taste of the theatre when he was only 15 years

In the evening hours  
If your radio won't click  
Telephone me  
For service that's quick.

**RALPH LE BRUN**

Phone 3237

225 High Street

old, leaving a grocery store to take a character part in "School Days". This experience led him through vaudeville into burlesque and hard times. The sun shone again when the Schuberts took him under their wing. He was such a hit at the Winter Garden that Ziegfeld bought his contract from the Schuberts at a fancy price and featured him in the Follies. The "Baron" made his radio bow seven years ago, but took a rest of a year and a half before returning to the NBC-WHAM network over which he is heard Mondays, at 9:30 P.M.

Playing selections by Chopin and Liszt, Josef Hofmann, world famous pianist will be guest soloist with the Ford Symphony Orchestra and Chorus broadcast over the Columbia network, Sunday, at 9 P.M.

Robert L. Ripley's island retreat in Long Island Sound near Mamaroneck, N. Y., is called "Bion Island", the name being compounded of the initial letters of his famous "Believe-It-or-Not" trademark. It is a veritable treasure island containing a 22-room house furnished with magnificent objects of art and priceless curios gathered by the NBC broadcaster and cartoonist in all parts of the world.

The famous Liederkrantz Society of New York, a chorus of 70 voices, will broadcast a special concert over the Columbia system, on Saturday, at 4:30 P.M.

### REGENT THEATRE ATTRACTIONS

*Friday and Saturday, Jan. 22-23*—John Wayne and Phyllis Fraser, in "Winds of Wasteland"; also Jack Holt, in "North of Nome".

*Sunday, Monday, Tuesday, Jan. 24-25*—Joe E. Brown, in "Polo Joe".

*Wednesday, Thursday, Jan. 27-28*—Rochelle Hudson and Michael Whalen, in "Woman Wise".

## That Others May Walk . . .

YOU are invited to dance at the

## BIRTHDAY BALL

for

## PRESIDENT ROOSEVELT

STATE ARMORY -:- GENEVA, N. Y.

**Friday Evening, January 29**

Dancing

10 to 3

Tickets

\$1.00 (Individuals or Couples)

70% of the proceeds to be kept in Geneva for the treatment of crippled children; 30% to be turned over to the National Committee for presentation to the Georgia Warm Springs Foundation.

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Potato Puffs

Beat 2 cups hot mashed potatoes until smooth. Stir in 1 beaten egg, 1 teaspoon grated onion, and small amount of milk if potatoes seem too dry. Season with salt and pepper and drop by spoonfuls on buttered baking sheet. Bake in quick oven until light and nicely browned. Serve at once.

A. O'C., W. Main St.,  
Waterloo, N. Y.

## Squash with Maple Syrup

3 lbs. Hubbard squash  
2 tablespoons butter  
1 cup maple syrup

Peel and cut squash into 1-inch cubes. Place in casserole, dot with butter and pour syrup over. Cook about 1 hr. or until tender in moderate oven 350°.

A. M. F., N. Exchange St.

## Date Pinwheels

1 cup butter or ½ cup butter and ½ lard  
2 cups brown sugar  
3 eggs  
4 cups flour, sifted with 1 teaspoon each soda and cinnamon and ¼ teaspoon salt. Mix in order given and chill. When firm, divide in two parts, roll dough ⅛ inch thick and spread with filling. Roll like jelly roll, chill and when firm, slice and bake in 375° oven.

Filling:

1 cup chopped dates  
½ cup white sugar  
½ cup water

Stir together and cook about five minutes. Remove from fire and add ½ cup chopped nut meats.

H. L., Hillcrest Ave.

## Southern Liver Pudding

2 lbs. pork or beef liver  
2 onions cut fine or grated  
1 teaspoon salt, pepper to taste  
2 quarts water  
1 cup cornmeal  
¼ teaspoon sage

Wash liver in cold water and remove any large membranes or blood vessels. Cook in water until tender with pepper, salt and onions. Cool. Put through food chopper. Save the water in which the liver was cooked and bring to boil. Add cornmeal and cook until it is like a thick mush. If the water has boiled down very much, enough more must be added to make it of the consistency of mush. Add the ground liver and mix thoroughly, adding the sage at the same time. Pour into bread pan and put in cool place to harden. When very stiff it is sliced and fried as fried mush. In the Southern states this dish is frequently served for breakfast.

Mrs. F. L. G., Highland Ave.

## Butterscotch Biscuits

Mix and sift 2 cups flour, 4 teaspoons baking powder and 1 teaspoon salt. Work in 4 tablespoons butter. Add 1 cup milk and mix lightly. In muffin pans place ½ teaspoon butter, 1 teaspoon brown sugar and 2 pecan nuts. On top of this mixture place 1 tablespoon of the biscuit batter. Bake in a hot oven, or at about 400 deg.

If your pet knife is badly rusted, cover it with thick sour milk and let it remain over night. It will clean quite nicely by morning.

Let us show you the "Coolerator"  
the conditioned-air refrigerator

**C. J. BRADY**  
RE-FILTERED ICE  
CITY WATER

110 Lake Street Phone 2740

Tune in . . .

"Eleanor Howe's Homemakers'  
Exchange" (WFBL, Tuesdays,  
Thursdays — 11:45 a.m.)

For the housewife who does her own laundry there is no comfort like a clothespin apron. It is made of denim with big pockets in the front to hold the pins while hanging the clothes out on the line. It is just as convenient when taking the clothes down and certainly means a speedier job on frosty mornings.

## GENEVA WOMAN'S CLUB NOTES

Friday, Jan. 28—2:00 p.m., Bridge Tea.

Monday, Jan. 25—1:30 p.m., Chorus; 2:00 p.m., Bowling, Masonic Temple; 6:15 p.m., Semi-annual Supper.

Tuesday, Jan. 26—2:00 p.m., Book Review.

Thursday, Jan. 28—2 p.m., Bowling, Masonic Temple.

## JACK & JILL ICE CREAM

Is Not Made by a Monopoly  
—:— Frozen Fresh Daily —:—

OUR BRICK, quarts.....25¢  
(Guaranteed — not a "pumped-up"  
balloon brick)  
317 Main Street

Phone  
5566

Work Called for  
and Delivered

## GEORGE E. DURKEE

EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING

22 Madison St.

Geneva, N. Y.

## MODINE

Unit heaters, copper radiation

**Seneca Plumbing & Heating**

Phone 6574

## RADIO REPAIRS

Our repair work is guaranteed

Public Address Systems . . .  
for sale and for rent

## AUTO BATTERY SERVICE

featuring the wonderful  
"KATHANODE" Battery . . .  
unconditionally guaranteed long  
as you own your car.

## GEO. F. BRUZEE

"The Battery Man"

23 E. Castle Street Phone 6522





## DO YOU KNOW?

Sponsored by the Medical Society  
of the State of New York

First hospital in America was established through the efforts of Benjamin Franklin and Dr. Thomas Bond and was opened in Philadelphia as the Pennsylvania Hospital in February, 1752.

There are few nerves in the mouth of fish, and it is thought they suffer no pain when caught on a hook.

A fresh-water fish 30,000,000 years old has been brought from Alaska to be classified and studied at the American Museum of Natural History in New York City.

Only animal that picks its teeth, except man, is the gorilla.

Three new chemical units have been found in the sun, according to Dr. Charlotte E. Moore of Princeton Observatory. Of the 92 chemical elements of the earth, 19 are absent in the sun. The three now discovered are osmium, iridium and thulium.

Cancer of the skin is practically unknown among Negroes.

Winter illnesses are bronchitis, pneumonia, influenza, and colds. They are not limited to the winter season, nor are they the only diseases that increase during winter, but they are the most frequent. Resistance is built up by wholesome food, sufficient rest and exercise. Real "health insurance" is that which the individual earns for himself by working to attain it. There is no other.

I am placing my Insurance  
with Snyder.

Jeg har min Forsikring Hos  
Snyder.

Najlepsze Stac Esykoraeyji  
Snyder.

WE'LL SOLVE  
YOUR PERSONAL  
PROBLEMS

\*

Our Service makes it easy for you to borrow money when you need it. We arrange loans for any purpose, in 24 to 48 hours — and allow you to repay in 3, 6, 10 or 20 months.

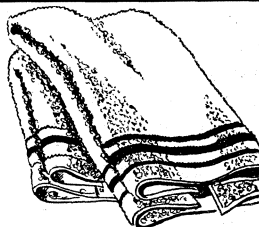
## AUTO LOANS

Come in . . . Write . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca Street, 2nd Floor — over Keilty's Dry Goods

"Loans Made In Nearby Towns"



**Smith's**

J. W. SMITH DRY GOODS CO.

JANUARY WHITE SALE  
SPECIALS

## BATH TOWELS

● Size 24 x 45

21c each

● Size 19 x 36

17c each

- heavy
- absorbent
- wht. with col. border

## "HOUSEKEEPER" SHEETS

- 81 x 99
- Seamless
- Heavy

89¢  
each

## ALL LINEN CRASH TOWELS

- Firm
- 17 x 34
- White, col. border

23¢

## 24 x 46 BATH TOWELS

- Extra quality
- White, col. border

4 for \$1.00

Devote a few minutes every day  
to exercise in the open air.

## Egyptian Epitaph:

His soul departed ere he was  
summoned.

## Indispensable

Physician: "Spinach is not an  
essential item of food. Anyone can  
live just as well without it."

Editor: "Anyone but a humor-  
ist."

## ESSO MOTOR OIL

Easiest Starting  
Highest Motor Protection

## EXCHANGE ST. ESSO STATION

J. W. BARNES

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

First—Down the left margin of a sheet of paper write the letters of the name, or names, appearing in the first space below; (called the key).

Next—Read carefully each advertisement in this section . . . selecting words, from any of the ads, but not ads in consecutive order . . . which contain one of the letters listed on your sheet. For instance, if the name on the margin of your sheet should start with "A", find a word, such as "and", or "repairing" (or any word in which the letter "a" appears), and write that word after the letter A; continue — selecting a word from some ad to follow each letter;

Then—After each of the words selected write the names of the advertisers from whose ads you took the words listed. Select only one word from any one ad.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as possible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE THREE READERS who send in the FIRST correct lists. To the NEXT THREE whose lists are correct we will give a pair of tickets to Schine's Regent Theatre.

On the bottom of your list write: "I prefer merchandise from....." (naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

The key word for the contest this week is . . .

## "JOE'S MARKET"

### AUTO SERVICE

FIRESTONE AUTO SUPPLY  
& SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

IT'S HERE . . .

THE NEW 1937 OLDSMOBILE

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

FROZEN GREASE and OIL means hard starting, a strain on the battery, gears, and bearings. Our experts, improved equipment flush the gears and fill with non-freezing winter oil and lubricants.

TED'S AUTO INN

Phone 5174 35 Tillman St.

## JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

Boneless Rib Roast .....	25¢
Chuck Roast .....	17¢
Boneless Beef Stew .....	22¢
Italian Sausage .....	25¢
Plate Beef .....	10¢
Boneless Corned Beef .....	18¢
Daisy Hams .....	29¢
Home Made Liver Sausage.....	20¢

## WITH SILVER PRICES ADVANCING

You still have time to match up your Inactive Gorham pattern as the advance in price does not take effect until February 1st.

Orders placed before February 1st will be delivered in April at old prices. IT'S NOT TOO LATE!  
ORDER YOURS TO-DAY!

## L. H. BARTH

Schine's Geneva Theatre Bldg.

## SMOKED or MEAT CURING SALT

Beacon - Park & Pollard  
Poultry and Dairy Rations  
Pure Cod Liver Oil, Poultry and Stock Remedies. A fresh supply just received.

## COOK'S FEED STORE

40 Castle Street Phone 2722

## YOUR CAR NEEDS ANTI-FREEZE

Drive in, we know the amount your car needs to be safe. We have your favorite: Prestone, Zerone, Alcohol. We have "Arvin" Car Heaters, too.

## LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

See the key to this week's contest. "J" is the first letter.

Find a word containing a "j" in some ad in this section. Whose ad did you find it in? Continue until you have a complete list.

If you would like a space in this

## "EASY MONEY" SECTION

DIAL 2108

## OYSTERS ARE IN SEASON

Ours Are Always Fresh . . .

Shipments Received Daily

## GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.

## EVERYTHING IN SEAFOOD

## WINTER OIL and LUBRICATION

Makes Easy Starting

Adds Life to Your Car

## OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920  
"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.  
Anti-Freeze? Sure! We have it, drive in.

## BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the paint too, make 'em like new again. In fact we can repair the whole body, no matter how bad it's wrecked.

## PETERSON (Seymour Alley)

rear Geneva Loan & Savings Assn.

## NOTHING MISSED . . .

When you have a 1937 "PHILCO". Automatic Tuning and twice the number of foreign stations. Ship News, Messages from the air and ocean brought to your own fireside! See this wonder!

## MAYTAG SALES & SERVICE

4431 Exchange St. Phone 2005

## SPECIAL PRICE

A 24-inch and a 26-inch Furnace

## REAL BARGAINS

Air Conditioning - Engineering  
Estimating

## H. R. OSTRANDER

Phone 3976 70 Colt St.

## 50¢ TO RECHARGE

Your Old Battery . . . Any make.  
We have new ones, too.

CARROLL'S CENTRAL SERVICE  
Opposite Armory

305 Main St. Phone 2592

# "EASY MONEY" (Continued)

## IT'S DANGEROUS DRIVING

In the winter time with wheels out of line, poor brakes, clogged up radiator, snow covered windshield. Drive in now — consult our experts.

**STRATTON'S BRAKE SERVICE**  
Lake St. near Exchange St. Phone 2028

## IDEAL BEAUTY SALON

Miss Verena Bullock  
99 Seneca St. (Pries' Barber Shop)

Featuring the New  
**ZOTOS MACHINELESS  
PERMANENT**

Phone 5996 for Appointment

Men's Heavy Weight Underwear, long or short sleeves, reduced to.....79¢  
Men's All Wool Scarfs,  
reduced to .....79¢

## R. J. IREDALE

### MEN'S FURNISHINGS

461 Exchange St. Next Western Union

Blue & White Spaghetti and Cheese,  
3 for .....25¢  
Red & White Cocoa, 2 for.....15¢  
Kirkman's Soap Chips, also a free can  
Kirkman's Cleanser, special, only, 16¢

## FLORENCE LABIGAN'S

Red & White Store

261 William St. Everything in Groceries

## ANOTHER NIGHT OF FUN

Carnival Night, January 22nd. Don't miss this one — and remember Tuesday night is couple night, only 25¢.

## DANCE INN ROLLER PALACE

Lake Rd., Geneva Free Parking Space

## FURNITURE UPHOLSTERING

Trimmings - Chair Slip Covers  
Ask to see our samples - No obligation

## M. E. MEDES

213 Lewis Street Phone 4988  
Prices Reasonable - Work Guaranteed  
We'll Call and Deliver

## YOU JUST CAN'T GO WRONG

On Good Things to Eat during 1937  
when you place your order with

## GEORGE PHILLIPS

The Red & White Store

111 Pulteney Street Plenty of Parking  
Space

## MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

**ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS**

## WIN-A-PRIZE

For the Best Answer . . .

"What is one of the most essential  
things in life?"

Find out by calling

**GENEVA 2628**

There is no obligation.

**QUALITY MEAT . . .** Is essential for good health. Our customers know that we handle only the best grade Prime Western Beef, Veal, Pork, and dress our own Poultry.

**MULVEY, 70 N. Genesee St. Phone 2712**  
We deliver. Plenty of Parking Space.

## SCIENCE'S NEWEST MACHINE

For motor tune-up — **YOU'RE INVITED** to see it demonstrated. Come in. Instantly shows carburetor waste and weakness. We have the only one of its kind in Geneva.

## AUTO ELECTRIC SERVICE

Carl E. Cole

30 Lake Street Phone 2814

Mixed Nuts, 2 pounds, only.....25¢

Large Texas Grape Fruit, 4 for.....25¢

Large Florida Oranges, dozen.....35¢

## L. J. McCANN'S GROCERY

144 High Street Phone 2653

## The Geneva Community News

has the largest local distribution of  
any advertising medium.

It costs but little to send **YOUR MESSAGE TO ALL** of Geneva's residents . . . and many others . . . every week.

## It's Just Natural

When you **REAL**  
Think of **ESTATE**

To Think of "**FINZAR**"

20 Linden St. (Prince's) Phone 2661

## BRENNAN'S GROCERY

31 John St. Phone 4572

## UTICA CLUB

## CANANDAIGUA

## STANDARD

Beer **\$1.99** case, plus  
or Ale bottle charge

## SCHMIDT'S ALE

.....(12 oz), 15¢; quart, 35¢

Phone 4572 Free Delivery

Open until 9 every nite

Will you kindly mention

## THE GENEVA COMMUNITY NEWS

when making purchases from  
our advertisers?

## HERE'S REAL ECONOMY

Ready-to-wear Service

Flat Work.....only 8¢ per lb.

Wearing Apparel.....20¢ per lb.

Wet Wash.....10 lbs. for 39¢

Phone 2112 — We'll Call and Deliver

## GENEVA STAR LAUNDRY

"Home Owned"

Phone 2127

## WILSON & JOHNSON

Everything in Meat and Poultry

261 William Street

Free delivery and plenty of parking  
space.

## RARE ANTIQUES

Used Furniture - Pianos - Chinaware -  
Household Cooking Utensils, etc.  
Must Be Sold. Cheap. Look 'em over.

**The GENEVA MOVING & STORAGE  
COMPANY, Inc.**

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## SOMETHING TO READ? SURE!

That's our line — Daily and Sunday  
Papers, Magazines, Periodicals . . .  
Your Favorites, Ice Cream and a complete  
fountain service. Candy, Pipes,  
Cigars, Cigarettes, Stationery.

## THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

## A NEW PAIR OF GLASSES

or having the old lenses changed will  
help those with weak eyes to have a  
better outlook on 1937.

## G. W. FLETCHER - OPTOMETRIST

Castle Street Opp. City Hall

Office Phone 2292 Residence 2044

Phone for Appointment

## SPECIAL DINNER

**SATURDAY and SUNDAY**

"RAVIOLI" — with Delicious **50¢**

Chicken Filling, complete.....

—Don't Miss This Treat—

## JAMES MADIA'S NEW GRILLE

Exchange & Tillman Streets  
formerly "Blue Moon"

"T" is the last letter in the key  
to this week's contest.

Where is there a word in this section  
with a "t" in it? Whose ad?  
This will complete your list. Mail  
it . . . at once.

## BIRTHDAY BALL FOR THE PRESIDENT

It is expected that at least 500 couples will attend the President's Birthday Ball in the State Armory, Geneva, on Friday evening, January 29.

The party in Geneva will be one of many similar affairs held throughout the nation in a country-wide campaign to help stamp out infantile paralysis.

The present will be the fourth year in which Birthday Parties have been held for the President and he has again approved of the plan whereby 70% of the proceeds raised by the local Ball will be kept in Geneva and distributed for the treatment of crippled children. The remaining 30% will be turned over to a National Committee for delivery to the President, to be presented by him to the Georgian Warm Springs Foundation for the continuation of its part in the national fight against infantile paralysis.

At the time of the 1935 ball in Geneva a permanent local committee, consisting of City Treasurer Carrollton Roberts, chairman; Harold Simpson, treasurer; Dr. W. W. Maloney; Mrs. Irving A. McGrew; Mrs. Rachel Palmer, and Alvy Boyd, was appointed to supervise the use of the local fund.

Mayor H. T. Maxwell is honorary chairman of the 1937 President's Ball in Geneva and Bernard J. Dee is the active general chairman heading a large list of well known citizens acting as chairmen of assisting committees.

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"More men pray than are willing to admit it."

"The virtue we require in our friends is not always the one we offer them."

"Sometimes the man who laughs the loudest has the heaviest heart."

"Experience is the name some men give to their mistakes."

"It is only the courageous who have the promise of victory."

"Fate gives us acquaintances and we make them into friends."

"We find happiness many times just because we have been looking for something else."

"It is great to have a high office, but greater to keep faith with the people who put you there."

"Scarcely any man lives as well as he knows."

"Many have escaped criticism by doing nothing."

(To be continued)

An apple pie just out of the oven creates its own demand.

## GASOLINE IS CHEAP! ONLY THE TAX IS HIGH!

Every third day service station receipts go for taxes!

Every third dollar you pay for gasoline and oil goes for taxes!

Tell your Legislators: State gasoline taxes should be reasonable; revenues spent only for roads; the Federal gasoline tax should be repealed!

Gasoline sales taxes cost YOU, each year, more than \$28.00.

**BUY IN GENEVA**



That Famous  
**ENGLISH DRINK**

*Iroquois*

**HALF and HALF**  
ALE PORTER

**N**EXT time you go to the store buy a few bottles of Iroquois Half and Half—that good old English drink—so smooth, mellow and satisfying that it is taking America by storm. Also available at your favorite tavern.

**TRY IT—YOU'LL LIKE IT**

Distributed by

**M. ILACQUA**

186 Exchange Street

Phone 3375

**JACK & JILL ICE CREAM**

— Frozen Fresh Daily —

We Originated { the 25¢ qt. brick  
Double Dips  
in this City

**Geneva's Finest Ice Cream**

14% butterfat

317 Main St. Geneva, N. Y.

**MAKE NO MISTAKE . . .**

Prices are advancing

**DIAMONDS**

are a good investment

BUY NOW

**S. A. GILBERT**

JEWELER

510 Exchange St. Geneva, N. Y.

CREDIT Of course — Liberal Terms

**WALL PAPER**

... GLASS ...

(Auto - Store - Window, etc.)

UNFINISHED FURNITURE

VENETIAN BLINDS

WINDOW SHADES

WAXES and POLISHES

**FAIRFAX BROS. CO.**

87 Castle St.

Phone 2441

**C. S. BURRALL & SON**DEPENDABLE INSURANCE  
SINCE 1829

"Goodbye Anxiety"

50 Linden St.

Residence

Phone 2443

Phone 6434

Geneva, N. Y.

MY WIFE ANNE having left my bed and board because of wash-day drudgery, I promise if she comes back to buy her a 1937 EASY Washer, the EASY way to whiter, gentler, faster washing. Pay only \$1 a week at

**EASY WASHER SHOP**

505 Exchange St. Phone 6323

Liberal allowance for your old washer.

# \$ \$ \$

## CASH FOR LETTERS

READ THE ADS ON  
THIS PAGE

Are you familiar with these places of business . . . the merchandise or services they offer you . . . the products they make . . . the courtesy of their owners or representatives?

If you are . . . surely you have been well pleased and can write an interesting letter about your satisfaction.

If you are not . . . then we suggest that you become acquainted with these places of business. Go in, look around . . . no doubt you could write a good letter about the merchandise on display.

Starting with next week's issue (January 28) a CASH AWARD will be offered EACH WEEK for the best letter received about the store, business, product, or services of one of the merchants listed on this page.

Watch for further announcements next week regarding the contest rules, CASH AWARD and the name of the merchant who is to be the subject of your letter the first week of the contest.

# \$ \$ \$

## CASH FOR LETTERS

If it's

AUTO ELECTRIC SERVICE

see

**CHARLES E. COOL**

Arvin Car Heaters

Defrosting Fans

Battery Service

Complete Auto Accessory Dept.  
Wholesale and Retail

61 Geneva St.

Phone 2050

**RIGGS & JENSEN**

Plumbing and Heating  
Gas and Electric Appliances

473-475 Exchange St.

Phone 2739

**THE BIG THREE**

- \*Baldwin Piano
- \*Stromberg-Carlson Radio
- \*Norge Refrigeration and Appliance Line

Exclusive at

**BOLIN MUSIC HOUSE**

STEWART-WARNER  
REFRIGERATORS

AIR-CONDITIONING

ROOFING

PAINT

**Cooney, Watts & Cooney**  
HARDWARE

513 Exchange St. Phone 2170

"I know some of the men who work for the GENEVA BAKING CO. and they tell me there is never anything but the VERY BEST OF INGREDIENTS go into the making of BUTTERFLY QUALITY BREAD PRODUCTS."

We know YOU want the best . . .  
Always specify "BUTTERFLY".

FURNITURE and RUGS

MAGIC CHEF RANGES

APEX WASHERS

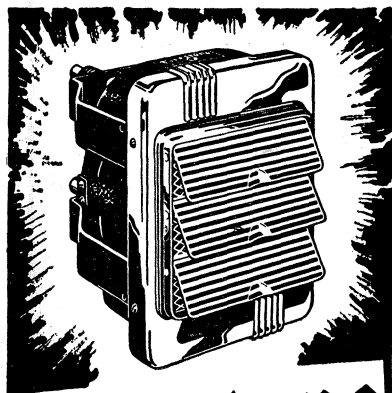
PHILCO and GRUNOW  
RADIOS

**WHEELER'S**  
opposite Post Office

The greatest need today is a looking up and lifting up to things that are worth while, not a looking down to the earth-weights, with which for so long we have been burdened. If everything we do and say shows forth this looking up and lifting up, we shall find better conditions manifested among ourselves, our friends, and all mankind.—*The Christian Science Monitor.*

### Dutch Comfort

Dutch comfort is the comfort of realizing that things might be worse.



## Firestone HEATERS

ON OUR  
*Budget Plan*  
AS LOW AS **74¢** PER WEEK

## NO MONEY DOWN

Listen to the Voice of Firestone, Monday evenings, over N. B. C.—WEAF Network

## Firestone

AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

I'm so worried, Jean! Here it is 1937 and we haven't paid last year's bills yet.

Don't let them get you down dear. See Personal Finance about an A-B-C Loan. They'll lend you the extra cash you need and arrange the payments to suit you. If I were you, I'd go in and see them, today!



## PERSONAL BENEFICIAL LOANS FREE FINANCE CO

Handy Social Security Record  
Books for you and your friends.  
Come in and get yours, today.

Room 304 3rd Floor National Bank Bldg.  
120 Genesee St. Phone 251 Auburn, N. Y.  
Mr. Heintzelman, Manager

"Your Unseen Friend" - Sunday, 5 P.M. - WFBL

LOANS MADE IN NEARBY TOWNS



## Come In . . .

## NOT A LARGE NUMBER . . . BUT GOOD.

1934 FORD SPORT COUPE  
1934 CHEVROLET COUPE  
1935 CHEVROLET COUPE  
1934 CHEVROLET TOWN SEDAN  
1931 CHEVROLET COACH  
1930 CHEVROLET COACH  
1930 BUICK SEDAN

Other cars, with down payments as low as \$20.00

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Phone 6621

Geneva, N. Y.

They are trying to abolish the rocking chair; but that's "agin nature."

One is always casting bread up on the waters if he is of an optimistic disposition.

CARPENTER and BUILDER  
Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given—free

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., JANUARY 28, 1937

## LOOK YOUR BEST AT THE PRESIDENT'S BALL

Suits - Hats - Hose - Gloves

Wilson Shirts and Ties

## CASEY & SON

opposite Schine's Theatre

## YOU'LL NEED A NEW FROCK FOR THE PRESIDENT'S BALL

... and the other Winter festivities  
These frocks have just been  
reduced in price

Now \$8.95 to \$14.95

## THE SENECA SHOP

James F. Hobbins

## AT INTERMISSION . . .

See you at

## GUINAN'S

Main and Castle Sts.

Jan. 29 — or any time — day or night  
— Guinan's is always

"A Good Place To Eat"

## FOR THE BEST IN EVERY- THING FOR THE SMOKER

Stop at the  
Sign of the Indian

Join Our Pipe Club  
and Pipe Guessing Contest

## H. F. FOX

Since 1870  
(next to Kirkwood Hotel)

Many of the

## BEST DRESSED MEN

at  
The President's Ball  
will be wearing CLOTHES

from

**WELCH'S**  
494 Exchange

## EVENING SLIPPERS

Silver — Gold

Whites . . . tinted to match your gown.

## BRANDOW'S

for Shoe Values

Attend the

## PRESIDENT'S BIRTHDAY BALL

•

STATE ARMORY  
GENEVA, N. Y.

•

FRIDAY EVENING  
JANUARY 29

•

DANCING  
10 TO 3

•

TICKETS — \$1.00  
(Individuals or Couples)

•

70% for Geneva Crippled Children

## PARTY CORSAGES

Flowers for Every Occasion  
Member F.T.D.  
Flowers Telegraphed Anywhere

## HOWARD L. REEDER

303 Hamilton St. Phone 2109  
We Deliver

## T. J. COMISKY

(opposite Schine's Geneva Theatre)

IMPORTED WINES and LIQUORS

— NEW LOW PRICES —

Phone 2635

We Deliver

## UNUSUAL HEADDRESSES

. . . for the President's Ball and  
other Winter Festivities.

## J. W. Smith Beauty Studio

Mary VanDerhoof, Mgr.

Phone 6154 for Appointments

## VALUABLE APPAREL NEEDS FINE CLEANING

You can't afford to risk inferior  
cleaning for valuable apparel.  
Let us serve you.

## FOOTE'S CLEANERS

HARRY D. TARBELL  
78 Castle Street Phone 2910

## PARTY GOWN ACCESSORIES

Imported \$3.98  
Transparent Velvet \$2.89

## HOWARD DRY GOODS CO.

## COLONEL CHEERIO

says:

"Success to the President's  
Birthday Ball"

## GEO. M. PETERS

Liquors and Wines 148 Castle St.



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., JANUARY 28, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - *Manager*

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

**5100 COPIES WEEKLY**  
(Certified)

Have YOU  
Made Your Contribution  
To The Red Cross  
For  
FLOOD SUFFERERS?

### *Ladies' Apparel*

#### EVENING GOWNS

... a beautiful assortment  
... reasonably priced.

#### LADIES'

#### USED APPAREL SHOPPE

—Mrs. H. I. Rigby—

68 Main St.

Phone 5989

### *Travel*

**WEST INDIES - BERMUDA**  
and Mediterranean Trips. Now booking for several attractive Easter Tours.

#### GENEVA TRAVEL BUREAU

Genevieve McCarthy

Main & Seneca Sts.

Phone 2226

### *Office Equipment*

**TYPEWRITERS** (Sales and  
**ADDING MACHINES** Service)

Duplicators, Desks, Filing Cabinets,  
Typewriter Supplies, etc.

#### GENEVA

#### TYPEWRITER EXCHANGE

Phone 6500

17 E. Castle St.

### Y. M. C. A. ACTIVITIES

**Girl's Work:** Miss Evelyn Booth, a graduate of Ithaca School of Physical Education, took charge of the Girls' Work at the Y. M. C. A. last Monday. The first program for girls began today. Thursday of each week will be Girls' Day. Other activities will be organized and announced. Basketball and Gymnasium Classes will be featured first. Miss Booth will emphasize older girls' work. All who are interested should interview her at once.

**Ladies' Auxiliary:** 152 Mothers and Dads attended the 50th Anniversary Banquet of the Ladies' Auxiliary which was held at the Y. M. C. A. last Friday. Mrs. F. J. Witter, President, presided. The first meeting of the second 50 years will be held very soon. All Mothers of boys and girls in Geneva who are interested should attend this meeting. Watch for the date.

**Handicraft Class:** The Handicraft Class for boys started last Saturday and is meeting each Saturday afternoon, from 3:00 to 5:00. At present the boys are making boondoggles, plaited lanyards, which are used for whistles, knives, pencils, etc.

**Friendly Indian Club Standings:** "Cardinals" — Captain Pederson, 1789; "Eagles" — Captain Krewson, 1467; "Bluebirds" — Captain Bruzee, 1462; "Hawks" — Captain Hammond, 1310.

**Friendly Indian Club:** The following boys are now wearing their first emblem, which is awarded for having attained 500 points: Lyman Hammond, Jack Reas, Robert Mallery, Leland Larsen, Dick Bryan, John Kepner, Robert Hemingway, Charles Krewson and Donald Pederson.

**Table Tennis:** Mr. Ted Lloyd, former State Table Tennis Champion, and two of his pupils from Canan-

daigua played some exhibition matches last week at the "Y" before more than 200 spectators. Mr. Lloyd is meeting the members of the Y. M. C. A. who are interested in Table Tennis, Tuesday evenings, at 7:30. All who are interested are urged to attend.

### SHOP IN GENEVA

LIFE INSURANCE ANNUITIES

#### MARGARET B. KRAUS

Equitable Life Assurance Society  
of the United States

5 Seneca Street

Phone 2697

Complete New Line . . .  
**SPRING WALL PAPERS**  
now on display . . . at

#### DEMMING'S

505 Exchange St.

### The Rexall DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

**STOP FOR**

**TEXACO**   
**Certified**

**TEXACO**   
**Certified**

**with MARFAK**

**LUBRICATION**

NO PART OVERLOOKED

### RICKELS

SERVICE STATION

Lake Street

Phone 2920

When the donkey saw the zebra  
He began to switch his tail;  
"Well, I never," was his comment,  
"Saw a mule that'd been in jail."  
— *Southern Collegian*.

There are many things about Geneva which, though used by a relatively small percentage, nevertheless are most essential to the well being and prestige of the city and therefore deserve the support of its citizens. Included in this classification is

### THE CITY BUS

Single fare, 10¢; Children, 5¢; 13-ride ticket or weekly pass (ride as often as you like), either for \$1.00.

## LOOKING FOR A GOOD BUY

in USED CARS

—: Here they are: —

1935 Chevrolet Sedan (trunk)  
1935 Pontiac Coupe  
1935 Ford Sedan  
1936 Buick Sedan

## KITCHELL MOTOR CO.

386 Exchange St. Phone 2178

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street Phone 4189

## ADVERTISING SPACE

in next week's issue must  
be reserved by Saturday  
noon. All copy must be  
in by Monday noon . . .

## A NATIONAL CALAMITY

That magnificent organization, The American Red Cross, has again come to the rescue in the terrible flood emergency now existing along the Ohio and Mississippi Rivers. Contributions to help carry on this work are being received by W. Horace Rogers, treasurer for Disaster Relief Funds, at the National Bank of Geneva. No one has ever had an opportunity to contribute to a more worthy cause.

## LARGE TICKET SALE FOR FATHER HUBBARD LECTURE

At the completion this Spring of his present lecture tour, Father Hubbard, "The Glacier Priest", who is to give an illustrated lecture at the Regent Theatre, Geneva, on Thursday, Feb. 4, will prepare for further exploration work.

This time Father Hubbard's search will be for land which, he says, "definitely exists in the unexplored areas north of Siberia."

Although Father Hubbard is head of the geological department of Santa Clara University, California, he has been on leave for five years and intermittent leave for five years prior to that for the purposes of carrying on his Alaskan explorations.

With the knowledge gained and pictures taken during this ten year period as the basis of his lecture in Geneva all who attend are assured of a rare treat.

Tickets are on sale at the Gilbert Jewelry Store and the Hill Book Shop.

## CARD PARTY

Queen Christina Court, Order of the Amaranth, will hold a public progressive Card Party, Friday evening, January 29. Those interested are requested to call 5231 or 2009 for details.

## IMMEDIATE CASH

Any amount, auto and truck loans — refinancing, no endorsers. Relieve financial worries through our loan plan.

J. J. PRYOR

461 Exchange St. Geneva, N. Y.  
Phone 2319

## "STAMINA"

That is what  
you will find  
in the

## DELCO BATTERY

. . . that extra punch and  
power required for cold  
morning starts . . heaters  
. . radios . . defrosting  
fans . . lighters, etc., etc.

## FINK'S

## SUPER-SERVICE STATION

Lake Street Phone 2448

## Baumgartner's Food Store

Quality Foods — Chain Store Prices

FRESH EGGS, direct from farm,  
per doz. . . . .26¢  
FRESH CREAMERY BUTTER,  
2 lbs. for . . . . .76¢  
PHILLIP'S TOMATO SOUP,  
2 cans for . . . . .11¢  
LONG'S OX-HEART PEANUT  
BUTTER, 16 oz. jar . . . . .19¢  
QUEEN BESS PANCAKE FLOUR,  
5-lb. sack . . . . .30¢  
QUEEN BESS PEAS, No. 2 can;  
2 cans for . . . . .25¢  
IVANHOE SUCCOTASH, No. 2 can;  
2 cans for . . . . .27¢  
BOSCU COFFEE, It's the flavor;  
2 lbs. for . . . . .59¢  
Top of Bean's Hill at edge of city  
Phone 2546 We'll Deliver  
Plenty of Parking Space Always

RANGE OIL — KEROSENE OIL  
FUEL OIL

MOTOR STOKORS  
MASON SUPPLIES

## P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle St. Phone 2393 and 6232 261 Exchange St.  
'BLUE COAL' - SEMET-SOLVAY COKE

## Air-Conditioning

Can make 1937 more pleasant in your home.

May be applied to your present heating system.  
Get our estimates.

JOHN A. PONTIUS

90 Elm Street

Phone 4575

## \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

**"Dorothy"**



**Friday-Saturday**

Action! ... Wild as the  
Jungle from which it springs!  
**"The JUNGLE PRINCESS"**  
with DOROTHY LAMOUR  
RAY MILLAND

Plus — Selected Shorts  
Saturday may be your nite!

**3 DAYS — STARTS SUNDAY**

**ALL  
IN  
GORGEOUS  
COLOR**

**ONE WOMAN**

AT THE MERCY  
OF AN EMPIRE  
RULED BY SAV-  
AGE BRAUN!

Romance and thrills  
of the timberlands  
where the will of  
the strong is law!

**"Gods  
COUNTRY  
AND THE  
WOMAN"**

A Warner Bros.  
First National  
Picture

with  
**GEORGE BRENT**  
Beverly ROBERTS  
BARTON MacLANE  
ROSCOE ATEs  
EL BRENDDEL

Added — Pete Smith Oddity  
Popeye Cartoon - News

Wed-Thur.  
**"A DOCTOR'S DIARY"**  
GEO. BANCROFT

Lovely hair — the pride of all smart women. For the President's Ball, have a distinctive coiffure!

**Shampoo** ..... 35¢  
**Finger Wave or Marcel**.... 50¢  
Experienced operators.

**Rose Murphy**  
(over Regent Theatre)  
Call 5827

—D—

In cold weather your hands are likely to look their worst unless they have special care, so any improvement program this time of the year should include extra handwork. Wear gloves to keep your hands warm and to protect them from becoming rough and dry. Use lotion twice as often as you do in summer. Oil the base of the nails twice a day. At night, smooth your face cream into your hands, massaging thoroughly, to bring up circulation. This attention, with a regular manicure, will keep them worthy of any occasion.

—D—

**Free trousers** with your suit, for later delivery if you wish, at \$25.00 and up—two pair of trousers.

A brand new **Sheep-lined Coat** for sale very cheap.

**A. P. Petersen**  
476 Exchange St.

—D—

Change the way you do your hair, and you change your whole appearance.

—D—

**For better Upholstery**

**Firoozi**  
59 Seneca St.

—D—

This year's swagger suits look quite different from last year's — the shorter jackets have a younger, freer air.

—D—

Why not take advantage of the **reduced prices** on **Girls' Coats**, sizes 7 to 12, and **Coat and Legging Sets**, sizes up to 6. Also, wool and velvet **Dresses**.

**The Julia Elizabeth Shoppe**  
18 Linden St.

Worn shoes properly rebuilt make happy feet. Learn the necessity of having well kept shoes. Take your worn shoes to **Carl** and they will be returned to you like new — for longer wear and comfort.

**Carl's Shoe Repair Shop**  
next to Empire Gas Office  
Castle St.

—D—

A tailored suit is a spring tradition and whether you have it in flannel, a hard-finished men's wear worsted, or a color-flecked tweed depends entirely on your own taste.

—D—

**Your watch should be cleaned at least once a year.** Mr. G. H. Prince is an expert jeweler and you are assured of receiving expert workmanship and prompt service at a very reasonable price.

**Prince's Jewelry Store**  
20 Linden St.

—D—

Bright accents for light dresses: bright slits of color call attention to diagonal pockets; bright buttons and buckle.

—D—

You'll see miles of saddle stitching on many smart dresses, outlining pockets, neckline and sleeves.

—D—

Let a tailored print dress supplant the tailored wool dress you have been wearing.

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

—O—

**City Bridge Tournament**

The City Bridge Tournament, sponsored by the American Legion Auxiliary, will be held February 22 at the American Legion Home, at 8:00. For reservations, call Mrs. John Hart, 279 Pulteney St. Dial 4747.



## RADIO FLASHES

by Ralph Le Brun



In an investigating mood to determine just what makes the wheels of a program go 'round, Columbia's unofficial statistician plunged into busy scenes backstage of the Radio Playhouse the other day. He found that the "Bandwagon" (Kate Smith's Variety Hour), was propelled by a plant of sixty-six artists, technicians and office workers who contribute directly to the broadcast. Of that number, 49 are heard on the air. Headed by Miss Smith herself, they include Ted Collins, producer, the 23-piece orchestra led by Jack Miller; four guest artists, Andre Baruch, announcer; Bert Parks, announcer; the "Command Appearance" hero or heroine; six actors and actresses and Ray Collins, all engaged in the dramatizations of heroic deeds; the LeBrun Sisters, girl trio, and the Ambassadors, male trio.

Lupe Velez, scintillating screen and stage star, and Johnny Weismuller, her athletic actor-husband, will be heard in a unique appearance as a singing team when they are presented as guests of Floyd Gibbons' "Speedshow" over the Columbia network, Saturday, at 9 P.M. Weismuller is reported to be spending spare moments reducing to proper microphone strength the lusty voice with which America became so familiar as a result of his role in the motion picture, "Tarzan".

The following notes are a summary of extensive data on short wave reception contained in the "Guide to Reception of Short-Wave Broadcasting Stations", published recently by the U. S. Bureau of Foreign and Domestic Commerce.

"Broadcast transmission at 49 meters is most reliable when received from a distance of 300 miles or more, although good reception at distances greater than 1500 miles can be expected only when a large portion of the signal path lies in darkness.

"Thirty-one meter stations afford greatest reliability of service to receivers situated at a distance exceeding 800 miles. Good reception from distant stations in this band is possible both day and night.

"Reception from stations operating in the 25 meter band is most common when a span of 1000 miles or more separates the receiver and the transmitter. Such transmission over distances of less than 2000 miles will be received best during daylight hours. The more

distant stations, however, can still be heard well after nightfall under favorable conditions.

"In the 19 meter band, stations situated at a distance of 1500 miles or greater will be found most satisfactory. Signals in this band will generally be heard during daylight hours—rarely after nightfall or when any appreciable portion of the transmission path is in darkness. Wavelengths below 19 meters are useful only when transmitted entirely through daylight and over long distances (2000 miles or more); ordinarily they cannot be received after sunset."

### REGENT THEATRE ATTRACTIONS

*Wednesday-Thursday, Jan. 27-28:* Rochelle Hudson and Michael Whalen in "Woman Wise."

*Friday-Saturday, Jan. 29-30:* Margot Grahame and Gordon Jones in "Night Waitress"; plus Richard Arlen in "Secret Valley."

*Sunday-Monday-Tuesday, Jan. 31-Feb. 1-2:* Preston Foster and Ann Dvorak in "We Who Are About To Die."

# \$ -- MONEY -- \$

deposited ON OR BEFORE

Wednesday, February 3

Will Earn Dividends from February 1

## Geneva Savings Bank

24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —

## That Others May Walk . . .

YOU are invited to dance at the

# BIRTHDAY BALL

for

## PRESIDENT ROOSEVELT

STATE ARMORY -- GENEVA, N. Y.

## Friday Evening, January 29

Dancing

10 to 3

Tickets

\$1.00 (Individuals or Couples)

70% of the proceeds to be kept in Geneva for the treatment of crippled children; 30% to be turned over to the National Committee for presentation to the Georgia Warm Springs Foundation.

In the evening hours  
If your radio won't click  
Telephone me  
For service that's quick.

## RALPH LE BRUN

Phone 3237

225 High Street

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Raisin Bread Custard

- 1 quart milk, scalded
- $\frac{1}{2}$  teaspoon salt
- 3 cups whole wheat raisin bread, cubed
- 3 tablespoons butter
- $\frac{1}{3}$  cup sugar
- 1 teaspoon vanilla
- 2 eggs

Pour scalded milk over bread cubes. Beat eggs slightly. Add sugar and salt. Mix. Add milk, bread mixture and vanilla. Pour into a baking dish. Dot with butter. Set in pan of warm water. Bake in a moderate oven 350 degrees for 1 hour or until inserted knife comes out clean. Serves 6.

B. H., R.D. No. 2, Geneva, N. Y.

## Pineapple Blanc Mange

- 3 tablespoons cornstarch
- $\frac{1}{3}$  cup cold water
- 3 tablespoons sugar
- 2 cups hot milk
- 1 teaspoon vanilla
- $\frac{1}{4}$  teaspoon salt
- $\frac{1}{2}$  cup crushed pineapple
- 2 egg whites

Mix the cornstarch, sugar and salt with cold water. Stir slowly into hot milk and cook in a double boiler 12 minutes. Remove and add vanilla and the egg whites, beaten stiff. Pour into a mold and chill.

M. C., Columbia St.

## Oyster Fritters

Drain 1 pint of oysters and chop fine. Beat 2 eggs until light, add  $\frac{1}{3}$  cup milk and  $1\frac{1}{3}$  cups flour sifted with 2 teaspoons baking powder, a little salt and pepper. Add chopped oysters to flour and milk mixture, mix well and drop by spoonfuls in deep fat. Drain and serve hot.

A. H., West St.

## Fresh Halibut Baked with Cheese

- 2 cups flaked fish
- 1 cup mashed potatoes
- 3 cups milk
- $\frac{1}{2}$  teaspoon salt
- $\frac{1}{8}$  teaspoon pepper
- 2 eggs beaten
- 3 tablespoons butter
- $\frac{1}{4}$  cup grated cheese
- 2 rolled crackers

Mix fish and mashed potatoes lightly with a fork, put in a baking dish and pour eggs, milk and crackers over fish and potatoes. Add grated cheese and dot with butter. Bake about  $\frac{1}{2}$  hour in moderate oven.

F. B., Pulteney St.

## Brown Betty

- 3 tablespoons butter
- $1\frac{1}{2}$  cups bread crumbs
- 1 cup brown or white sugar
- $1\frac{1}{2}$  teaspoons cinnamon or nutmeg
- $4\frac{1}{2}$  cups sliced, pared and cored apples
- 1 cup chopped walnut kernels
- Cream, plain or whipped

Melt butter and mix with bread crumbs. Combine sugar and spice. Grease  $1\frac{1}{2}$  quart baking dish and cover bottom with part of the sliced apples. Sprinkle with some of sugar mixture, then walnut kernels, then bread crumbs mixture. Build up similar layers until all materials are used, having crumbs for last layer. Cover and bake in moderate oven (350°) for 45 minutes. During last 15 minutes remove cover and allow to brown. Serve hot or cold with plain or whipped cream. Serves 6.

E. C., Genesee St.

Let us show you the "Coolerator"  
the conditioned-air refrigerator

**C. J. BRADY**  
RE-FILTERED ICE  
CITY WATER

110 Lake Street Phone 2740

Tune in . . .

"Eleanor Howe's Homemakers' Exchange" (WFBL, Tuesdays, Thursdays — 11:45 a.m.)

Phone  
5566

Work Called for  
and Delivered

## GEORGE E. DURKEE

EXPERT WATCH, CLOCK and  
JEWELRY REPAIRING

22 Madison St.

Geneva, N. Y.

## JOHNS-MANVILLE

A complete line of insulations for  
your Plumbing & Heating systems.

## Seneca Plumbing & Heating

Phone 6574

## RADIO REPAIRS

Our repair work is guaranteed

Public Address Systems . . .  
for sale and for rent

## AUTO BATTERY SERVICE

featuring the wonderful  
"KATHANODE" Battery . . .  
unconditionally guaranteed long  
as you own your car.

## GEO. F. BRUZEE

"The Battery Man"

23 E. Castle Street Phone 6522

## D & H Cone-Cleaned Hard Coal

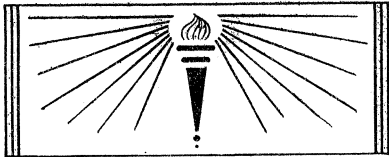
or

## SEMET-SOLVAY COKE

Will give you that extra  
heat that is so necessary  
to keep your home warm  
during cold winter days.

## RAPALEE'S

Phone 2221 or 2317



## DO YOU KNOW?

Sponsored by the Medical Society  
of the State of New York

First psychological laboratory  
was established at Johns Hopkins  
University, Baltimore, in 1881, by  
G. Stanley Hall.

Birds are defective in the sense  
of smell and it is doubtful if this  
faculty is of any use to them.

If the legs of a man correspond-  
ed in strength to those of a grass-  
hopper, he could jump over an  
ordinary two-story house.

Intestinal complaints are often  
caused by defective diet. Sluggish-  
ness may be helped in many cases  
by a diet with increased fruits and  
fresh vegetables, drinking plenty  
of water, and avoiding cathartics  
unless advised by a physician.

Thousands of persons have died  
as a direct result of taking a cat-  
hartic for abdominal pains which  
were caused by appendicitis. Find  
out what's the matter with a ma-  
chine before you start repairing it  
is a good rule to follow.

Diet is an element in predisposi-  
tion to some ailments. Anyone suf-  
fering from gall-bladder trouble  
should cut down on fats and oils,  
such as butter and salad dressing.  
Sugars should be reduced. Plenty  
of water helps, as does buttermilk.  
Nobody does a very good job of  
selecting his own diet—this is a  
matter for experts.

I am placing my Insurance  
with Snyder.

Ta me ag Suighiughadh mo  
arac has le mhac  
Snighder.

IF YOU'RE WORKING  
QUIT WORRYING

There's a definite satisfaction  
in knowing that your bills have  
been paid — that You're Square  
with everybody. Borrow the  
money you need from us — and repay 10, 20 months — small  
payments — as you earn it.



## AUTO LOANS

Come in . . . Write . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca Street, 2nd Floor — over Keilty's Dry Goods

"Loans Made In Nearby Towns"

## GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"Seeing carries more conviction  
than hearing."

"Sometimes we suffer more from  
what we have than from what we  
do not have."

"Experience is the school in  
which all wise men are always en-  
rolled."

"It is only the diligent who final-  
ly find the light."

"Fate gives us time and we make  
it into life."

"We find happiness inevitably as  
we seek that state of mind which  
makes happiness possible."

"It is great to have an education  
but greater to be able to live use-  
fully."

"Many have escaped pain by  
avoiding duty."

"To be able to face difficulty is  
one of the marks of true great-  
ness."

"Foresight—That which causes  
a man to buy the kind of things  
when he is flush that he can pawn  
when he is broke."

(To be continued)

## ESSO MOTOR OIL

Easiest Starting . . .  
Highest Motor Protection

## EXCHANGE ST. ESSO STATION

J. W. BARNES

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

Firestone  
GROUND GRIP

MAKES ITS  
OWN ROAD

ELIMINATES  
NEED OF  
CHAINS

AS LOW AS 67¢ PER WEEK

NO MONEY DOWN

Firestone AUTO SUPPLY &  
SERVICE STORES  
COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

# "EASY MONEY" -- READ CONDITIONS CAREFULLY -- "EASY MONEY"

First—Down the left margin of a sheet of paper write the letters of the name, or names, appearing in the first space below; (called the key).

Next—Read carefully each advertisement in this section . . . selecting words, from any of the ads, but not ads in consecutive order . . . which contain one of the letters listed on your sheet. For instance, if the name on the margin of your sheet should start with "A", find a word, such as "and", or "repairing" (or any word in which the letter "a" appears), and write that word after the letter A; continue — selecting a word from some ad to follow each letter;

Then—After each of the words selected write the names of the advertisers from whose ads you took the words listed. Select only one word from any one ad.

Mail your list to "Easy Money Editor," Geneva Community News, Geneva, N. Y., as quickly as possible—each week. An award of \$1.00 IN MERCHANDISE (from any advertiser whose ad appears anywhere in this week's issue—excepting Theatres)—will be made to EACH OF THE THREE READERS who send in the FIRST correct lists. To the NEXT THREE whose lists are correct we will give a pair of tickets to Schine's Regent Theatre.

On the bottom of your list write: "I prefer merchandise from....."—(naming the advertiser in today's issue from whom you wish merchandise if YOU are one of the first five winners).

Contest is open to entire public except associates of the Geneva Community News.

The key words for the contest this week are . . .

## "CORNER NEWS"

### AUTO SERVICE

**FIRESTONE AUTO SUPPLY  
& SERVICE STORES**

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

IT'S HERE . . .

### THE NEW 1937 OLDSMOBILE

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

**OLDSMOBILE SALES & SERVICE**  
Main & Seneca Streets Phone 6556

**FROZEN GREASE** and **OIL** means hard starting, a strain on the battery, gears, and bearings. Our experts, improved equipment flush the gears and fill with non-freezing winter oil and lubricants.

**TED'S AUTO INN**

Phone 5174 35 Tillman St.

### JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

Smoked Pork Sausage.....18¢  
Round Steak .....22¢  
Italian Sausage .....22¢  
Home Made Head Cheese.....25¢  
Sirloin or Porterhouse  
Steak .....25¢

We will sell at cost  
**THIS WEEK ONLY**  
... Chase & Sanborn  
Coffee, per lb.....24¢

### YOUR CAR NEEDS ANTI-FREEZE

Drive in, we know the amount your car needs to be safe. We have your favorite: Prestone, Zerone, Alcohol. We have "Arvin" Car Heaters, too.

**LERKIN'S GARAGE**

16 Davis St. (off High) Phone 6782

See the key to this week's contest. "C" is the first letter.

Find a word containing a "c" in some ad in this section. Whose ad did you find it in? Continue until you have a complete list.

If you would like a space in this

### "EASY MONEY" SECTION

DIAL 2108

**READ THE ADS  
ON PAGE 1**

† † † †

**READ  
"Dorothy Goes Shopping"**

† † † †

**READ THE ADS  
ON PAGE 11**

† † † †

**READ ALL OF THE ADS**

† † † †

You may specify ANY of the advertisers in this issue when sending in your answer to this week's "Easy Money" Contest.

### OYSTERS ARE IN SEASON

Ours Are Always Fresh . . .  
Shipments Received Daily

**GENEVA FISH MARKET**

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
**EVERYTHING IN SEAFOOD**

**WINTER OIL** and **LUBRICATION**  
Makes Easy Starting  
Adds Life to Your Car

**OSCAR F. RICKELS**

Lake St. near Exchange St. Phone 2920  
"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.  
Anti-Freeze? Sure! We have it, drive in.

### BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the paint too, make 'em like new again. In fact we can repair the whole body, no matter how bad it's wrecked.

**PETERSON (Seymour Alley)**  
rear Geneva Loan & Savings Assn.

### 50¢ TO RECHARGE

Your Old Battery . . . Any make.  
We have new ones, too.

**CARROLL'S CENTRAL SERVICE**  
Opposite Armory  
305 Main St. Phone 2592

### WHEN YOU'RE HUNGRY

And you want something that's good —  
A full meal or a light lunch, Legal Beverages, too. Come in!

**JAMES MADIA'S NEW GRILLE**  
Exchange & Tillman Streets  
formerly "Blue Moon"

### Converted

"What cured Van Noodle of his interest in the 'Share the Wealth' movement?"

"An uncle left him \$200."



# "EASY MONEY" (Continued)

## IT'S DANGEROUS DRIVING

In the winter time with wheels out of line, poor brakes, clogged up radiator, snow covered windshield. Drive in now — consult our experts.

**STRATTON'S BRAKE SERVICE**  
Lake St. near Exchange St. Phone 2028

Men's Heavy Weight Underwear, long or short sleeves, reduced to.....79¢  
Men's All Wool Scarfs, reduced to .....79¢

**R. J. IREDALE**  
**MEN'S FURNISHINGS**  
461 Exchange St. Next Western Union

**THIS IS CRISCO WEEK**  
1 Pound Can....19¢ 3 Pound Can....57¢  
Red & White Cleanser, 4 for.....15¢

**FLORENCE LABIGAN'S**  
Red & White Store  
261 William St. Everything in Groceries

## THE CROWD WANTS . . .

Another Balloon Nite. O.K! Come out Friday, January 29th. Of course, Tuesday Nite is Couple Nite, 25¢.

**DANCE INN ROLLER PALACE**  
Lake Rd., Geneva Free Parking Space

**FURNITURE UPHOLSTERING**  
Trimmings - Chair Slip Covers  
Ask to see our samples - No obligation  
**M. E. MEDES**  
213 Lewis Street Phone 4988  
Prices Reasonable - Work Guaranteed  
We'll Call and Deliver

**YOU JUST CAN'T GO WRONG**  
On Good Things to Eat during 1937 when you place your order with

**GEORGE PHILLIPS**  
The Red & White Store  
111 Pulteney Street Plenty of Parking Space

## It's Just Natural

When you **REAL**  
Think of **ESTATE**  
To Think of "FINZAR"  
20 Linden St. (Prince's) Phone 2661

## MR. MERCHANT:

Can you afford to pass up the buying requirements of 25,000 people weekly?

**ADVERTISE — every week — in the GENEVA COMMUNITY NEWS**

**QUALITY MEAT . . .** Is essential for good health. Our customers know that we handle only the best grade Prime Western Beef, Veal, Pork, and dress our own Poultry.

**MULVEY, 70 N. Genesee St. Phone 2712**  
We deliver. Plenty of Parking Space.

**SCIENCE'S NEWEST MACHINE**  
For motor tune-up — **YOU'RE INVITED** to see it demonstrated. Come in. Instantly shows carburetor waste and weakness. We have the only one of its kind in Geneva.

**AUTO ELECTRIC SERVICE**  
Carl E. Cole  
30 Lake Street Phone 2814

**Our Repair Department is at your service —**

Watch, Clock and Jewelry  
Repairing in charge of  
Harry R. McConnell

Reasonable prices. All work guaranteed.

**Diamond work of all kinds**  
**our specialty.**

**L. H. BARTH**  
Schine Theatre Bldg. Geneva, N. Y.

**HERE'S A REAL BARGAIN**  
A can of Cleanser (free) with each package of Kirkman's Chips.  
Oxydol, large size; only .....21¢  
Fels-Naptha Soap, 10 bars; only.....47¢

**L. J. McCANN'S GROCERY**  
144 High Street Phone 2653

**The Geneva Community News**  
has the largest local distribution of any advertising medium.  
It costs but little to send **YOUR MESSAGE TO ALL** of Geneva's residents . . . and many others . . . every week.

**BRENNAN'S GROCERY**  
31 John St. Phone 4572  
**UTICA CLUB**  
**CANANDAIGUA**  
**STANDARD**

Beer **\$1.99** case, plus  
or Ale bottle charge  
**SCHMIDT'S ALE**  
.....(12 oz), 15¢; quart, 35¢  
Phone 4572 Free Delivery  
Open until 9 every nite

Will you kindly mention  
**THE GENEVA COMMUNITY NEWS**  
when making purchases from  
our advertisers?

Phone 2127  
**WILSON & JOHNSON**  
Everything in Meat and Poultry  
261 William Street  
Free delivery and plenty of parking space.

**RARE ANTIQUES**  
Used Furniture - Pianos - Chinaware - Household Cooking Utensils, etc.  
Must Be Sold. Cheap. Look 'em over.  
**The GENEVA MOVING & STORAGE COMPANY, Inc.**  
C. A. BISSELL, Pres.  
99 Genesee Street Phone 2182

**SOMETHING TO READ? SURE!**  
That's our line — Daily and Sunday Papers, Magazines, Periodicals . . . Your Favorites. Ice Cream and a complete fountain service. Candy, Pipes, Cigars, Cigarettes, Stationery.  
**THE CORNER NEWS**  
Cor. Main & Castle Sts. Phone 2515

**A NEW PAIR OF GLASSES**  
or having the old lenses changed will help those with weak eyes to have a better outlook on 1937.  
**G. W. FLETCHER - OPTOMETRIST**  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

"S" is the last letter in the key to this week's contest.

Where is there a word in this section with a "s" in it? Whose ad? This will complete your list. Mail it . . . at once.

## "EASY MONEY" CONTEST WINNERS

. . . for the past week are:  
(Merchandise Awards)  
Miss Josie Murphy, 81 Madison St.  
Mrs. Grace C. McConnell, 285 William St.  
Mrs. H. F. Breuer, 11 Madison St.  
(Theatre Ticket Awards)  
Mrs. Earl C. Brown, 186 Main St.  
Mrs. A. E. Fradenburgh, 420 Castle St.  
A. G. Gardner, 202 Pulteney St.

## STAN HARRIS' MUSIC FOR BIRTHDAY BALL

With the interest being displayed in Geneva and vicinity there is no doubt that a large crowd will attend the Birthday Ball for The President, to be held in the State Armory, Friday night, January 29.

Stan Harris and His Orchestra of ten pieces, with four vocalists and using an amplifying system, has been engaged to provide the music.

This orchestra is well known throughout Central New York. During the past four years they have played for many of the large fraternity dances at Cornell and have engagements booked ahead there for the balance of the college year. Parties at Syracuse University fraternities, as well as at many of the larger schools, clubs and for fraternal organizations in the Central New York territory are among the engagements which this orchestra fills regularly.

Dancing for the President's Ball in Geneva will be from 10 to 3 and tickets are \$1.00 for either individuals or couples. Of the proceeds 70% remains in Geneva and 30% goes to the Georgia Warm Springs Foundation, in the support of which President Roosevelt is vitally interested.

In holding the Birthday Ball in the Armory under the sponsorship of a citizen's committee Geneva is joining with thousands of other communities throughout the country where similar parties are being held in support of a national campaign to help stamp out infantile paralysis.

## CHOWDER SALE

The A. Boyd-Johnson Group of the Missionary Society of the First Methodist Church will hold a Clam Chowder Sale at the Church on Friday, January 29. Phone orders to 5773 or 5166. Price 30¢ a quart.



"Charlie McCarthy", a dapper runt and a blockhead if there ever was one, is radio's newest comedy star. Charlie, in case you don't know, is the wisecracking dummy of Edgar Bergen, the ventriloquist, whom Rudy Vallee has just signed for an extended engagement for his Variety Hour, heard over the NBC-Red Network on Thursdays, at 8 P.M.

## RADIO SALE!

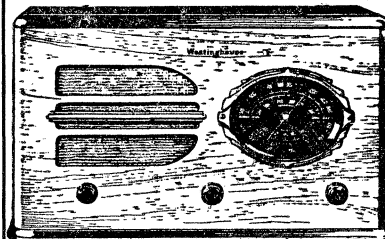
TRADE IN YOUR OLD  
RADIO FOR A  
BRAND NEW 1937

## Westinghouse

MODEL WR-102; 5 tube  
Super-het. 2 bands

Regular price \$19.95

SALE \$16.47 and your  
PRICE old radio



MODEL 217; 5 tube Super-het. Long and Short Wave.

Regular . . . \$39.95

SALE \$24.95 and your  
PRICE old radio

MODEL 310; 5 metal tubes. Super-het. Long and Short Wave.

Regular . . . \$49.95

SALE \$37.42 and your  
PRICE old radio

MODEL WR-212; 8 metal tubes. All-wave, 3 bands, Electric Eye.

Regular . . . \$65.95

SALE \$49.95 and your  
PRICE old radio

MODEL WR-311; 6 metal tubes. Long and Short Wave. Automatic Volume, etc.

Regular . . . \$69.95

SALE \$52.87 and your  
PRICE old radio

MODEL 312; 8 metal tubes. Electric Eye, All-wave, 10 tube circuit.

Regular . . . \$84.95

SALE \$62.97 and your  
PRICE old radio

MODEL 314; 10 metal tubes. Electric Eye, All-wave, 12 tube circuit.

Regular . . . \$109.95

SALE \$84.37 and your  
PRICE old radio

AND REMEMBER These are NOT revamped 1935 circuits . . . but BRAND NEW 1937 WESTINGHOUSE RADIOS!!

**DILLINGHAM & SON, Inc.**

20-22 Castle St. Geneva, N. Y.

**JACK & JILL ICE CREAM**

— Frozen Fresh Daily —

We Originated { the 25¢ qt. brick  
Double Dips  
in this City

**Geneva's Finest Ice Cream**

14% butterfat

317 Main St. Geneva, N. Y.

**MAKE NO MISTAKE . . .**

Prices are advancing

**DIAMONDS**are a good investment  
BUY NOW**S. A. GILBERT**  
JEWELER

510 Exchange St. Geneva, N. Y.

CREDIT Of course — Liberal Terms

**WALL PAPER**

... GLASS ...

(Auto - Store - Window, etc.)

UNFINISHED FURNITURE  
VENETIAN BLINDS  
WINDOW SHADES  
WAXES and POLISHES

**FAIRFAX BROS. CO.**

87 Castle St. Phone 2441

**C. S. BURRALL & SON**DEPENDABLE INSURANCE  
SINCE 1829

"Goodbye Anxiety"

50 Linden St. Residence  
Phone 2443 Phone 6434

Geneva, N. Y.

TRADE — Will swap new 1937  
EASY Washer for your old washer  
and a few cents a day. Choice of  
many exclusive EASY models that  
wash whiter, faster, gentler.

**EASY WASHER SHOP**

505 Exchange St. Phone 6323

# \$ \$ \$

## CASH FOR LETTERS

EACH WEEK a CASH AWARD  
of \$3.00 will be offered for the best  
letter received about the store, busi-  
ness, products, or services of one of  
the merchants listed on this page.

In addition to the Cash Award,  
a pair of tickets for Schine's Ge-  
neva Theatre will be given to the  
writers of the next TWO best let-  
ters.

This week the business concern  
about which you are to write is:

**BOLIN MUSIC HOUSE**

551 Exchange St. Phone 2788

What do you know about this  
business house? Do you know what  
merchandise they handle? Is it  
anything besides sheet music? Who  
is the head of the Bolin Music  
House? Is it new in Geneva, or  
how long established? Have you  
ever purchased from them? If you  
have . . . surely you have been well  
pleased and can write an interest-  
ing letter.

NOTE — the above ARE NOT  
definite questions for you to an-  
swer, but just suggestions. Write  
anything you want to — (not too  
long a letter) — and the subject and  
your experience will be what will  
count rather than correct gram-  
matical expression, spelling, etc.

If you are not familiar with the  
Bolin Music House . . . go in, look  
around, ask any question you  
wish. You'll find many interesting  
things on display. Write about  
these, or any one of them, if you  
wish.

You have until next Monday to  
mail your letter, but we suggest  
you do it as quickly as possible —  
don't put it off.

We reserve the right to publish  
any letters, but if writers, for any  
reason, prefer we use only their  
initials we will comply. All letters  
must, however, bear complete  
names and addresses when sent in.

Here's your chance for CASH  
for a Letter. Mail letters to "Let-  
ter Contest", Geneva Community  
News, Geneva, N. Y.

**RIGGS & JENSEN**

Plumbing and Heating  
Gas and Electric Appliances

473-475 Exchange St.

Phone 2739

If it's

**AUTO ELECTRIC SERVICE**

see

**CHARLES E. COOL**

Arvin Car Heaters

Defrosting Fans

Battery Service

Complete Auto Accessory Dept.  
Wholesale and Retail

61 Geneva St.

Phone 2050

**STEWART-WARNER****REFRIGERATORS****AIR-CONDITIONING****ROOFING****PAINT****Cooney, Watts & Cooney**

HARDWARE

513 Exchange St.

Phone 2170

"No, I don't care for a big break-  
fast, but there's one thing I do eat,  
every morning — Butterfly Sesame  
Bread . . . toasted. This bread  
makes the best toast I've ever  
eaten."

Butterfly Sesame Bread is made in  
Geneva by the Geneva Baking Co.

For the best in Bread . . . always  
specify "BUTTERFLY".

**FURNITURE and RUGS****MAGIC CHEF RANGES****APEX WASHERS****PHILCO and GRUNOW**  
RADIO**WHEELER'S**  
opposite Post Office

## LIBRARY NOTES

If you are going to hear Father Hubbard's lecture on Alaska, and even if you are not, it would be worth while to stop in the Geneva Free Library and look at the exhibit of articles brought from Alaska by various people who have been there. The exhibit includes, among other things, a very lovely totem pole carved from walrus ivory, an antique medicine man's rattle, beads carved from fossilized walrus ivory, and post cards showing the beauties of the country, as well as books describing the country and its people.

PLAY AND DANCE  
AT HALL

A three act play, "Aunt Emma Sees it Through", directed by Flora Bishop and under the sponsorship of the Hall Grange will be given by the Hopewell Grange, at Hall, N. Y., on Monday, Feb. 1. Tickets, 25¢ and 35¢. There will be dancing after the play.

See page 11—Cash and other awards for letters.

Readers may compete in both the "Easy Money" and Letter Writing contests each week.

## SHOP IN GENEVA

## NEW TIRES

for  
WINTER DRIVING



Prepare for rain...  
slippery streets...by  
equipping with Fire-  
stone Standard Tires.

AS LOW AS **67¢** PER WEEK **NO MONEY DOWN**

**Firestone** AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

## FREE

SOCIAL SECURITY RECORD  
GET THIS VALUABLE BOOKLET - -

This booklet tells you how to figure what benefits you will get from Social Security. It has pages for keeping complete records of what you earn and where you work. Full but simple instructions tell you how to apply these figures to YOUR case. Come in and get your free copy and tell your friends.

Remember too, when you need extra cash, see us for a BENEFICIAL LOAN. Find out how little it costs—how easy it is to repay.

PERSONAL  
BENEFICIAL LOANS  
FINANCE CO

Room 304 3rd Floor National Bank Bldg. 120 Genesee St.  
Auburn, N. Y. Mr. Hentzelman, Manager Phone 251  
"Your Unseen Friend" - Sunday, 5 P.M. - WFBL  
LOANS MADE IN NEARBY TOWNS

## SEE US FOR . . . . .



We don't have many because our Used Cars are re-conditioned and priced right. Therefore, they are not on hand long.

At this time we are offering . . .

1935 Chevrolet Coupe	1934 Ford Sport Coupe
1934 Chevrolet Town Sedan	1933 Chevrolet Coach
1934 Chevrolet Coupe	1932 Ford Station Wagon
1931 Chevrolet Coach	

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Phone 6621

Geneva, N. Y.

## Out of Season

"Janitor, you could cool our apartment nicely if you would run ice water through the radiators."

"Can't be done, madam."

"What did you have in them last winter?"

CARPENTER and BUILDER  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given—free

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., FEBRUARY 4, 1937

## No One Likes to Change Tires in Cold Weather

Your worries will  
be over if you let us  
equip your car with a set of

- DUAL GRIP  
or
- SILENT GRIP  
or
- DUAL-10

## GENERAL TIRES

**FINK'S**  
**SUPER-SERVICE STATION**

Lake Street Phone 2448

## NEW CONTESTS

CASH AWARDS  
(see page 3)

FREE THEATRE TICKETS  
New Business Directory  
(see page 6)

Of special interest to  
out-of-town readers  
... note contest rules  
on page 6.

All readers may enter  
both contests each  
week.

It PAYS to read "The News".

## Baumgartner's Food Store

Quality Foods — Chain Store Prices

Full Value BREAD FLOUR, 24½-lb. sack .....	95¢
VESPER'S BREAD FLOUR, the finest, 24½-lb. sack.....	\$1.19
NIAGARA WHOLE KERNEL CORN, 2 cans for .....	27¢
VIMPEP EARLY JUNE PEAS, No. 2 can .....	9¢
LANG'S DILL PICKLES, quarts, per jar .....	17¢
GRAPEFRUIT, direct from Florida, 6 for .....	25¢
GREENING APPLES, per peck.....	45¢
SPY APPLES, per peck.....	45¢

Top of Bean's Hill at edge of city  
Phone 2546 We'll Deliver

Plenty of Parking Space Always

## Your Advertising . . . MR. MERCHANT Reflects Your Business

Cheap, Messy-Looking  
"Second Rate" Advertising . . .

Cheap, Messy-Looking  
"Second Rate" Merchandise

The buying public and the  
Merchants of this community have come  
To acknowledge the

**GENEVA COMMUNITY NEWS**

As

"An Advertising Medium of Distinction"

## SEE US FOR

## USED CARS

Not a large stock . . . but good.  
Re-conditioned and Priced Right!

1931 CHEVROLET COACH  
1932 FORD STATION WAGON  
1934 CHEVROLET COUPE  
1934 FORD SPORT COUPE  
1934 CHEVROLET TOWN SEDAN  
1935 CHEVROLET COUPE  
1936 CHEVROLET TOWN SEDAN

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St. Phone 6621 Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., FEBRUARY 4, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

**5100 COPIES WEEKLY**  
(Certified)

### Y. M. C. A. ACTIVITIES

**Girl's Work.** A program for old-  
er women is being arranged. There  
will be Gymnasium Classes and  
Swimming, Thursday mornings,  
from 9:30 to 11:30, and Thursday  
afternoons, from 1:00 to 3:00.  
Classes will begin February 11.

One hundred girls—young girls,  
older girls, employed women and  
married women gathered at the Y.  
M. C. A. last Thursday for Girls'  
Day. Special features of the pro-  
gram included gym, games, and the  
clubs talked over plans for sewing,  
knitting, etc. Any girl interested  
should contact Miss Evelyn Booth  
at the Y. M. C. A. She is particu-  
larly anxious to organize Basket-  
ball teams.

**Friendly Indian Club Standings:**  
Lyman Hammond, 945; Jack Reas,  
785; Robert Mallery, 710; Dick  
Bryan, 790; Leland Larsen, 650.

**Junior Comrade Club Standings:**  
Eugene Easton, 611; Robert Her-  
rington, 598; Walter Ide, 573;  
Robert Miller, 554; Ernest Coleal,  
546.

**Friendly Indian Point Contest:**  
"Cardinals", Capt. Pederson, 2371;  
"Eagles", Capt. Krewson, 1995;  
"Bluebirds", Capt. Burzee, 1877;  
"Hawks", Capt. Hammond, 1788.

**The Youth Club.** The charter for  
the Youth Club closes this Satur-  
day night, and from now on no one  
can join this Club unless they are  
invited to do so. There were 78 in  
attendance last Saturday night.  
The Refreshment Committee, Miss  
Cannon, chairman, served cocoa  
and sandwiches. Miss Evelyn Booth,  
Girls' Secretary, directed games.  
Mr. Geo. W. Jenkins, Physical Di-  
rector, introduced a new game call-  
ed Beano, and 2 games of Shuffle  
Board. The Club is for Soph-  
omores, Juniors, and Seniors in  
High School.

**Trip to Albany.** All places have  
been filled for this trip. There are  
no vacancies. Definite arrange-  
ments have been made to spend  
two and one-half hours at the Gen-  
eral Electric Co. A special demon-  
stration has been arranged which  
is called the "House of Magic".  
They have decided to leave Geneva  
at 5:00 a.m. instead of 6:00 in or-  
der to get to Albany sooner and  
have more time to visit the Educa-  
tional Bldg. and the Capitol.

Twenty-nine boys and four lead-  
ers are going.

Mrs. F. J. Witter, Pres. of the  
Auxiliary, announces that the next  
meeting will be held Friday, Feb.  
12. There will be election of officers  
and a general discussion concern-  
ing the good of the boys in the Y.  
M. C. A. All mothers are urged to  
come.

### CITY RESIDENTS

Don't miss reading the City Bus  
ad on page 11.

### FINE CLEANING

RENEWES COATS BEAUTIFULLY

It will give a new appearance to  
your coat. Renewed color — the  
nap raised — the fabric soft —  
and of course cleaned spotlessly.

## FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

### WOMAN'S CLUB EVENTS

Friday, Feb. 5th—2 p.m., Bridge  
Tea.

Monday, Feb. 8th—1:30 p.m.,  
Chorus; 2 p.m., Bowling; 2:30 p.  
m., Current Musical Events, Mrs.  
Robert Thorne, leader.

Tuesday, Feb. 9th—2 p.m., Book  
Review.

Thursday, Feb. 11th—2 p.m.,  
Bowling.

Friday, Feb. 12th—2:30 p.m.,  
Antique Study Group, Mr. F. H.  
Berns, speaker, on "Appreciation  
of Antiques."

### SHOP IN GENEVA

LIFE INSURANCE ANNUITIES

MARGARET B. KRAUS

Equitable Life Assurance Society  
of the United States

5 Seneca Street

Phone 2697

*The Rexall* DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

**STOP FOR**

**TEXACO**  **TEXACO**

**Certified** **Certified**

**SERVICE** **SERVICE**

**with MARFAK** **STATION NO. 8008**

**LUBRICATION**

**NO PART OVERLOOKED**

**RICKELS**

SERVICE STATION

Lake Street

Phone 2920

**FOLLOW THE  
MODERN TREND . . .**

New distinctive mountings for your Diamonds. Ultra-modern diamond crested . . . or in the new Victoriana Simplicity designs.

Our new up-to-date repair shop is the largest and best equipped in the city. Experts to serve you at all times.

**S. A. GILBERT  
JEWELER**

510 Exchange St. Geneva, N. Y.

**WALL PAPER**

. . . GLASS . . .

(Auto - Store - Window, etc.)

UNFINISHED FURNITURE  
VENETIAN BLINDS  
WINDOW SHADES  
WAXES and POLISHES

**FAIRFAX BROS. CO.**

87 Castle St. Phone 2441

**C. S. BURRALL & SON**

DEPENDABLE INSURANCE  
SINCE 1829

"Goodbye Anxiety"

50 Linden St. Residence  
Phone 2443 Phone 6434  
Geneva, N. Y.

LOOK! Liberal Allowance for your old washer on a new 1937 EASY that washes whiter, faster, gentler. Only 15¢ a day. Come in today.

**EASY WASHER SHOP**

505 Exchange St. Phone 6323

**THE BIG THREE**

- \*Baldwin Piano
- \*Stromberg-Carlson Radio
- \*Norge Refrigeration and Appliance Line

Exclusive at

**BOLIN MUSIC HOUSE**

# \$ \$ \$

## CASH FOR LETTERS

**EACH WEEK  
A CASH AWARD OF \$3.00**

will be given for the most interesting letter received about the store, business, products, or services of one of the merchants listed on this page.

This week the award will be given for the most interesting letter about:

**JACK & JILL  
317 MAIN ST.**

What does "Jack & Jill" mean? Is it a business or product, or both? Does the word "originators" bring anything to your mind? Is "Jack & Jill" something new in Geneva? What about "butterfat" in connection with "Jack & Jill?"

Have you ever purchased from them? If so . . . surely you have been well pleased and can write an interesting letter.

NOTE—the above ARE NOT definite questions for you to answer . . . just suggestions. Write anything you want to—(not too long a letter)—and your experience will be what will count rather than correct grammatical expression, spelling, etc.

If you are not familiar with "Jack & Jill" . . . stop in, look around, ask any questions you wish. You don't need to make a purchase.

You have until next Monday to mail your letter, but—don't put it off . . . do it as quickly as possible. However, it's the most interesting letter received . . . not necessarily the first one . . . that wins the award.

While we reserve the right to publish any letter, if writers, for any reason prefer we use only their initials, we will comply, but sign complete name and address when sending your letter to us.

Here's your chance for CASH FOR A LETTER. Mail to "Letter Contest", Geneva Community News, Geneva, N. Y.

If it's

**SPEEDOMETER SERVICE**

see

**CHARLES E. COOL**

No matter what make or model of Speedometer you have . . . we have parts and service.

Complete Auto Accessory Dept.  
Wholesale and Retail

61 Geneva St. Phone 2050

**STEWART-WARNER  
REFRIGERATORS**

AIR-CONDITIONING  
ROOFING PAINT

**Cooney, Watts & Cooney  
HARDWARE**

513 Exchange St. Phone 2170

"Part of our family prefer Potato Bread; part of them prefer Health Bread, so we buy 'Butterfly Half and Half' and the entire family is well pleased."

Butterfly Half and Half Bread is made in Geneva by the Geneva Baking Co.

For the best in Bread . . . always specify "BUTTERFLY".

**FURNITURE and RUGS****MAGIC CHEF RANGES****APEX WASHERS****PHILCO and GRUNOW  
RADIOS****WHEELER'S  
opposite Post Office****RIGGS & JENSEN**

Plumbing and Heating  
Gas and Electric Appliances

Come in and see the  
new 1937 ELECTROLUX

473-475 Exchange St.  
Phone 2739



# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Maple Nut Cake

- 1 cup brown sugar
- $\frac{1}{3}$  cup shortening
- 2 egg yolks
- $\frac{3}{4}$  cup milk

Sift together  $1\frac{1}{2}$  cups flour, 2 teaspoons baking powder and  $\frac{1}{2}$  teaspoon salt. Cream sugar and shortening, add egg yolks, beat well and add milk. Combine with dry ingredients, add 1 cup chopped nut meats and flavoring. Bake in loaf pan for 35 minutes in moderate oven. Frost with any desired frosting and sprinkle with chopped nut meats.

Mrs. C. K., Seneca Castle

## Cloverleaf Rolls

(By Syracuse Home Bureau)

- 2 cakes compressed yeast
- $\frac{1}{2}$  cup water
- $\frac{1}{3}$  cup milk
- $\frac{2}{3}$  cup shortening
- 2 eggs
- $\frac{2}{3}$  cup honey
- 1 cup warm mashed potatoes
- 1 teaspoon salt
- $6\frac{1}{2}$  to 7 cups flour

Dissolve yeast in lukewarm water. Scald milk and add shortening, honey, mashed potatoes, and salt. Blend well. Cool to lukewarm and add well-beaten eggs. Add enough flour to make a soft dough that will not stick. Knead for 10 minutes, wrap in wax paper or put in tightly covered bowl. Store in refrigerator and use as needed. Dough will keep several days.

To make Cloverleaf Rolls form dough into small balls that will fill a muffin pan about one-half full. Place three balls of dough in each greased muffin pan. Let rise until light or double in bulk. Bake in moderate oven (375 degrees F.) 10 to 15 minutes. Yield 3 dozen rolls.

## Marshmallow Sweet Potatoes

- 8 med. sized sweet potatoes
- 1 teaspoon cinnamon or nutmeg
- 1 teaspoon paprika
- 2 tablespoons butter
- $\frac{1}{2}$  cup hot milk
- 1 cup chopped walnut kernels
- $\frac{1}{2}$  teaspoon salt
- $\frac{1}{2}$  pound marshmallow

Cook sweet potatoes until tender, remove skins and mash. When free from lumps, beat in butter, milk, salt, cinnamon or nutmeg and paprika. Beat well. Fold in walnut kernels, turn into a buttered baking dish, cover with marshmallows. Bake in moderate oven (350°) until marshmallows puff and are a golden brown. (Serves 6).

L. A., Lafayette Ave.

## Walnut Kisses

- 2 cups sugar
- 1 cup white corn syrup
- $\frac{1}{2}$  cup coarsely chopped black walnuts

Boil sugar and water together until a small amount of syrup forms a hard ball in cold water (265 degrees F.). Then, without stirring, pour onto a buttered platter and spread black walnut meats over the top quickly so they will sink into the hot syrup. When cool enough to handle pull as you would taffy, working the nuts through the candy thoroughly. When white and too stiff to pull any more, stretch out in long lengths and clip in small pieces with scissors. This is a very rich and delightfully flavored kiss. Approximate yield: 50 pieces.

## CITY RESIDENTS

Don't miss reading the City Bus ad on page 11.

Let us show you the "Coolerator"  
the conditioned-air refrigerator

**C. J. BRADY**

RE-FILTERED ICE  
CITY WATER

110 Lake Street Phone 2740

Tune in . . .

"Eleanor Howe's Homemakers'  
Exchange" (WFBL, Tuesdays,  
Thursdays — 11:45 a.m.)

## NOTICE

The Geneva Ramblers Basketball Team, composed of ex-High School and College players, desire games with out-of-town organizations. For information, write Manager, 45 High Street.

## CATCH POLE

Steam & Water Heating Boilers

Seneca Plumbing & Heating

Phone 6574

## RADIO REPAIRS

Our repair work is guaranteed

Public Address Systems . . .  
for sale and for rent

## AUTO BATTERY SERVICE

featuring the wonderful  
"KATHANODE" Battery . . .  
unconditionally guaranteed long  
as you own your car.

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle Street Phone 6522

Have you tried

"DISCO"

BRIQUETTES

? ?

NOW

\$10.00 per ton, delivered

Fine for Furnace  
Boiler  
Fireplace  
Stove

Remember that

Good D & H Coal

Phone 2221

**RAPALEE'S**



## DO YOU KNOW?

Sponsored by the Medical Society  
of the State of New York

First dental plates were patented  
in 1840.

The sandwich gets its name from  
the Earl of Sandwich who was an  
inveterate gambler and passed  
whole days in gambling, eating  
without stopping from play, only  
a piece of meat between two pieces  
of bread.

Kissing is a remnant of pagan  
worship.

A special dust counting micro-  
scope has been developed by an  
optical manufacturing company of  
Rochester, N. Y. It is valuable in  
detecting conditions in industrial  
establishments which cause sili-  
cosis. Squares in the microscope  
are one ten-thousandth of an inch  
across, and the dust specs look like  
stars, and can be readily counted.

During the depression of 1893,  
169 railroads went into bankruptcy  
and \$100 par value shares in the  
Northern Pacific Railroad sold for  
25 cents.

The reason hogs wallow in the  
mud is because their sweat glands  
are few, and this reduces their tem-  
perature, a process achieved by  
most other animals by perspiring.

Ancient Egyptians did not boil  
eggs, but roasted them in hot beds  
of coals.

## Solomon said:

For in much wisdom is much  
grief, and he who increases knowl-  
edge increases suffering.

I am placing my Insurance  
with Snyder.

Additional foreign language  
translations will appear in  
this space next week.

To the People  
of GENEVA

and surrounding vicinity . . .

We are located here in Geneva  
to Serve you and Solve your  
Money Problems. Consolidate  
your bills. The Money is receiv-  
ed Here in our office and you repay in 10 or 20 small payments.

Courteous Service - Confidential Advice.

AUTO LOANS - NO INSURANCE REQUIRED

Come in . . . Write . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca Street, 2nd Floor — over Keilty's Dry Goods

"Loans Made In Nearby Towns"



## GLEANINGS

(From collection of quotations  
collected by M. F. Devaney)

"Sometimes we work best when  
we seem to accomplish the least."

"Experience is a gold mine for  
those who are able to learn."

"To be able to forgive is greater  
than to be able to get even."

"To be happy one must have  
more than a bank account."

"Cultivate faith and life will al-  
ways have a purpose."

"The string of a man's sack of  
patience is all too often tied with  
a slip knot."

"The first business of one who  
studies is to part with self-conceit  
for it is impossible for anyone to  
begin to learn what he thinks he  
knows already."

"Attempt the end and never  
stand to doubt; nothing so hard  
but search will find it out."

"The best thing to give to a critic  
is honest attention."

"Independence is the greatest  
power any man can wield."

(To be continued)

## Typical Male

"Did Jones take his bad luck  
like a man?"

"Exactly; he blamed it all on his  
wife."

## ESSO MOTOR OIL

Easiest Starting  
Highest Motor Protection

## EXCHANGE ST. ESSO STATION

J. W. BARNES

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**NEW 1<sup>ST</sup> QUALITY TIRES**

AS LOW AS  
**67c A WEEK**

New tire safety  
at bargain prices

**NO MONEY DOWN**

**Firestone** AUTO SUPPLY &  
SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

# CLASSIFIED BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

**FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK**  
Read each advertisement in this section. Look for the stars (\*). A number of them are scattered among the different ads. Make up a list of the firms in whose ads these stars appear.  
Mail your list to "Directory Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.  
**FREE THEATRE TICKETS** will be mailed to persons sending correct list, as follows:  
First three correct — Two tickets each to Regent Theatre.  
Next four correct — One ticket each to Geneva Theatre.  
**NOTE** — Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.  
Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

## Auto Service

### FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24\*Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## Auto Sales

IT'S HERE ...  
THE NEW 1937 OLDSMOBILE

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

**OLDSMOBILE SALES & SERVICE**  
Main & Seneca Streets Phone 6556

## Auto Laundry

**FROZEN GREASE** and **OIL** means  
hard starting, a strain on the battery,  
gears, and bearings. Our experts, im-  
proved equipment flush the gears and  
fill with non-freezing winter oil and  
lubricants.

**TED'S AUTO INN**  
Phone 5174 35 Tillman St.

## Auto Repairs

**YOUR CAR NEEDS ANTI\*FREEZE**

Drive in, we know the amount your  
car needs to be safe. We have your  
favorite: Prestone, Zerone, Alcohol. We  
have "Arvin" Car Heaters, too.

**LERKIN'S GARAGE**  
16 Davis St. (off High) Phone 6782

## IT'S DANGEROUS DRIVING

In the winter time with wheels out of  
line, poor brakes, clogged up radiator,  
snow covered windshield. Drive in now  
— consult our experts.

**STRATTON'S BRAKE SERVICE**  
Lake St. near Exchange St. Phone 2028

## Advertising

**MR. MERCHANT:**

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

**ADVERTISE** — every week — in the  
**GENEVA COMMUNITY NEWS**  
Phone 2108

## Amusements

### HEALTHY EXERCISE

... Roller Skating  
Good for young . . . Good for aged  
Come afternoon or evening  
Tuesday nite is Couple nite, 25¢

**DANCE INN ROLLER PALACE**  
Lake Rd., Geneva Free Parking Space

## Body and Fender Work

### BENT FENDERS ...

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.\*

**PETERSON (Seymour Alley)**  
rear Geneva Loan & Savings Assn.

## Business Directory

If you would like a space in this

### CLASSIFIED

### BUSINESS DIRECTORY

### SECTION

Dial 2108

## Gas and Oil

### 50¢ TO RECHARGE

Your Old Battery . . . Any make.  
We have new ones, too.

**CARROLL'S CENTRAL SERVICE**  
Opposite Armory  
305 Main St. Phone 2592

### WINTER OIL and LUBRICATION

Makes Easy Starting  
Adds Life to Your Car  
**OSCAR F. RICKELS**  
Lake St. near Exchange St. Phone 2920  
"Marfak"\*Lubrication - Star Pumps  
Service that never fails to satisfy.  
Anti-Freeze? Sure! We have it, drive in.

## Groceries

### UTICA CLUB

### CANANDAIGUA

### STANDARD

Beer \$1.99 case, plus  
or Ale bottle charge

### SCHMIDT'S ALE

.....(12 oz), 15¢; quart, 35¢  
Phone 4572 Free Delivery

Open until 9 every nite

### BRENNAN'S GROCERY

31 John St. Phone 4572

Red & White Flour, 24½-lb. sack.....97¢  
Wheaties, 2 for .....19¢  
Bulk Macaroni, 3 lbs.\* .....20¢

### FLORENCE LABIGAN'S

Red & White Store

261 William St. Everything in Groceries

Lily of the Valley Tomato Juice,  
50-oz. can .....21¢  
Sno Sheen Cake Flour.....24¢  
Boscul Coffee, 1-lb. can.....29¢

### L. J. McCANN'S GROCERY

144 High Street Phone 2653

### YOU JUST CAN'T GO WRONG

On Good Things to Eat during 1937  
when you place your order with\*

### GEORGE PHILLIPS

The Red & White Store

111 Pulteney Street Plenty of Parking  
Space

## Jewelry

Our Repair Department is at  
your service —

Watch, Clock and Jewelry  
Repairing in charge of  
Harry R. McConnell

Reasonable prices. All work guaranteed.

Diamond work of all kinds  
our specialty.

### L. H. BARTH

Schine Theatre Bldg. Geneva, N. Y.

# Classified Business Directory Section (Continued)

## Meat

### JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

THURS.-FRI.-SAT. SPECIALS:

Bacon .....	25¢
Boneless Beef Stew.....	20¢
Leg of Lamb.....	15¢
Lamb Chops .....	15¢
Italian Sausage .....	25¢
Pan Pork Sausage.....	20¢
Lamb Stew .....	7¢
Cottage Cheese, 2 lbs.....	15¢
Daisy Hams .....	29¢

QUALITY MEAT . . . Is essential for good health. Our customers know that we handle only the best grade Prime Western Beef, Veal, Pork, and \*dress our own Poultry.

MULVEY, 70 N. Genesee St. Phone 2712 We deliver. Plenty of Parking Space.

Phone 2127

### WILSON & JOHNSON

Everything in Meat and Poultry  
261 William Street  
Free delivery and plenty of parking space.

## Men's Furnishings

Men's Flannel Shirts,  
tans and greys.....79¢  
Men's All Wool Flannel Shirts,  
\*zipper fronts.....\$3.95

R. J. IREDALE

MEN'S FURNISHINGS

461 Exchange St. Next Western Union

## Moving - Storage

### RARE ANTIQUES

Used Furniture - Pianos - Chinaware -  
Household Cooking Utensils, etc.  
Must Be Sold. Cheap. Look 'em over.  
The GENEVA MOVING & STORAGE  
COMPANY, Inc.

C. A. BISSELL, Pres.

99 Genesee Street Phone 2182

## Office Equipment

TYPEWRITERS (Sales and  
ADDING MACHINES Service)  
Duplicators, Desks, Filing Cabinets,  
Typewriter Supplies, etc.

GENEVA

TYPEWRITER EXCHANGE

Phone 6500\* 17 E. Castle St.

COMMUNITY NEWS — every week.  
It PAYS to read THE GENEVA

You'll find what you want in the  
stores of Geneva.

## Optometrist

A NEW PAIR OF GLASSES  
or having the old lenses changed will  
help those with weak eyes to have a  
better outlook on 1937.

G. W. FLETCHER - OPTOMETRIST  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

## Publicity

The Geneva Community News  
has the largest local distribution of  
any advertising medium.  
It costs but little to send YOUR MES-  
SAGE TO ALL of Geneva's residents  
. . . and many others . . . every week.  
Phone 2108

## Parking

Day or Evening (outside).....15¢  
All night (outside) 25¢; (inside) 50¢  
Per week (outside) 50¢; (inside) \$1.00  
Car washing, \$1.00 up

ANDERSON'S PARKING STA.  
Opp. Armory Rear Central Service

## Papers - Magazines

SOMETHING TO READ? SURE!  
That's our line — Daily and Sunday  
Papers, Magazines, Periodicals . . .  
Your Favorites, Ice Cream and a com-  
plete fountain service. Candy, Pipes,  
Cigars, Cigarettes, Stationery.

THE CORNER NEWS  
Cor. Main & Castle Sts. Phone 2515

## Real Estate

It's Just Natural

When you REAL  
Think of ESTATE

To Think of "FINZAR"  
20 Linden St. (Prince's) Phone 2661

## Restaurants

WHEN YOU'RE HUNGRY

And you want something that's good —  
A full meal or a light lunch, Legal Bev-  
erages, too. Come in!

JAMES MADIA'S NEW GRILLE  
Exchange & Tillman Streets  
formerly "Blue Moon"

## Sea Food

OYSTERS ARE IN SEASON

Ours Are Always Fresh . . .  
Shipments Received Daily

GENEVA FISH MARKET  
Louis A. Boehm, Prop. We Deliver  
Phone 6222 358\*Exchange St.  
EVERYTHING IN SEAFOOD

## Travel

WEST INDIES - BERMUDA  
and Mediterranean Trips. Now booking  
for several attractive Easter Tours.

### GENEVA TRAVEL BUREAU

Genevieve McCarthy  
Main & Seneca Sts. Phone 2226

## Upholstering

### FURNITURE UPHOLSTERING

Trimmings - Chair Slip Covers  
Ask to see our samples - No obligation  
M. E. MEDES  
213 Lewis Street Phone 4988  
Prices Reasonable - Work Guaranteed  
We'll Call and Deliver

## "EASY MONEY" CONTEST WINNERS

. . . for the past week are:  
(Merchandise Awards)  
Mrs. Earl Brado, 47 Elm St.  
Mrs. Lester Grove, 33 Seneca St.  
Margaret Hefferon, 113 Lyceum St.  
(Theatre Ticket Awards)  
Miss Marylizabeth Wellington, 614  
W. North St.  
Mary H. Bell, 158 High St.  
Miss Jean Roberts, 28 Cortland St.

See page 3 — Cash and other  
awards for Letters.

Readers may compete in both the  
"Directory Contest" (see page 6)  
and the "Letter Contest" (see page  
3) each week.

## A City Yet to Be Built

Not only is there no Christian  
country, there is not even a Chris-  
tian city in the whole wide world. A  
Christian city would be a city with-  
out slums, without jails, without  
poverty, without unemployment,  
without injustice, without drunken-  
ness, without vice, without jealousy,  
without hatred, without bitterness.

A Christian country would be a  
country without guns, without lux-  
ury for the few and hunger for the  
many, without bribery, without  
graft, without oppression.

This is remarkable. With so many  
Christians in the world it is surpris-  
ing that no such country or even a  
city has not long ago been establish-  
ed. Yet it has never been done, per-  
haps not even attempted.—Addison  
H. Graff, in the (Philadelphia)  
Messenger.



# DOROTHY GOES SHOPPING



Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

"Dorothy"



Friday-Saturday

CHARLIE JOINS THE  
BOY SCOUTS!



CHARLIE RUGGLES  
ALICE BRADY  
"MIND  
YOUR OWN  
BUSINESS"

Plus - Latest Edition "March of  
Time" Cartoon - News.  
Saturday Nite may be your nite!

3 DAYS — STARTS SUNDAY

SUPER-CHARGED WITH  
ENTERTAINMENT

...Electric with  
Dramatic Power  
and Romance!



with  
FREDDIE BARTHOLOMEW  
MADELEINE CARROLL  
SIR GUY STANDING  
Tyrone Power, Jr.

Plus  
Mickey  
Mouse  
Cartoon

Latest  
News

Wed.-Thurs., Feb. 10-11

Anna Bella - Henry Fonda  
"Wings of the Morning"

For expert services on watches, clocks and jewelry, we recommend an expert — Mr. G. H. Prince, **Prince's Jewelry Store, 20 Linden St.** Prompt service and reasonable prices . . . Excellent picture framing.

—D—

Another inspiration to further the idea of versatility in coiffures is individual ringlets made of your own hair or of hair to match it, and mounted on special little pins that can be attached to your coiffure for evening, in case you don't want to change the whole arrangement for the occasion.

—D—

St. Valentine's Day is February 14! Select your Greeting Cards from a complete selection at **McCarthy's Pharmacy**  
162 Castle St.

Also, Whitman and Schrafft Chocolates in special boxes.

—D—

Your complexion, your figure, your hair, hands, your whole personality contribute to your loveliness.

—D—

## Forecast

New Permanents are much nicer when your hair has been reconditioned. **Hot Marr-o-oil Treatments**, with the regular shampoo, supply certain oils your hair needs . . . **Special \$1.00 (reg. \$1.50).**

**Rose Murphy**

(over **Regent Theatre**)

Call 5827.

—D—

An East Wind will bring a whisper of Persian embroideries and Paisley arabesques for day-time, and nymphlike dresses of gauze, muslin and organzas with silky or embroidered stripes for evening.

—D—

**Valentine Day is February 14.** You will find a complete assortment of Cards and Box Candy at **The Corner News**  
cor. Main and Castle St.  
Call 2515.

The new Spring line of genuine pure wool fabrics, free from mercerized cotton and woolen substitutes has arrived. For individual tailoring and fine workmanship —

**A. P. Petersen**

**476 Exchange St.**

Buy early! Prices advance February 20.

—D—

Fresh pinks, pleasant, sunny yellows, cinnamon, reddish shades, beige, grey, blue and black will colour the day; and pinks, yellows, mauves and the omnipresent white colour the night.

—D—

**Isenman's** will have a special assortment of Candies for Valentine Parties. Also, fancy Gift packages — Hearts of all sizes filled with a fine assortment of chocolates.

**Isenman's**

**Castle St.**

—D—

No law will govern hats. There'll be sombreros with highish crowns, turned-up brims of Breton identity, rolled toques remotely like tambourines, semi-high crowns above curved brims that lift up on the side in a good-humored smile, hats worn slightly off the forehead, hats with no symmetry in their movement.

—D—

New fastenings will absorb universal attention: buttons, pompons, stitchings, anything to give a refined feeling of decoration.

—D—

Boleros will pepper the day and evening — strict, but feminine boleros treated in the short, fitted Spanish style or in the loose Mexican spirit; boleros that add height and youth to the figure and agree so happily with the new hats.

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.



## RADIO FLASHES

by Ralph Le Brun



**Frank Parker,**  
popular tenor  
of the  
Ripling  
Rhythm Revue  
heard  
over  
NBC-WHAM,  
Sunday,  
at  
9:15 P.M.

"Calling all boats . . . Calling all boats." This dramatic appeal flashed across the nation last week at Louisville, through its powerful station WHAS and a unprecedented emergency network of cooperating stations, fought to evacuate refugees marooned in flood-stricken areas. Working in studios lighted only by candlelight and operating at times on precious electric power imported from another city, the broadcasting crews remained continuously on the air to link police and relief headquarters with boats and other transportation crews engaged in rescuing marooned families, aiding the ill, or warning others to flee the advancing waters.

Simultaneously, at Cincinnati, hard hit like Louisville, broadcast stations worked tirelessly to bring help and distribute information for its stricken area.

While the broadcast stations were thus doing their share of relief work throughout the flooded areas, the radio amateur operators were setting up an elaborate communication net. At the first indication of danger, forewarned by past experience and prepared for any emergency, the "hams" cleared their bands of casual traffic and "stood by" ready to serve any area in which the regular communications channels had been destroyed or badly overloaded.

Although amateur radio served as the sole communications link in but a few isolated cases, it proved a valuable adjunct to the badly overcrowded telephone and telegraph channels.

Pope Pius XI's benediction on the delegates attending the Thirty-Third International Eucharistic Con-

gress in Manila, P. I., which is to be broadcast by short-wave from the Vatican, will be picked up and rebroadcast in the United States, from 8:00 to 8:05 a.m., E.S.T. It will be followed by an English translation from 8:05 to 8:10 E.S.T. (Sunday, Feb. 7—NBC-WHAM.)

Uncle Ezra's broadcasts from "the powerful little 5-watter down in Rosedale" are written by their creator, Pat Barrett, in an office building in Chicago's Loop. There is no other office like it in the country. An old fashioned horse hair sofa, a big rocker, a rag rug on the floor, chromos on the walls and hand-embroidered lace doilies on the chairs are part of the old-time furnishings to re-create the atmosphere of a Rosedale sittin' room.

Of the 45 members of Frank Simon's Concert Band, 15 once played with John Phillip Sousa. Simon was cornet soloist and assistant conductor with The March King for years.

### REGENT THEATRE ATTRACTIONS

*Friday and Saturday, Feb. 5-6:* Two great features—Edmund Lowe and Florence Rice in "Under Cover of Night"; also Robert Allen and Iris Meredith in "Rio Grande Ranger."

*Sunday-Monday-Tuesday, Feb. 7-8-9:* Will Rogers in "Doctor Bull."

*Wednesday-Thursday, Feb. 10-11:* Nino Martini and Ida Lupino in "The Gay Desperado."

### MAINTAIN YOUR EQUILIBRIUM

— Turn This Over —

**RALPH LE BRUN**

Phone 3237

FOR RADIO TUBES AND SERVICE

RANGE OIL — KEROSENE OIL  
FUEL OIL

MOTOR STOKORS  
MASON SUPPLIES

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 2393 and 6232 261 Exchange St.  
'BLUE COAL' - SEMET-SOLVAY COKE

### Air-Conditioning . . .

Cleaner, purer heat in winter.  
Cooler in summer.

— RELIEVES ASTHMATIC CONDITIONS —  
May be applied to your present heating system

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575





## THE FUNNYBONE



### High Time, Too

"You've already had leave, Ferguson, to see your wife off on a journey—for your mother-in-law's funeral—for your little girl's measles—your boy's christening—what is it now?"

"I'm going to get married, sir."

### Job for the Goat

It's nothing much to think of—

But every now and then,

I wonder where M. Gandhi

Carries his fountain pen.

—*Buffalo Evening News.*

### Smart Shopping

Agent: "Why do you want fire insurance on your husband? That won't be any help when your husband passes away."

Young Bride: "It's so much cheaper and you see I intend to have him cremated."

## ALMANAC



"Few are they who seek their own faults."

### FEBRUARY



5—Roger Williams, dissenter, arrives in America, 1631.



6—Sieur de la Salle began his descent of the Mississippi River, 1682.



7—Russo-Japanese War started after much diplomatic wrangling, 1904.



8—All public lands withdrawn from use by President Roosevelt, 1935.



9—Federal prisoners make sensational escape from Libby prison, 1864.



10—Upper and Lower Canada united into one, 1841.



11—Abraham Lincoln leaves Springfield for Washington, 1861.

• WNU

### Recipe for Courtesy

Woman in crowded car, to friend: "I wish that good-looking man would give me his seat."

Five men immediately stood up!

### Pointless

Teacher: "If you subtract fourteen from a hundred sixteen, what's the difference?"

Tommy: "Yeh, I think it's a lot of foolishness, too."

### Too Late

Father: "It's a good plan, my dear, to think before you speak."

Daughter: "But, dad, when I do think, the girls have changed the subject?"—*London (Ont.) Free Press.*

### Pulled Through

Two drunks were babbling about cradle days as they leaned heavily against the bar.

"You know," said one, "When I was born, I only weighed a pound and a half; and that's a fact."

"You don't shay," said the other. "Did you live?"

"Did I live," exclaimed the first.

"Shay, man, you ought to shay me now."

### Suggestion

"I don't think you'd better sing 'O Promise Me' at the wedding," said the best man.

"Why not?" asked the singer.

"Well," replied the heavy thinker, "the groom is a bill collector."

**GREATER STARTING POWER  
IN THE NEW  
Firestone  
EXTRA POWER  
"120" BATTERY**

**BUDGET PLAN  
NO MONEY  
DOWN** AS LOW AS **\$1.38** Per Wk.

**Firestone**  
AUTO SUPPLY & SERVICE STORES

**COMPLETE CAR SERVICE**  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

## COLONEL CHEERIO

Says:

We Deliver

"SUGAR CREEK" Straight Rye.....75¢ pt.; \$1.45 qt.  
"TREADMILL" 2-year-old Rye.....\$1.00 pt.; \$1.90 qt.  
"SERITA" Porto Rico Rum.....89¢ 10th; \$1.69 5th  
"SILVER PHEASANT" Gin.....69¢ pt.; 99¢ 5th  
CALIFORNIA ZINFANDEL WINE.....\$1.25 gal.

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054



**THE CAR TRACKS**

Congratulations to the Board of Public Works and the Aldermen for getting together and working out a tentative plan for starting work this year on the removal of the dangerous old trolley tracks from the city streets.

The present plans call for removal or covering of rails from Milton, Lewis (from Exchange to Genesee), Main (from Seneca to Castle) and removal of rails on Seneca Street hill; the remainder of the rails to be covered or removed during the following four years.

Here's hoping nothing happens to prevent carrying out these plans.

A man remains loyal to the songs of his youth.

**IMMEDIATE CASH**

Any amount, auto and truck loans—refinancing, no endorsers. Relieve financial worries through our loan plan.

**J. J. PRYOR**

461 Exchange St. Geneva, N. Y.  
Phone 2319

## LOOKING FOR A GOOD BUY in USED CARS

—: Here they are :—

1936 Buick Sedan  
1935 Chevrolet Sedan (trunk)  
1935 Buick Conv. Coupe  
1935 Ford Tudor  
1935 Pontiac Coupe

**KITCHELL MOTOR CO.**

386 Exchange St. Phone 2178

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street Phone 4189

**ADVERTISING SPACE**

in next week's issue must be reserved by Saturday noon. All copy must be in by Monday noon . . .

**RECENT BOOK ADDITIONS  
TO THE LIBRARY**

The following are a few of the new books recently added to the Geneva Free Library:

(Fiction)

"Greengates" by R. C. Sheriff; "Mountain and the Plain" by Herbert Gorman; "Benefit Street" by Jane Abbott; "Laughing Gas" by P. G. Wodehouse; "Eggs and Baker" by John Masefield; "Harvard has a Homicide" by Timothy Fuller; "Here Lies a Most Beautiful Lady" by Richard Blaker; "Something to Remember" by E. S. Payne; "They Who Have" by Reita Lambert.

(Non-Fiction)

"Return to Religion" by H. C. Link; "Alma Mater" by H. S. Canby; "We Three" by Nancy Pope; "Mexican Interlude" by J. H. Hackson; "Not So Deep as a Well" by Dorothy Parker; "Ladies of the Press" by Ishbell Ross; "I Found No Peace" by Webb Miller; "Gaily the Troubador" by Arthur Guiterman; "Letters to Susan" by M. C. Banning; "Countryman's Year" by David Grayson; "Wake Up and Live" by Dorothea Brande; "Quack, Quack" by Leonard Woolf; "Romance of Mountaineering" by R. L. G. Irving; "Skiing" by C. N. Proctor; "A Further Range" by Robert Frost; "Men and Gods in Mongolia" by H. Hasbund Christensen; "Green Mountains to Sierras" by Zephine Humphrey; "The People, Yes" by Carl Sandburg.

**Right Man for the Job**

An inmate of a penitentiary was called into the warden's office.

"You were sent here, I believe, for writing a glowing prospectus for an oil company."

"Yes," said the prisoner, "I was a little too optimistic."

"Well," went on the warden, "the governor wants a report on conditions in this prison. I've decided to have you write it."

**Here's Fidelity for You!**

He: "Dearest, it will have to be a long engagement."

She: "Darling, I'll wait for you. I'll wait until—until—until the budget is balanced!"

There are usually two sides to politics—and a fence.

No one will ever tell you of your faults. Depend on that.

**CONTEST NEWS**

The winning letter about the **Bolin Music House** will be published next week.

**OUT-OF-TOWN READERS**—note—special provision has been made for **FREE THEATRE TICKETS FOR YOU.** (See page 6.)

**All readers**—in Geneva and outside—try for the **CASH AWARD**—each week. (See page 3.) Mail letters by Monday.

What do you know about "Jack & Jill?"

Complying with many requests from readers and advertisers, you now have another opportunity to "hunt for the stars."

"Jack & Jill went up a hill . . ."—but that's another story.

Astronomers gaze at the stars. So do readers of "The News." (See page 6.)

**CASH** for what you know about "Jack & Jill."

In order to convince more people of the convenience of

**— THE CITY BUS —**

and to prove to those who drive that not only is it more economical—especially in winter when starting makes such a strain on the battery—but also that it enables everyone to do his or her bit to relieve parking congestion, and to those who walk to work that riding on the bus will help to conserve their energy . . .

**— A FREE RIDE —**

will be given to everyone who will cut out this ad, sign

Name .....

Address .....

and hand to driver when boarding the bus. This offer good only during month of February and includes regular patrons.

Regular fare 10¢; children 5¢. 13-ride ticket or weekly pass ride as often as you like), \$1.00.

## PLAY AT HALL POSTPONED

A three-act play "Aunt Emma Sees It Through", which was to have been given in the Grange Hall at Hall, N. Y., on Monday, Feb. 1, has had to be indefinitely postponed because of the illness of one of the cast.

## SHOP IN GENEVA

**"G.A."**

## USED CAR PRICES ALREADY RISING!

You're bound to pay more later on.

Don't wait . . .

Buy now . . .

Take advantage of  
Today's values

Come in . . . see us now while  
these cars are priced for im-  
mediate selling . . .

1936 TERRAPLANE SED.  
(trunk)

1934 STUDEBAKER SED.  
(trunk - 6 wheels)

1935 HUDSON SEDAN  
(trunk)

1934 CHEVROLET MAS-  
TER COACH

1933 ROCKNE SEDAN

1933 PLYMOUTH CONV.  
COUPE

1932 DODGE SED. (radio)

1931 BUICK COACH

1931 CHEVROLET COUPE  
(rumble seat)

1931 PONTIAC COACH

1931 CHEVROLET COUPE

1931 FORD SEDAN

1929 PLYMOUTH COACH

**GENEVA  
AUTO CO.**

145 Castle St. Open Evenings

**"G.A."**

## Upstairs

"Have you ever seen anything that seems to grow with such leaps and bounds?"

"Yes, the children in the apart-  
ment above."

## CARPENTER and BUILDER Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given—free

# FREE

## SOCIAL SECURITY RECORD GET THIS VALUABLE BOOKLET - -



This booklet tells you how to figure what benefits you will get from Social Security. It has pages for keeping complete records of what you earn and where you work. Full but simple instructions tell you how to apply these figures to YOUR case. Come in and get your free copy and tell your friends.

Remember too, when you need extra cash, see us for a BENEFICIAL LOAN.  
Find out how little it costs—how easy it is to repay.

## PERSONAL BENEFICIAL LOANS FINANCE CO

Room 304 3rd Floor National Bank Bldg. 120 Genesee St.  
Auburn, N. Y. Mr. Hentzelman, Manager Phone 251

"Your Unseen Friend" - Sunday, 5 P.M. - WFBL

LOANS MADE IN NEARBY TOWNS

## EMPLOYERS . . .

*"Time's a-wastin'"*

## SOCIAL SECURITY PAYROLL FORMS

Arrange for an  
Interview . . .

Several Forms  
to Select From

PHONE 2662

**The W F Humphrey Press Inc.**

300-312 Pulteney St.

Geneva, N. Y.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., FEBRUARY 11, 1937

**Geneva's Semi-Annual Mid-Winter**

**DOLLAR  
DAYS**

**THURSDAY**

**FRIDAY \$ \$**

**SATURDAY**

**February 11-12-13**

Sponsored By

**RETAIL MERCHANTS' DIVISION  
GENEVA CHAMBER OF COMMERCE**

**\$ \$**

**Take Advantage of this**

**BIG MID-WINTER SALES EVENT**

*Seasonal Merchandise Offered at Exceptionally Attractive Prices*

**\$ \$**

**Prices are Advancing . . . Buy Now for Your Present  
Needs . . . Also Anticipate Your Future Requirements**

**THREE BIG DAYS OF SAVINGS**

**SEE ADS OF PARTICIPATING MERCHANTS IN THIS ISSUE  
Also Look for "DOLLAR DAYS" Pennants in Store Windows**

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., FEBRUARY 11, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

**5100 COPIES WEEKLY**  
(Certified)

### Y. M. C. A. ACTIVITIES

**Girls' Work:** The schedule for adult Swimming Classes is: Monday, 10:30 to 11:30 a.m.; Wednesday, 10:00 to 11:00 a.m.; Thursday, 10:30 to 11:30 a.m., and 2:00 to 3:00 p.m.

**Gym Classes:** Monday, 1:00 to 2:00 p.m.; Wednesday, 1:00 to 2:00 p.m.; Thursday, 9:30 to 10:30 a.m., and 1:00 to 2:00 p.m.

Miss Evelyn Booth, Girls' Work Secretary, announces that all Girl Scouts who want to work on First Aid, should be at the "Y" Saturday afternoon from 4:00 to 5:00.

**Ladies' Auxiliary:** There will be a meeting of the Auxiliary, Friday, February 12, at 3:00.

**Open House Week** will be held February 15th to 20th and Dr. H. N. Hubbs of Hobart College has been appointed by Pres. Chas. Mitchell as Chairman of the week.

Serving on his committee are: R. N. Harman, A. C. Boyd, Frank Phillips and Mrs. Hubbs. These Chairmen will add to their committees other men and women.

The Geneva Kiwanis Club will hold its meeting February 16 at the Y. M. C. A. and the Geneva Rotary, February 17. The regular dinner will be served and an inspection of the Building made.

### EASTERN STAR NOTES

On Tuesday evening, Feb. 16, at 8 o'clock, Geneva Chapter, No. 83, Order of Eastern Star, is to hold a Card Party at the Masonic Temple. Tickets, 25¢.

The Order of Eastern Star will hold a Clam Chowder sale at Masonic Temple on Friday, Feb. 19. Price, 30¢ quart. Orders may be phoned to 5251 or 2939.

### TURKEY SUPPER

The Ladies of St. Peter's Church are to serve a Turkey Supper at the Parish House on Thursday, Feb. 18, from 5:30 to 7 o'clock. Tickets, 60¢.

It PAYS to advertise in THE GENEVA COMMUNITY NEWS — every week.

### KNIT WEAR

Nothing gives more wear or pleasure than knit wear, particularly if it is cleaned and blocked in the proper way, to retain its shape, softness and lustre. Our skilled work will delight you.

### FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

### SHOP IN GENEVA

## HARRY M. MOYER

—: PRINTER —:

69 Oak Street

Phone 4189

=====

LIFE INSURANCE      ANNUITIES

### MARGARET B. KRAUS

Equitable Life Assurance Society  
of the United States

5 Seneca Street

Phone 2697

## The Rexall DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

GET IT HERE!

**WAXFREE  
HAVOLINE**  
For trouble-free  
winter driving!



SEE US TODAY AND SAY YES!

## RICKELS

SERVICE STATION

Lake Street

Phone 2920

RANGE OIL — KEROSENE OIL  
FUEL OIL

MOTOR STOKORS  
MASON SUPPLIES

### P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle St. Phone 2393 and 6232 261 Exchange St.  
'BLUE COAL' - SEMET-SOLVAY COKE

## Air-Conditioning . . .

Cleaner, purer heat in winter.  
Cooler in summer.

— RELIEVES ASTHMATIC CONDITIONS —  
May be applied to your present heating system

### JOHN A. PONTIUS

90 Elm Street

Phone 4575

**BEAUTIFUL TABLE  
APPOINTMENTS**

... Carefully Planned

Your Silver, Glassware and China  
in matching patterns.  
CHINA

Breakfast Sets, \$6.00

Dinner Sets, \$22.50 to \$250.00

**S. A. GILBERT**

JEWELER

510 Exchange St. Geneva, N. Y.

CREDIT? Of course . . . Liberal Terms

**WALL PAPER  
CLEARANCE SALE**

at

**1/2 OFF** REGULAR  
PRICES(Paper up to 10¢ per roll, 1/3 off)  
SALE ENDS FEB. 13**FAIRFAX BROS. CO.**

87 Castle St.

Phone 2441

**M.L.M.:** You're going to lose your husband if you don't wash his shirts whiter. Try a new 1937 Easy Washer — washes whiter, faster, gentler. Liberal allowance for your old washer. Pay only \$1.00 a week

at

**EASY WASHER SHOP**

505 Exchange St.

Phone 6323

**THE BIG THREE**

- \*Baldwin Piano
- \*Stromberg-Carlson Radio
- \*Norge Refrigeration and Appliance Line

Exclusive at

**BOLIN MUSIC HOUSE****OUR ICE CREAM  
IS GOOD**

... because it's

**FRESH FROZEN DAILY**

— Not Storage Ice Cream —

Bricks . . 25¢ each

**JACK & JILL**

317 Main St.

Geneva, N. Y.

# \$ \$ \$

## CASH FOR LETTERS

**EACH WEEK****A CASH AWARD OF \$3.00**

is given for the most interesting letter received about the store, business, products, or services of one of the merchants listed on this page.

This week the award will be given for the most interesting letter about:

**C. S. BURRALL & SON**50 Linden St.  
Phone 2443Residence  
Phone 6434

In what line of business is C. S. Burrall & Son engaged? How long established in Geneva? Ever had dealings with them? If you have . . . there is no question about your having found them a mighty fine house to deal with and there's no doubt you can write a very interesting letter about them or their line of business.

NOTE — the above ARE NOT definite questions for you to answer . . . just suggestions. Write anything you want to — (not too long a letter) — and your experience will be what will count rather than correct grammatical expression, spelling, etc.

If you are not acquainted with C. S. Burrall & Son . . . stop in, ask any questions you wish. You'll find them very accommodating.

You have until next Monday to mail your letter, but — don't put it off . . . do it as quickly as possible. However, it's the most interesting letter received . . . not necessarily the first one . . . that wins the award.

While we reserve the right to publish any letter, if writers, for any reason prefer we use only their initials, we will comply, but sign complete name and address when sending your letter to us.

Here's your chance for **CASH FOR A LETTER**. Mail to "Letter Contest", Geneva Community News, Geneva, N. Y.

**STEWART-WARNER  
REFRIGERATORS****AIR-CONDITIONING****ROOFING****PAINT****Cooney, Watts & Cooney****HARDWARE**

513 Exchange St.

Phone 2170

"Have you eaten any of those delicious Butterfly Parkerhouse Rolls or Prize Winner Biscuits? They're made by the Geneva Baking Co. — makers of that best quality Butterfly Bread; they've been pleasing the people of this community with their bread for over twenty-five years."

For the best in Bread . . . always  
specify "BUTTERFLY".

**FURNITURE and RUGS****MAGIC CHEF RANGES****APEX WASHERS****PHILCO and GRUNOW  
RADIOS****WHEELER'S**  
opposite Post Office**RIGGS & JENSEN****Plumbing and Heating  
Gas and Electric Appliances**Come in and see the  
new 1937 FRIGIDAIRE

473-475 Exchange St.

Phone 2739

**PERFECT CIRCLE  
PISTON RINGS and  
EXPANDERS . . .**

for an overhaul job that gives  
guaranteed satisfactory performance and saving of gas and oil.

Complete Auto Accessory Dept.  
Wholesale and Retail**CHARLES E. COOL**

61 Geneva St.

Phone 2050

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Goulash

Cut:

½ pound each of veal and pork into small pieces and brown on all sides in a hot frying pan

Add:

1 onion chopped fine  
½ lb. sauerkraut  
¼ teaspoon paprika  
⅛ teaspoon caraway seeds  
6 small potatoes  
1½ cups water or canned consommé

Cover and cook until the meat is tender. Place this mixture in a double boiler over hot water.

Add 1 cup sour cream. Cover and cook for 1 hour to flavor thru.

Mrs. Wm. H., R.D. No. 1

## Drop Oatmeal Cookies

1 cup sugar  
⅔ cup butter or other shortening  
2 eggs  
½ cup milk

1 teaspoon vanilla  
2 cups oatmeal  
1 cup raisins  
1¾ cups flour sifted with ½ teaspoon soda and 1 teaspoon baking powder and ¼ teaspoon salt

Cream sugar and shortening, add eggs and beat well. Add other ingredients and mix well. Drop from tablespoon onto greased cookie sheet and bake in moderate oven until golden brown. Makes 30 large cookies.

Mrs. C. B. J., R. D. No. 1

## Peach Cream Dessert

You can make it in any season of the year, for canned peaches are excellent here.

1 small sponge cake  
1 cup whipping cream  
½ tablespoon powdered sugar  
½ teaspoon almond flavoring  
6 canned peach halves  
¼ cup currant jelly

Cut sponge cake into slices. Whip cream until it begins to thicken and hold its shape. Flavor with powdered sugar and almond and spread on one side of each slice of cake. Top with drained peach half and fill center of peach with jelly. Yield: 6 portions.

## Crumb Cake

2½ cups flour  
1½ cups brown sugar  
½ cup butter

Mix together as for pie crust, then take out 1 cup of crumbs. Then add 1 cup sour milk and 1 teaspoon soda. Pour into greased pan and sprinkle the crumbs over top. Bake in moderate oven.

Mrs. R. McD., Exchange St.

Let us show you the "Coolerator" the conditioned-air refrigerator

## C. J. BRADY

### RE-FILTERED ICE CITY WATER

110 Lake Street Phone 2740

Tune in . . .

"Eleanor Howe's Homemakers' Exchange" (WFBL, Tuesdays, Thursdays — 11:45 a.m.)

See our new

WASHABLE and SUNFAST  
WALL PAPER

Also PAINTS for every purpose

W. C. DEMMING CORP.  
505 Exchange St.

## ANACONDA

Permanent Water Distribution Copper  
Tubing and Cast Bronze Fittings

Seneca Plumbing & Heating  
Phone 6574

## RADIO REPAIRS

Our repair work is guaranteed

Public Address Systems . . .  
for sale and for rent

## AUTO BATTERY SERVICE

featuring the wonderful  
"KATHANODE" Battery . . .  
unconditionally guaranteed long  
as you own your car.

## GEO. F. BRUZEE

"The Battery Man"

23 E. Castle Street Phone 6522

EVERY DAY  
IS  
DOLLAR DAY  
AT  
RAPALEE'S

## D & H ANTHRACITE

is the best dollar for  
dollar value of  
any fuel. Try  
a ton and be  
convinced.

PHONE 2221

## RAPALEE

COKE & COAL CORP.

30 Gates Ave.

## Baumgartner's Food Store

Quality Foods — Chain Store Prices

### FRESH DRESSED

ROASTING CHICKENS, per lb., 23¢

TANGERINES, per doz. . . . . 19¢

FLORIDA ORANGES, per doz. . . . . 29¢

Niagara Brand SPAGHETTI,  
per can . . . . . 8¢

SEASPRAY CLAM CHOWDER,  
per can . . . . . 15¢

Ox Heart Brand PEANUT BUTTER,  
1-lb. jar . . . . . 19¢

Niagara Brand PORK & BEANS,  
large can . . . . . 10¢

Buffalo Brand PEAS, No. 2 can;  
2 for . . . . . 27¢

Top of Bean's Hill at edge of city  
Phone 2546 We'll Deliver  
Plenty of Parking Space Always

I am placing my Insurance  
with Snyder.

Jag Koper min Assurans  
af Snyder.

### CARPENTER and BUILDER Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given — free

### IMMEDIATE CASH

Any amount, auto and truck loans —  
refinancing, no endorsers. Relieve finan-  
cial worries through our loan plan.

**J. J. PRYOR**

461 Exchange St. Geneva, N. Y.  
Phone 2319

### CONTEST LETTER WINS WRITER \$3.00 CASH

Contest Editor  
Geneva Community News

Bolin Music House, 551 Ex-  
change St., comes from an old es-  
tablished store, J. W. Martin's, dat-  
ing back sixty years.

The present owner is Henry F.  
Bolin, who purchased the business  
in 1929.

Bolin Music House is well known  
and is dependable in its merchan-  
dise and dealings. They sell the  
famous Baldwin Pianos, together  
with other musical instruments;  
also sheet music, and if not in stock  
will be gladly sent for.

Not only is music a feature in  
this store, but also the best in ra-  
dios — the Stromberg-Carlson.

They also carry a full line of  
electric articles for the home, in-  
cluding Norge Refrigeration and  
appliance line, exclusive.

A visit to Bolin Music House  
will interest you at the fine display  
of merchandise.

Mrs. A. L., William St.

Read the ads on page 3. Someone  
will win \$3.00 each week for a letter  
about one of these business houses.

Most people love books — on the  
shelves.

### WINNERS IN THE "DIRECTORY CONTEST"

... for the past week are:  
(Geneva)

Florence Harrington, 21 Hampton  
Place

Mrs. W. J. Cummings, 227 Castle  
St.

B. F. Butler, 98 Hamilton St.

Mrs. Ada S. Wheeler, 362 Main St.

Gladys DeLamanter, 168 Pulteney  
St.

(Outside Geneva)

A. Floyd Tharp, Ovid, N. Y.

Deborah Page, Seneca Castle, N. Y.

Readers may compete in both  
the "Directory Contest" (page 6)  
and also the "Letter Contest" (page  
3.)

### GENEVA WOMAN'S CLUB NOTES

Mon., Feb. 15:

1:30 p.m.—Chorus

2:00 p.m.—Bowling at Masonic  
Temple

8:15 p.m.—(Lewis Hall), Dr.

Wm. Eddy, "Patriotism vs.  
Pacifism in the Colleges"

Tues., Feb. 16:

2:30 p.m.—Current History

Thurs., Feb. 18:

2:00 p.m.—Bowling at Masonic  
Temple

Fri., Feb. 19:

2:00 p.m.—Bridge Tea

The clock that stands still is  
right at least twice a day.

### DOLLAR DAY SPECIAL

1 GAL. CAN MOTOR OIL (reg. \$1.08)  
Friday-Saturday only, 88¢ inc. tax

### EXCHANGE ST. ESSO STATION

J. W. BARNES

### G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing



AS LOW AS 67c PER WEEK

**Firestone** AUTO SUPPLY &  
SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

### DOLLAR DAYS AT HOWARD'S

25¢ FINEST QUALITY FAST COLOR PERCALES.....16¢  
(Over 100 patterns to choose from)

SILK and COTTON DRESS PRINTS (59¢ value); 4 yds. for \$1.00

LARGE TURKISH TOWELS, 4 for.....\$1.00

81x99-inch SHEETS.....\$1.00 PILLOW CASES, 4 for.....\$1.00

STEVENS ALL-LINEN TOWELING, 5 yards for.....\$1.00

CRETONNES (values to 59¢), yard.....18¢

\$1.89 SHEET BLANKETS, double size.....\$1.49

KAPOK, pound boxes.....36¢

FULL SIZE BATTS FOR QUILTS.....54¢

FIVE PIECE BRIDGE SETS.....43¢

LADIES' SLIPS (values to \$1.39).....\$1.00

KAYSER, VAN RAALTE, WEAR RIGHT GLOVES.....74¢

25% DISCOUNT ON ALL INFANT'S WEAR, SHEETS,  
PILLOW CASES and BLANKETS.

50% DISCOUNT ON ALL REMNANTS OF DRESS MATE-  
RIALS, CURTAIN MATERIALS, and ODD PAIRS  
OF CURTAINS.

**Howard Dry Goods Company**



# CLASSIFIED BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

**FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK**  
Read each advertisement in this section. Look for the stars (\*). A number of them are scattered among the different ads. Make up a list of the firms in whose ads these stars appear.  
Mail your list to "Directory Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.  
**FREE THEATRE TICKETS** will be mailed to persons sending correct list, as follows:  
First three correct — Two tickets each to Regent Theatre.  
Next four correct — One ticket each to Geneva Theatre.  
**NOTE** — Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.  
Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

**REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL**

## Auto Service

### FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## Auto Sales

IT'S HERE ...  
THE NEW 1937 OLDSMOBILE

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.\*

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## Auto Laundry

FROZEN GREASE and OIL means hard starting, a strain on the battery, gears, and bearings. Our experts, improved equipment flush the gears and fill with non-freezing winter oil and lubricants.

TED'S AUTO INN

Phone 5174 35 Tillman St.

## Auto Repairs

YOUR CAR NEEDS ANTI-FREEZE

Drive in, we know the amount your car needs to be safe. We have your favorite: Prestone, Zerone, Alcohol. We have "Arvin" Car Heaters, too.

LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

IT'S DANGEROUS DRIVING

In the winter time with wheels out of line, poor brakes, clogged up radiator, snow covered windshield. Drive in now —\*consult our experts.

STRATTON'S BRAKE SERVICE

Lake St. near Exchange St. Phone 2028

## Auto Tires

SUPER RETREAD TIRES

Made in world famous "Lodi Mold". Every tire positively guaranteed. You do not risk one cent. Approximate mileage 22,000 to 30,000. LOW PRICED.

RALPH DEWEY'S TIRE STORE

382 Exchange St. Next to Buick Garage

## Advertising

MR. MERCHANT:

Can you afford to pass up the buying requirements of 25,000 people weekly?

ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS  
Phone 2108

## Amusements

ANOTHER BALLOON NITE

Fun Galore

Friday Nite, Feb. 12th. Bring a crowd.  
You'll enjoy it.

Tues. Nite, of course — 25¢ per couple\*

DANCE INN ROLLER PALACE  
Lake Rd., Geneva Free Parking Space

## Body and Fender Work

BENT FENDERS ...

Look bad, but we'll fix 'em. Match the paint too, make 'em like new again. In fact we can repair the whole body, no matter how bad it's wrecked.

PETERSON (Seymour Alley)  
rear Geneva Loan & Savings Assn.

## Business Directory

If you would like a space in this

CLASSIFIED

BUSINESS DIRECTORY

SECTION

Dial 2108

## Gas and Oil

50¢ TO  
RECHARGE

Your Old Battery ... Any make.  
We have new ones, too.

CARROLL'S CENTRAL SERVICE

Opposite\*Armory  
305 Main St. Phone 2592

WINTER OIL and LUBRICATION

Makes Easy Starting  
Adds Life to Your Car

OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920  
"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.  
Anti-Freeze? Sure! We have it, drive in.

## Groceries

UTICA CLUB

CANANDAIGUA

STANDARD

Beer \$1.99 case, plus  
or Ale bottle charge

SCHMIDT'S ALE

.....(12 oz), 15¢; quart, 35¢  
Phone 4572 Free Delivery

Open until 9 every nite

BRENNAN'S GROCERY

31 John St. Phone 4572

Tuna Fish, 2 cans.....23¢  
Dog Food .....5¢  
Red Salmon .....23¢

FLORENCE LABIGAN'S

Red & White Store

261 William St. Everything in Groceries

YOU JUST CAN'T GO WRONG

On Good Things to Eat during 1937  
when you place your order with

GEORGE PHILLIPS

The Red & White Store

111 Pulteney Street Plenty of Parking  
Space

## Insurance

Retirement Annuities & Life Insurance

THE UNION CENTRAL LIFE  
INSURANCE CO.

25 Seneca St. Geneva, N. Y.  
Richard F. Licht, Mgr.

It PAYS to advertise in THE GE-  
NEVA COMMUNITY NEWS — every  
week.

# Classified Business Directory Section (Continued)

## Jewelry

**DOLLAR DAYS' SPECIALS  
THROUGHOUT  
THE STORE**

Thursday - Friday - Saturday  
Watch Our Window

**L. H. BARTH**

Schine Theatre Bldg. Geneva, N. Y.

## Meat

**JOE'S MARKET**

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

**DOLLAR DAYS' SPECIALS**

Round Steak .....20¢  
Sirloin Steak .....22¢  
Porterhouse Steak .....25¢  
Roasts from above cuts — special sale only — same price.

P.S. With every \$1 purchase, we'll give free one pound Bologna

Delicious Fried Fillet of Had-dock .....25¢  
Italian Sausage .....25¢  
Boneless Stewing Beef.....20¢

**QUALITY MEAT . . .** Is essential for good health. Our customers know that we handle only the best grade Prime Western Beef, Veal, Pork, and dress our own Poultry.

**MULVEY, 70 N. Genesee St. Phone 2712**  
We deliver. Plenty of Parking Space.

Phone 2127

**WILSON & JOHNSON**

Everything in Meat and Poultry  
261 William Street

Free delivery and plenty of parking space.\*

## Men's Furnishings

**SPECIALS FOR DOLLAR DAYS**

Men's \$1.50 Union Suits.....\$1.19  
Men's All-wool Scarfs (\$1 val.).....69¢  
Men's All-wool Jackets (\$5 val.)....\$4.39

**R. J. IREDALE**

461 Exchange St. Next Western Union

## Only One Answer

Wife: "Would you like this hat turned down, dear?"

Husband: "How much is it?"

Wife: "Eleven dollars."

Husband: "Yes, turn it down."

## Moving - Storage

**WE'LL STORE YOUR FURNITURE  
or MERCHANDISE**

Reasonable Rates. Move you, too, if you desire. Our vans go anywhere, any time. All loads insured. Also have few odd pieces furniture for sale.\*

**GENEVA MOVING & STORAGE CO.**

C. A. Bissell, Pres.

99 Genesee Street Phone 2182

## Office Equipment

**TYPEWRITERS (Sales and  
ADDING MACHINES Service)**

Duplicators, Desks, Filing Cabinets, Typewriter Supplies, etc.

**GENEVA**

**TYPEWRITER EXCHANGE**

Phone 6500 17 E. Castle St.

## Optometrist

**A NEW PAIR OF GLASSES**  
or having the old lenses changed will help those with weak eyes to have a better outlook on 1937.

**G. W. FLETCHER - OPTOMETRIST**  
Castle Street Opp. City Hall

Office Phone 2292 Residence 2044

Phone for Appointment

## Publicity

**The Geneva Community News**

has the largest local distribution of any advertising medium.

It costs but little to send **YOUR MESSAGE TO ALL** of Geneva's residents . . . and many others . . . every week.

Phone 2108

## Parking

Day or Evening (outside).....15¢  
All night (outside) 25¢; (inside) 50¢  
Per week (outside) 50¢; (inside) \$1.00\*  
Car washing, \$1.00 up

**ANDERSON'S PARKING STA.**

Opp. Armory Rear Central Service

## Papers - Magazines

**SOMETHING TO READ? SURE!**

That's our line — Daily and Sunday Papers, Magazines, Periodicals . . . Your Favorites. Ice Cream and a complete fountain service. Candy, Pipes, Cigars, Cigarettes, Stationery.

**THE CORNER NEWS**

Cor. Main & Castle Sts. Phone 2515

## Real Estate

\*It's Just Natural

When you **REAL**

Think of **ESTATE**

To Think of "**FINZAR**"

20 Linden St. (Prince's) Phone 2661

## Sea Food

**LOBSTER TAILS**

Ours Are Always Fresh . . .  
Shipments Received Daily

**GENEVA FISH MARKET**

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.

**EVERYTHING IN SEAFOOD**

## Smoker's Supplies

**SAVE DOLLARS  
IN PIPE SATISFACTION**

Smoke "Fox's Special". Sold only at our store

**H. F. FOX**

(since 1870)

next to Kirkwood Hotel

## Travel

**WEST INDIES - BERMUDA**  
and Mediterranean Trips. Now booking for several attractive\*Easter Tours.

**GENEVA TRAVEL BUREAU**

Genevieve McCarthy

Main & Seneca Sts. Phone 2226

## Upholstering

**FURNITURE UPHOLSTERING**

Trimmings - Chair Slip Covers  
Ask to see our samples - No obligation

**M. E. MEDES**

213 Lewis Street Phone 4988

Prices Reasonable - Work Guaranteed  
We'll Call and Deliver

# CONTEST NEWS

The winning letter about the Bolin Music House is published on another page.

**OUT-OF-TOWN READERS—  
FREE THEATRE TICKETS  
FOR YOU.** (See page 6.)

All readers—try for the **CASH AWARD**—each week. (See page 3.) Mail letters by Monday.

What do you know about C. S. Burrall & Son?

Winning letter about "Jack & Jill" to be published next week.

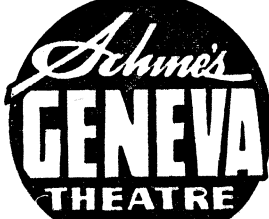
Astronomers hunt for new stars. So do readers of "The News." (See page 6.)

**CASH** for what you know about the business of C. S. Burrall & Son (page 3).

# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

"Dorothy"



Friday-Saturday



Taken from Edna Ferber's novel.

Plus Screen Vodvil

—Sat. Nite may be your nite!—

3 DAYS — STARTS SUNDAY



**SOMETHING NEW!**  
An intimate "Front Stage Musical Romance!"

**Dick POWELL**  
*Madeline CARROLL*  
IN IRVING BERLIN'S  
**"ON THE AVENUE"**  
with  
**ALICE FAYE**  
RITZ BROTHERS  
20th Century-Fox Picture

Plus Silly Symphony Cartoon

News  
Another Schine's Blue Ribbon Hit

Wednesday-Thursday, Feb. 17-18  
A triangle that rocked a nation!

**KAY FRANCIS**  
**"STOLEN HOLIDAY"**

Ian Hunter - Claude Rains

Wed. may be your nite!

## Dollar Day Special

Hot Oil Shampoo, Finger Wave or Marcel and Trim for \$1.00. Call 5827.

**Rose Murphy**  
(over Regent Theatre)

Finger nails are replacing vampire talons; tranquil shades of polish vie with the sanguinary.

Mothers will find a few \$1.00 Specials of velvet Dresses . . . boys' cotton and jersey Suits . . . one-piece Snow Suits (sizes to 3) at

**The Julia Elizabeth Shoppe**  
18 Linden St.

And many other worthwhile savings on Children's Wear.

Spring's stars of promise: the jacketed dress; beige with black accents.

February 14 is Valentine Day. Select your Greeting Cards, all kinds, from a complete selection at  
**McCarthy's Pharmacy**  
162 Castle St.

Also fancy Gift Packages of Whiteman and Schrafft Chocolates.

Revers are fashions latest discard. Collars are whittled down until they are negligible. Necklines are kept high but slim.

\$ Days \$  
at

**The Corner News**  
cor. Main & Castle Sts.

Real values at cut-prices. All stock guaranteed fresh.

"We have always used Jeddo Highland Coal from Beard's—and it's just fine for keeping the home cozy and warm."

Spring prints are swarming down on us by the thousands. The flower ones are lovely, the picture prints amusing and smart. Evening prints are simply gorgeous. It's nothing to count as many as ten colors in one evening print—many of them shades you wouldn't have dreamed of putting together. The whole effect is indeed spirit-lifting.

## Prices advance February 20

But you may have your choice of the new Spring line of genuine pure wool fabrics now, while prices are comparatively low. Individual Tailoring and fine workmanship.

**A. P. Petersen**  
476 Exchange St.

The Spring Suit, so indispensable in today's scheme of living, steps out this season in many striking versions. You will see both tailored and soft suits and many variations of the important and flattering costume suit.

For Custom-made Draperies  
**Firooz**  
59 Seneca St.

Obstinate dust stains should not be brushed vigorously, as that will only drive the marks into the material. If a light brushing will not remove them, rub with a soft rag dampened with gasoline and the marks will disappear.

For expert services on watches, clocks and jewelry, we recommend an expert — Mr. G. H. Prince, **Prince's Jewelry Store, 20 Linden St.** Prompt service and reasonable prices . . . Excellent picture framing.

People look twice at the new ankle-length dinner skirts, straight and narrow and slit.

Velvet bindings define the high lapels and flat pockets of many suits.

Push-up Permanent Waves with Croquignole ends (for curls) are \$3.00 and up . . . Ask **Miss Murphy** about rebuilding your old Permanent to the latest style for \$1.00. It will give you the greatest surprise and delight. For appointment, call 5827.

Phone 3529 . . .  
or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.



## RADIO FLASHES

by Ralph Le Brun

Probing deep in the legal tomes of the nation, Charles Martin, dynamic young radio writer and director, has uncovered a source of material for his new series of radio thrillers. To be heard over the Columbia network Saturdays, at 8:30 p.m., "Circumstantial Evidence" will be a weekly dramatization of famous cases wherein innocent persons have been convicted, sentenced, and saved through last minute interception of justice after admission of new evidence. In all possible instances, the principal in each case dramatized will appear in person at the microphone.

Hildegarde, the Milwaukee girl whom England and Paris know as well as New York, will contribute to the Coronation ceremonies in London. She has an engagement to appear at the fashionable Ritz Hotel.

To "Professor Quiz", heard over CBS, Sundays, at 7 p.m., came the following letter: "I am a teacher in the public schools here (Orlando, Fla.). In a test I asked my history class to name a great educator. Over half the class named Professor Quiz. Of course I could not count this wrong because your program is very educational."

John Shea believes in the "luck of the Irish". Until a few weeks ago he was one of many students at the University of Southern California, with an ambition to become an actor. Now at 25, Shea has won a contract with Warner Brothers as a result of his appearance on the "Do You Want To Be An Actor?" program, conducted by Haven MacQuarrie and broadcast Sundays, at 8 p.m., over NBC-WEAF from studios in Hollywood.

The common belief that a bandmaster's life is just one hike after another is all the bunk according to Frank Simon, who conducts the Armco Band, heard over NBC-WHAM, Tuesdays, at 10 p.m. In his own case, he declares that in his thirty years of professional band playing he marched only once. This was when "Hip Hip Hooray" opened at the Hippodrome in New York. Simon was cornet soloist in that production. The street march was for the purpose of ballyhooing the show.

### MAINTAIN YOUR EQUILIBRIUM

— Turn This Over —

**RALPH LE BRUN**

Phone 3237

FOR RADIO TUBES AND SERVICE

## \$ - Dollar Days - \$

### SUITS and OVERCOATS

Regular \$35.00.....Dollar Days \$28.00

Regular \$29.00.....Dollar Days \$23.60

Regular \$22.50.....Dollar Days \$18.00

Regular \$19.50.....Dollar Days \$16.50

### MUFFLERS

Regular \$1.50.....Dollar Days \$1.19

Regular \$1.00.....Dollar Days 79¢

Regular 75¢.....Dollar Days 59¢

### LINED GLOVES and MITTENS

WOOL BLOUSES

DRESS SHIRTS

WOOL HOSE

SWEATERS

WINTER UNDERWEAR

**20%  
OFF**

**WELCH'S**

494 Exchange St.

## PHILLIPS MOTOR CO.

Authorized **FORD** Dealer

230 Genesee St.

Geneva, N. Y.

## \$ Day Special

TAKE YOUR CHOICE OF ANY } ONLY  
USED CAR OR TRUCK IN OUR } \$1.00  
STOCK. 50 TO CHOOSE FROM. } Down

### Balance Easy Terms

As soon as 1/3 of selling price has been paid,  
car will be delivered to you.

**Best Bargains of the Year**  
**"Don't Wait and Pay More"**

**5 BUICKS, EXTRA SPECIALS**  
(1 ROADSTER) (1 COUPE) (3 SEDANS)

## STRAIGHT RYE WHISKEY

"TOPSALL" .....75¢ pint; \$1.45 quart  
 "BALTIMORE CLUB"—2 years old.....pints, 99¢; quarts, \$1.90  
 100 Proof Straight Rye  
 "OLD BRIAR" .....pints, 95¢; quarts, \$1.85  
 "McALLISTER'S" SCOTCH, over 8 years old.....\$2.99 large bottle

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

### WINNEK POST EXPRESSES APPRECIATION

Editor, Geneva Community News  
 Geneva, N. Y.

Dear Sir:

As Commander of Winnek Post Number 396, American Legion, Department of New York, I wish to publicly express the appreciation of the Post and also my personal appreciation for the generous co-operation and liberal contributions of the citizens of Geneva and vicinity in connection with the recent loading of a car of merchandise to help alleviate the suffering in the flooded areas of our country. Our Post realizes that this humanitarian effort could not have been accomplished without the hearty co-operation of our entire community.

The car in question was loaded on Jan. 28 and 29 and was forwarded via Lehigh Valley R. R. to Indianapolis, where it arrived at 5:30 A.M. on Feb. 1. Immediately upon arrival it was turned over to the Red Cross and the American Legion for distribution.

Very truly yours

(Signed) JAMES H. GUINAN

True

"The prison team won the football game with the cadets."

"Well, that proves the old theory that the pen is mightier than the sword."

"We Have With Us—"

Toasts were in order. The toastmaster arose to introduce a prominent elderly speaker, and said:

"Gentlemen, you have just been giving your attention to a turkey stuffed with sage. Now you will give your attention to a sage stuffed with turkey."

## Save Dollars By Buying NOW



Due to labor conditions prices of Used Cars will undoubtedly advance.

Our stock of Used Cars is small . . . but good . . . and they are priced to sell now.

1936 CHEVROLET MASTER	1935 CHEVROLET COUPE
SPORT SEDAN	1934 CHEVROLET COUPE
1936 CHEVROLET MASTER	1934 FORD SPORT COUPE
TOWN SEDAN	1932 FORD Station Wagon

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Phone 6621

Geneva, N. Y.

## . . . For \$ Days . . .

Teapots, from 39¢ up    Bed Lamps, \$1.19    Table Lamps \$1.39  
 Corn Poppers, \$1.69 with cord    Mixing Bowls, porcelain, 98¢ set  
 10% DISCOUNT ON ALL REGULAR PYREX AND WEAREVER ALUMINUM WARES

LISK ENAMEL and SAVOY WARES.....10% OFF  
 SANI CANS, WASTE CANS, VEGETABLE BINS,  
 KITCHEN STOOLS .....\$1.00 and up  
 COLORED CLOTHES HAMPERS.....20% off reg.  
 SHOE SKATES .....at new low \$4.50  
 THE NEW HORTON ELEC. WASHER at.....\$59.95  
 ELEC. SANDWICH GRILLS and WAFFLE IRONS at 10% OFF

OUR LOW PRICES

Come in — look around — no obligation

## DORCHESTER & ROSE

HARDWARE

543-545 Exchange Street

Geneva, N. Y.

## REGENT THEATRE ATTRACTIONS

*Fri. and Sat., Feb. 12-13:* Double Feature—"Three Mesquiteers" with Robt. Livingston and Kay Hughes; also "Dangerous Number" with Ann Sothern and Robert Young.

*Sun.-Mon.-Tues. Feb. 14-15-16:* Jane Withers in "Holy Terror."

*Wed.-Thurs., Feb. 17-18:* "Once a Doctor" with Jean Muir and Donald Woods.

Length of life does not depend so much on the star under which one was born as it does on the color of traffic light on which one tries to cross the street.

About twenty years ago the big question was how to get out of the trenches before Christmas. Now it's how to get out of the hole after the holiday.

The ideal matrimonial combination is a man who enjoys making money and a woman who enjoys spending it.

## DOLLAR \$ \$ \$ \$ \$ DAYS

Reg. 65¢ Ties <b>45¢</b>	All O'COATS <b>\$24.50</b>	Reg. \$1, \$1.50 Ties <b>65¢</b>
Hose <b>39¢</b>	Reg. \$35.00 Coats	Wool Gloves <b>\$1.00</b>

One Group SHIRTS ..... **\$1.00**

## CASEY &amp; SON

71 Seneca St.

Geneva, N. Y.

## \$ DOLLAR DAYS' SPECIALS \$

O-CEDAR ZEPHYR DUSTER and lge. size bot.	<b>79¢</b>
O-Cedar Polish (reg. value \$1), Dollar Days.....	
EASY-FOLD IRONING BOARD,	<b>\$1.89</b>
Sturdy built .....	
HOWARD DUSTLESS MOP,	<b>98¢</b>
Large size .....	
ONE BURNER PIE OVENS,	<b>98¢</b>
For gas or coal .....	
"SON-CHIEF" ELECTRIC FLAT IRON	<b>\$1.69</b>
With Tire-Less Grip .....	
MERKLE HOUSE BROOMS,	<b>59¢</b>
4 Sewed - Size 6 .....	
"REVERSO" Two Slice ELECTRIC	<b>\$1.39</b>
TOASTER, with cord .....	
WASTE PAPER METAL BASKETS,	<b>29¢</b>
In colors .....	

## Cooney, Watts &amp; Cooney

513 Exchange St.

HARDWARE

Phone 2170

# 1 Days ★ Smith's

J. W. Smith Dry Goods Co.

THURSDAY  
FRIDAY  
SATURDAY

Hundreds of money  
saving bargains!

3-YR. GUARANTEED SHEETS **\$1.00**  
63x99 72x99 81x99.....

CASES TO MATCH **4 for \$1.00**  
42x36 45x36.....

19¢ BATH TOWELS.....6 for \$1.00  
25¢ BATH TOWELS.....5 for \$1.00  
29¢ BATH TOWELS.....4 for \$1.00  
39¢ BATH TOWELS.....3 for \$1.00  
heavy absorbent wht. - col. border

18-in. LINEN CRASH TOWELING **\$1.00**  
5 yards .....

52 x 52 TABLE TOPS **\$1.00**  
3 for .....  
crepe crash rayon val. 49¢ ea.

## —: CHINA DEPARTMENT SPECIALS! :—

CANNISTER SETS  
COOKIE JARS  
ROUND MIRRORS  
Full Length Mirrors  
No-tip  
Ironing Boards

**\$1**

Aluminum Roasters  
New Pin-up Lamps  
Lge. Clothes Hamper  
\$1.29 Card Tables  
Smoking Stands

Pure Dye, \$1.59  
tailored lace trim

**\$1.00 PURE SILK SLIPS 88¢**  
lace tailored

FINE QUALITY **\$1.00**  
RAYON SLIPS, 2 for

SILK DANCE SETS **88¢**  
\$1.00 val. lace trim

Silk Dance Sets, 2 for **\$1.00**  
lace trim good quality

PURE SILK HOSE **2 prs. \$1.00**  
new shades chiffon or service

**\$1.98 SILK DRESS LENGTHS \$1.79**  
new 3½ to 4½ yards

PLAIN or FIGURED SILK CREPES **\$1.00**  
2 yards for .....

SPRING PERCALES **\$1.00**  
6 yards for.....

QUAKER CRAFT  
NET CURTAINS  
full size 5 designs  
adjustable tops **\$1.00**  
pair.....

24 x 48  
RAG RUGS  
value 69¢  
all over **\$1.00**  
design 2 for

SLIP-ON SWEATERS **88¢**  
all wool new styles and colors

## How are Your Own?

Ever curse the other driver's headlights?

... but, how are your own?

Come in ... don't take just our word for it. Let "THE MAGIC EYE" tell you.

### HEADLIGHTS ADJUSTED

by the latest scientific method

"THE MAGIC EYE"

## FINK'S SUPER-SERVICE STATION

Lake Street Phone 2448

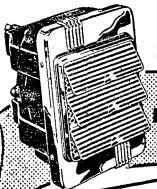
CASH AWARDS  
(see page 3)

FREE THEATRE TICKETS  
New Business Directory  
(see page 6)

Of special interest to  
out-of-town readers  
... note contest rules  
on page 6.

All readers may enter  
both contests each  
week.

Buy a **Firestone**  
**HEATER**  
FOR YOUR CAR TODAY



AS LOW AS **74¢** PER WEEK

AUTO ROBES

AS LOW AS **41¢** PER WEEK

DEFROSTER FANS

AS LOW AS **28¢** PER WEEK

USE OUR  
**BUDGET PLAN**  
**NO MONEY DOWN**

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

Hector: "Hello Hortense, I will be up tonight at 8:29."

Hortense: "How come so definite as to time?"

Hector: "Battery's down and I am taking the city bus."

Yes, Hortense, if the streets are at all passable you can set your clock with

### — THE CITY BUS —

In fact some do that very thing.

Regular fare 10¢; children 5¢. 13-ride ticket or weekly pass (ride as often as you like), \$1.00.

## LOOKING FOR A GOOD BUY in USED CARS

—: Here they are :—

1936 Buick Sedan

1935 Buick Conv. Coupe

1935 Pontiac Coupe

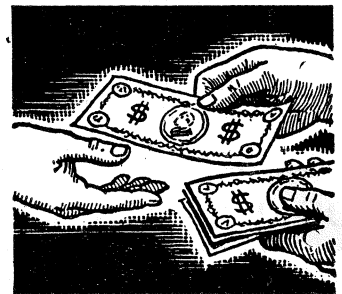
1935 Chev. Sed., trunk

1935 Ford Tudor

## KITCHELL MOTOR CO.

386 Exchange St. Phone 2178

## LET OUR \$'s HELP YOU . . .



To pay all your bills at one Time  
and then have only one place to  
pay—a small amount Monthly—  
Our Service makes it easy for  
you to borrow Money—when you need it.

Courteous Service - Confidential Advice.

AUTO LOANS - NO INSURANCE REQUIRED

Come in . . . Write . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca Street, 2nd Floor — over Keilty's Dry Goods

"Loans Made In Nearby Towns"

## W. F. Humphrey Press Inc.

300 PULTENEY STREET

GENEVA, N. Y.

OFFICE  
SUPPLIES  
AND  
EQUIPMENT

MENUS  
TICKETS  
PROGRAMS  
CALLING CARDS  
FACTORY FORMS

Phone 2662



# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., FEBRUARY 18, 1937

## ADVERTISING SPACE

in each week's issue of the Geneva Community News must be reserved by Saturday noon preceding date of issue. All copy must be in by Monday noon.

### RADIO REPAIRS

Our repair work is guaranteed

Public Address Systems . . .  
for sale and for rent

### AUTO BATTERY SERVICE

featuring the wonderful  
"KATHANODE" Battery . . .  
unconditionally guaranteed long  
as you own your car.

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle Street Phone 6522

**DANGER**  
WET WEATHER  
AHEAD!

**BUY NEW Firestone  
STANDARD TIRES**

NO MONEY DOWN  
AS LOW AS  
67¢ WEEKLY



**Firestone** AUTO SUPPLY &  
SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

## CONTEST NEWS

The winning letter about Jack & Jill is published on another page.

OUT-OF-TOWN READERS—  
FREE THEATRE TICKETS  
FOR YOU. (See page 8.)

All readers—try for the CASH  
AWARD—each week. (See page  
3.) Mail letters by Monday.

What do you know about Cooney, Watts & Cooney?

The winning letter about C. S. Burrall & Son will be published next week.

CASH for what you know about the business of Cooney, Watts & Cooney (page 3). Go in . . . look around . . . their merchandise and services offer many interesting subjects for you to write about.

### "DIRECTORY CONTEST" WINNERS . . .

for the past week are:

(Geneva)

Mrs. H. N. Young, 50 Cherry St.

Mrs. Roy E. Griffith, 154 Hamilton St.

Miss Reanie W. Barbour, 60 Colt St.

Miss Marion Lyon, 275 Castle St.

Mrs. A. C. Boyd, 122 Lafayette Ave.

(Outside Geneva)

Mr. Robert Rackham, Stanley, N. Y.

Mrs. Francis Webb, 117 E. William St., Waterloo, N. Y.

Readers may compete in both the "Directory Contest" (see page 8) and also the "Letter Contest" (page 3)—each week.

### History Repeats Itself

Girl: "I maintain that love-making is just the same as it always was."

Her Sweetheart: "How do you know?"

Girl: "I just read about a Greek maiden who sat and listened to a lyre all the evening."

## Shop in Geneva

### ASSURANCE IN CLEANING

Smartly dressed women know that they must take the same care in the selection of a reliable cleaning service as they do in the choice of their apparel. It assures full use and enjoyment from their wardrobes.

### FOOTE'S CLEANERS

HARRY D. TARBELL

78 Castle Street

Phone 2910

## LOOKING FOR A GOOD BUY in USED CARS

—: Here they are :—

1936 Buick Sedan

1935 Buick Conv. Coupe

1935 Pontiac Coupe

1935 Ford Fordor

1935 Ford Tudor

### KITCHELL MOTOR CO.

386 Exchange St.

Phone 2178

## SQUEAKS

. . . are not only annoying, but dangerous.

Squeaks mean friction . . . friction means wear . . . wear means danger.

Our up-to-date equipment and record system will eliminate annoyance and danger with the regular use of

**ALEMITE**

## FINK'S SUPER-SERVICE STATION

Lake Street

Phone 2448

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., FEBRUARY 18, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

**5100 COPIES WEEKLY**  
(Certified)

### Y. M. C. A. ACTIVITIES

**Pre-College Conference:** A Pre-College Conference will be held in Geneva, Mar. 6. Mr. A. J. McCann, Vice Principal of Geneva High School, was made Chairman at the last Board of Directors Meeting. The purpose is to help High School students make the adjustment to college life. The following Colleges will have representative students who will speak: Colgate, Cornell, Elmira, Hobart, Ithaca, Keuka, Syracuse, Rochester, and William Smith. This Conference is a college interpretation conference and is under the direction of the Student Christian Movement of New York State. Geneva is one of six places where a Conference is to be held.

**Open House Week:** This week has been Open House Week at the "Y". Hundreds of people from the factories, fraternal organizations and city have been in to make an inspection. The Kiwanis Club held its meeting at the Y. M. C. A., Tuesday noon and The Rotary, Wednesday noon, at which time the members made an inspection of the Building. Pres. Chas. Mitchell, Members of the Board, and Dr. H. N. Hubbs, Chairman of Open House Week and members of his committee take this opportunity of inviting each and every

reader of the Community News who has not been in the Building to drop in and see it.

**Ladies' Auxiliary:** Due to the Inter-Church Service, Friday, the Ladies' Auxiliary met at 4:00 instead of the hour stipulated last week but from now on meetings will be held at 2:30. Twenty-five Mothers attended the meeting. Mrs. R. W. Morris was elected President for the year; Mrs. Jesse La Buff, First Vice-Pres.; Mrs. Howard Herrington, Second Vice-Pres.; Mrs. Frank Johnson, Third Vice-Pres.; Mrs. Harold Emmons, Treas.; Mrs. Harry Reas, Recording Secy.; Mrs. Lyman Reed, Corresponding Secy. A word of thanks was extended to Mrs. F. J. Witter, Pres., Mrs. Sidney Scott, Vice Pres. and Mrs. Charlotte Gage and Mrs. Clarence Derr and all the members of their committee for their splendid services during the past two years.

### NOTICE

THE GENEVA COMMUNITY NEWS is not engaged in the promotion of any advertising other than that appearing in THE GENEVA COMMUNITY NEWS.

We have now been established for four and one-half years and the serv-

ice we are rendering is well known. Advertisers who are using our medium know they are getting big value both in circulation and quality for every dollar invested.

**CLEAN 7 WINDOWS FOR 1¢**  
Use "SPRAY-X"

Ideal for cold weather use

**EXCHANGE ST. ESSO STATION**  
J. W. BARNES

See our new

**WASHABLE and SUNFAST  
WALL PAPER**

Also PAINTS for every purpose

**W. C. DEMMING CORP.**  
505 Exchange St.

**LIFE INSURANCE ANNUITIES**

**MARGARET B. KRAUS**

Equitable Life Assurance Society  
of the United States

5 Seneca Street Phone 2697

*The Rexall* **DRUG STORE**

**HAVILAND'S PHARMACY**

Exchange  
St.

Opp.  
Temple Theatre

## W. F. Humphrey Press Inc.

300 PULTENEY STREET

GENEVA, N. Y.

**OFFICE  
SUPPLIES  
AND  
EQUIPMENT**

**MENUS  
TICKETS  
PROGRAMS  
CALLING CARDS  
FACTORY FORMS**

Phone 2662

## VENETIAN BLINDS

\$4.98 and up

We can furnish them in all  
colors and sizes

## FAIRFAX BROS. CO.

87 Castle St.

Phone 2441

## IRON A SHIRT SITTING DOWN

the first time you try.

New EASY Ironer 3 times as  
fast as hand methods. Finger tip  
and knee control. In beautiful white  
or green. Pay only 15¢ a day.  
at

## EASY WASHER SHOP

505 Exchange St.

Phone 6323

## THE BIG THREE

- \*Baldwin Piano
- \*Stromberg-Carlson Radio
- \*Norge Refrigeration  
and Appliance Line

Exclusive at

## BOLIN MUSIC HOUSE

## WE ARE NOT A MONOPLY

... nor do we resort  
to Trust Tactics

We Retail at Wholesale Prices  
No skim milk powder nor butter  
oil used in OUR ICE CREAM.

— Fresh Frozen Daily —

## Jack & Jill Dairy Stores

317 Main St.

Geneva, N. Y.

## KEEP UP WITH THE TIMES

Electric Alarm, Desk, Bedroom,  
Living Room and Kitchen

## CLOCKS

Westminster or Canterbury Chimes.

Mahogany, Walnut, Metal or

Enamel Cases

Priced at \$2.95 to \$100.00

## S. A. GILBERT

JEWELER

510 Exchange St. Geneva, N. Y.

CREDIT? Of course ... Liberal Terms

# \$ \$ \$ CASH FOR LETTERS

## EACH WEEK

A CASH AWARD OF \$3.00

is given for the most interesting  
letter received about the store,  
business, products, or services of  
one of the merchants whose ads  
appear each week on this page.

This week the award will be given  
for the most interesting letter  
about:

## Cooney, Watts & Cooney

513 Exchange St.

Phone 2170

What do these people handle and  
what services do they render? If  
you have ever had dealings with  
them we are sure such dealings  
were extremely satisfactory and  
you can write an interesting letter.

If you are not acquainted with  
Cooney, Watts & Cooney just stop  
in their store, look around, ask any  
questions you wish and write about  
anything you may see that interests  
you.

You don't have to make any purchase  
to enter this contest and you  
may write anything you want to  
pertaining to the above named firm  
—(not too long a letter)—and your  
experience will be what will count,  
rather than correct grammatical expressions,  
spelling, etc.

You have until next Monday to  
mail your letter, but — don't put it  
off ... do it as quickly as possible.  
However, it's the most interesting  
letter received ... not necessarily  
the first one ... that wins the  
award.

Here's your chance for CASH  
FOR A LETTER. Mail to "Letter  
Contest", Geneva Community  
News, Geneva, N. Y.

While we reserve the right to  
publish any letter, if writers, for  
any reason prefer we use only their  
initials, we will comply, but sign  
complete name and address when  
sending your letter to us.

## "PRIZE WINNER"

... a good name for a mighty good  
Bread ... made by the Geneva Baking  
Co. — makers of those best  
quality Butterfly Bread products  
for over twenty-five years.

For the best in Bread ... always  
specify "BUTTERFLY".

## FURNITURE and RUGS

## MAGIC CHEF RANGES

## APEX WASHERS

General Electric Refrigerators

PHILCO and GRUNOW  
RADIOS

## WHEELER'S

opposite Post Office

## Only FRIGIDAIRE

has the new instant cube-release!

No more "ice-cube struggle"!

No more melting under the faucet!

It's the year's sensation.

## RIGGS & JENSEN

473-475 Exchange St.

Phone 2739

## A Super-Power DELCO

## For Quick, Sure Starting

These batteries have the extra capacity  
needed for quick starting in  
winter — for lights, heater, radio,  
defroster, and the other electrical  
units in your car.

## CHARLES E. COOL

61 Geneva St.

Phone 2050

Complete Auto Accessory Dept.  
Wholesale and Retail

## C. S. BURRALL & SON

DEPENDABLE INSURANCE

SINCE 1829

"Goodbye Anxiety"

50 Linden St.

Phone 2443

Residence

Phone 6434

Geneva, N. Y.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Loaf Chocolate Cake

2 squares Baker's chocolate  
2 tablespoons butter melted with chocolate

Sift together:

1 cup sugar  
1½ cups flour  
1 teaspoon soda

Add to dry ingredients:

1 cup sour milk  
1 egg  
1 teaspoon vanilla

Lastly add chocolate and melted butter. Bake in a 350° oven for 45 minutes.

H. M. Y., S. Main St.

## Sailor Duff Pudding

1 egg  
2 tablespoons sugar  
½ cup molasses  
1 teaspoon soda  
1½ cups flour  
½ cup boiling water  
½ teaspoon salt

Beat egg until light, add sugar and beat. Dissolve soda in molasses and combine with egg mixture. Add flour and beat in boiling water. Pour into mold and steam for 1 hr. Serve hot with whipped cream.

Mrs. R. N. H., Argyle St.

## Good Brown Bread

1 egg  
¾ cup molasses  
1 cup sweet or sour milk  
1 cup graham flour  
1 cup wheat flour  
1 teaspoon soda and pinch of salt  
Beat together egg and molasses, add salt and milk. Dissolve soda in a little hot water and add to first mixture. Add wheat and graham flour and beat well. Pour into greased bread tin and bake in moderate oven, until straw comes out clean or about 30 minutes.

Mrs. E. D., Pine St.

## Banana Muffins

1¼ cups flour  
2¼ teaspoons baking powder  
¼ teaspoon salt  
⅛ teaspoon each, nutmeg and cinnamon  
½ cup brown sugar  
¾ cup banana (put thru ricer)  
1 tablespoon melted butter  
¼ cup milk  
1 egg (well beaten)  
½ cup seedless raisins

Sift together flour, baking powder, salt and spices. Then add brown sugar. Mix beaten egg, melted butter, milk and banana pulp and add to flour mixture. Beat well, add raisins and bake in well greased muffin tins for about 25 minutes.

B. G., Hogarth Ave.

If the saucepan seems to have an odor reminiscent of the last article of food cooked in it, pour a little vinegar into it and let it come to a boil. Run the vinegar around the pan and then rinse with boiling water. The odor will be removed.

Let us show you the "Coolerator"  
the conditioned-air refrigerator

## C. J. BRADY

### RE-FILTERED ICE CITY WATER

110 Lake Street Phone 2740

Tune in . . . Gladys Swarthout  
— and Robert Armbruster's Orchestra, Wednesdays, at 10:30 p. m., WEAf and Red Network.

## SHOP IN GENEVA

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## CARPENTER and BUILDER

Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free

## BRIGSTEEL

Formed plumbing ware, a new development of surprising beauty

## Seneca Plumbing & Heating

Phone 6574

## Baumgartner's Food Store

Quality Foods — Chain Store Prices

FANCY FLORIDA ORANGES,  
per doz. ....29¢  
FANCY GRAPEFRUIT, 5 for.....25¢  
NIAGARA BRAND SPAGHETTI,  
per can .....8¢  
OX-HEART BRAND PEANUT  
BUTTER, 1-lb. jar .....19¢  
1 QUEEN BESS PANCAKE FLOUR,  
5-lb. sack; 1 bot. IVANHOE TABLE  
SYRUP, both for .....42¢  
"ALL GOOD" PEACHES, 1ge. can,  
2 for .....33¢  
BUFFALO BRAND TOMATOES,  
No. 2 can .....10¢

Top of Bean's Hill at edge of city  
Phone 2546 We'll Deliver  
Plenty of Parking Space Always

If . . . YOUR PRESENT FUEL  
ISN'T SATISFACTORY

Remember **RAPALEE'S** Motto . . .

"Satisfaction Guaranteed  
with RAPALEE Fuels"

PHONE 2221

# ★ DOROTHY GOES SHOPPING ★

During February, Miss Murphy offers a **Special** well worth milady's attention . . . An **Oil Shampoo, Wave and Trim, Facial and Arch and Manicure** for \$2.00 . . . Call 5827 for your appointment.

**Rose Murphy**  
(over **Regent Theatre**)

—D—

Smart women will wear the short-jacket type of suit all winter under fur or wool coats. Cut-away jackets, rippled at back are newest.

—D—

**Lynch's February Sale of Carpets, Rugs and Linoleum** has already brought great savings to many people . . . Many wonderful buys are still left . . . Buy now and save!

**Lynch's**  
479 Exchange St.

—D—

Black buttons emphasize fitted lines.

—D—

We know it's too early to paint—but not too early to save \$ \$ \$ . . . **A. C. Horn Paint** at 25% off. **Beard's**

Dial 2651

—D—

Paris predicts that the lines of the new silhouette will be well proportioned, narrow and close to the body, shoulders normally broad, and waists exquisitely slim.

—D—

A dependable time-piece is invaluable. One cannot enumerate the possibilities which may become realities for one who is "on time" for work, business appointments, social gatherings. For expert watch and clock cleaning and repairing.

**Prince's Jewelry Store**  
20 Linden St.

—D—

Phone 3529 . . .

or address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

One cannot walk with comfort in new shoes or worn-thin soles. Worn shoes properly rebuilt will give double wear and more comfort. For quality and service.

**Carl's Shoe Repair Shop**  
(next to **Empire Gas Office**)

—D—

Patent leather shoes and handbags will respond beautifully to a milk bath and it is very good for the leather. Dampen a cloth with milk and rub over the bag; dry with another clean cloth.

—D—

**Prices advance February 20**

But you may have your choice of the new **Spring** line of genuine pure wool fabrics now, while prices are comparatively low. Individual Tailoring and fine workmanship.

**A. P. Petersen**  
476 Exchange St.

—D—

Twill is a pre-War fabric that is coming back with great success.

—D—

Try to have the heels of all your hose about the same height if you want foot comfort.

—D—

The three-piece silk suit for Spring. A collarless jacket, of plain colour, very much nipped-in at the waist and very impudent in air; a tuck-in blouse, of a suitable shade, with demure bows and feminine sheerness; a slim skirt, of a print with the jacket colour background, with or without a shaped hem.

—D—

Decorative stitching enlivens the new gloves.

—D—

If you will use a shoe horn when putting on the children's rubbers you will find all your troubles solved in one fell swoop. The shoe horn prevents the rubber heel from coming into contact with the overshoe and the trouble is removed.


Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

"Dorothy"

## GENEVA

Friday and Saturday

**DESERT LOVE...**  
portrayed by a cast that sweeps you into RAPTURE!




*Marlene*  
**DIETRICH**  
*Charles*  
**BOYER**  
**"The GARDEN OF ALLAH"**

Plus Screen Vodvil  
Sat. Nite is the Nite!

---

3 DAYS — STARTS SUNDAY

**DISGRACED!**  
BLAMED FOR A TRAGEDY THAT WAS ANOTHER MAN'S GUILT!



**ERROL FLYNN**  
in  
**"GREEN LIGHT"**  
with  
**ANITA LOUISE**  
Sir CEDRIC HARDWICKE  
MARGARET LINDSAY

Plus  
"Give Me Liberty"  
News



## DO YOU KNOW?

Sponsored by the Medical Society of the State of New York

First influenza epidemic occurred in 1735. Other serious ones were in 1789, 1807, 1889, 1918.

Greater New York's streets total in length approximately 3,000 miles.

The American Indian never saw a cow until Columbus brought the first ones in 1493.

Tonsils are made up of spongy tissue filled with small glandular cavities, which usually contain secretions and sometimes infectious material. When a tonsil is inflamed it becomes enlarged, and full of pus accumulations. The tonsil often appears normal—the infection may be deep down in the little cavities.

Men who make a business of raising ostriches deny that they stick their heads in the sand.

### IT PAYS TO BE AETNA-IZED

Alfred J. Freisem  
Thomas H. Kenny

AETNA LIFE INSURANCE CO.  
5 Seneca St. Geneva Trust Bldg.

## THE Firestone BUDGET PLAN AN EASY WAY TO BUY

### NO MONEY DOWN

TIRES • BATTERIES  
• RADIOS •  
AUTO SUPPLIES

3 MONTHS TO PAY

**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

There are twice as many people over 40 years of age today as there were a generation ago. This is one of the reasons heart disease is increasing. Another is that other diseases are decreasing. Everybody will die of heart disease if he lives long enough.

Without food a man can live for days, without water, for hours, without air, for minutes.

Some of the greatest obstacles to concentration are not due to noises from without, but distractions from within. You want to be doing other things, you have hopes and worries you would rather think about. We speak of a well "integrated" personality as one in which the parts are formed into one whole, no part emotionally at war with another in the nature of the person. From the same root as "integrated" comes "integrity."

### Winston Churchill said:

The more freedom enjoyed by the citizen and the less the interference by the state, the higher will be the standard of the public well-being.

### HERE IS THE WINNING LETTER ABOUT JACK & JILL

It Won the Writer  
A \$3.00 Cash Award

Contest Editor  
Geneva Community News

"Jack & Jill" is both a name and a product.

With us, to think of Ice Cream is to think of the Jack & Jill Stores and their smiling service, for there you get the best of Ice Cream, rich in butter fat, prepared in a strictly sanitary way, and by experts supervised by one who has had long experience in making Ice Cream products.

And again, you get your money's worth. While others have wanted to decrease the quantity, or increase the price, Jack & Jill's have held consistently to their double-dip cones and their popular-priced large 25¢ bricks and packages.

Jack & Jill Ice Cream is made fresh daily in Geneva, by Geneva workmen, of materials bought in Geneva. I say: "All Hail to Geneva-made Jack & Jill Products."  
E. W. L., William St.

Read the ads on page 3. Each week someone wins a Cash Award of \$3.00 for an interesting letter about one of these business houses or their merchandise.

Is intelligence something you have or that you acquire?

No one who brags about culture is likely to have it.

### Wrong Cue

"How did the Dulan wedding come off?"

"Fine until the minister asked the bride if she would obey her husband."

"What happened then?"

"She replied, 'Do you think I'm crazy?' Then the groom, who was in a sort of a daze, answered 'I do.'"

A Tennessee woman, eighty years old, has never seen a motor car. Which may be the reason she is eighty years old.—Florence (Ala.) Herald.

What is a whopping salary if one has no time for vacation?

Norway has the longest coastline of any European country.

## IF YOU'RE WORKING QUIT WORRYING



There's a definite satisfaction in knowing that your bills have been paid — that You're Square with everybody. Borrow the money you need from us — and repay 10, 20 months — small payments — as you earn it.

### AUTO LOANS - NO INSURANCE REQUIRED

Come in . . . Write . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca Street, 2nd Floor — over Keilty's Dry Goods  
"Loans Made In Nearby Towns"



## BUY...

### Before Prices Advance

1935 CHEVROLET SPT. SED.	1935 CHEVROLET COUPE
1934 CHEVROLET COACH	1934 FORD SPORT COUPE
1934 CHEVROLET COUPE	1932 FORD SUBURBAN

Our stock is constantly changing.

A few well-kept cars, with down payments as low as \$20.00.

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street Phone 6621 Geneva, N. Y.



**NEW! ROUNDER RADIUS  
SAUCE PAN SET \$1.49**  
1 Qt., 1½ Qt. and 2 Qt. sizes.  
Smart, flat bead. Streamline  
handles. Round, easy-clean  
corners. Cover Set, 59c extra.  
REG. \$1.00

**SPRING SALE**  
"Wear-Ever"  
EXTRA HARD, THICK SHEET  
ALUMINUM

### (A) MODERNIZED, NEW SIZE 3-WAY COOKER

A covered sauce pan, double boiler and a baking dish. 1½ Qt. size \$1.59. REG. \$2.00

### (B) LARGE UTILITY POTS

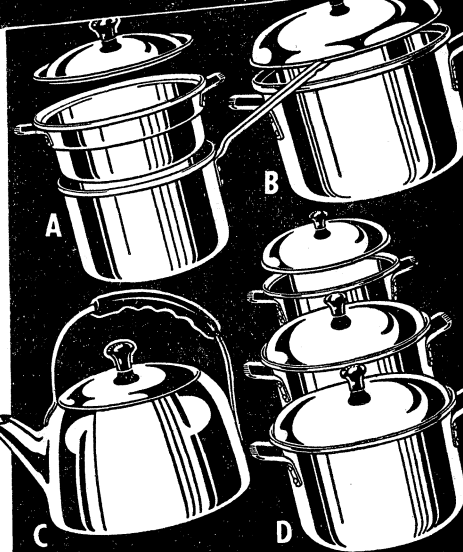
8 QUART Easy-clean dome cover. Steam-seal. 10 Qt. size \$2.49. REG. \$2.50 (Reg. \$2.95).

### (C) TEA KETTLES

Wide flat bottom for quick heating. 3 QUART size \$2.49. REG. \$2.95

### (D) MATCHED SAUCE POT SET

\$3.98 Covered pots; 2, 4 and 6 Qt. REG. \$4.00 Same style as 8 Quart Utility Pot above.



## DORCHESTER & ROSE

Hardware "Quality with Economy" ..Exchange at Seneca

## To Our Readers Outside of Geneva:

We are considering a revision and possible enlargement of our deliveries outside of Geneva.

Therefore, it would be appreciated if the out-of-town readers who are now receiving "The News", either by mail or carrier, and who would like to continue receiving it (FREE) would kindly sign and mail this slip to us.

Distribution Mgr.  
Geneva Community News  
Geneva, N. Y.

I would like to continue receiving your paper; (FREE, as at present).

Name .....

Address .....  
(street or box number) (Post Office)

If you know of someone who is not receiving "The News" but who lives in the Geneva trading area and would like to have it, . . . send us their name and address:

Name .....

Address .....

We are always glad to hear from any of our readers as to which features they like best about "The News" or with any suggestions as to what would make our paper more interesting to them.



# CLASSIFIED BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

**FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK**  
Read each advertisement in this section. Look for the stars (\*). A number of them are scattered among the different ads. Make up a list of the firms in whose ads these stars appear.

Mail your list to "Directory Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

**FREE THEATRE TICKETS** will be mailed to persons sending correct list, as follows:

First three correct — Two tickets each to Regent Theatre.

Next four correct — One ticket each to Geneva Theatre.

**NOTE** — Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

## Auto Service

### FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## Auto Sales

### IT'S HERE . . . THE NEW 1937 OLDSMOBILE

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

**OLDSMOBILE SALES & SERVICE**  
Main & Seneca Streets Phone 6556

## Auto Laundry

**FROZEN GREASE** and **OIL** means hard starting, a strain on the battery, gears, and bearings. Our experts, improved equipment flush the gears and fill with non-freezing winter oil and lubricants\*

**TED'S AUTO INN**

Phone 5174 35 Tillman St.

## Auto Repairs

### YOUR CAR NEEDS ANTI-FREEZE

Drive in, we know the amount your car needs to be safe. We have your favorite: Prestone, Zerone, Alcohol. We have "Arvin" Car Heaters, too.

**LERKIN'S GARAGE**

16 Davis St. (off High) Phone 6782

### IT'S DANGEROUS DRIVING

In the winter time with wheels out of line, poor brakes, clogged up radiator, snow covered windshield. Drive in now — consult our experts.

**STRATTON'S BRAKE SERVICE**

Lake St. near Exchange St. Phone 2028

## Auto Tires

### SUPER RETREAD TIRES

Made in world famous "Lodi Mold". Every tire positively guaranteed. You do not risk one cent. Approximate mileage 22,000 to 30,000. **LOW PRICED.**

**RALPH DEWEY'S TIRE STORE**

382 Exchange St. Next to Buick Garage

## Advertising

### MR. MERCHANT:

Can you afford to pass up the buying requirements of 25,000 people weekly?

**ADVERTISE** — every week — in the  
**GENEVA COMMUNITY NEWS**  
Phone 2108

## Amusements

### NOVELTY NITE — Friday, Feb. 19th

Lots of fun — don't miss it

Tues. Nite, of course — 25¢ per couple

**DANCE INN ROLLER PALACE**

Lake Rd., Geneva Free Parking Space

**DANCE INN ROLLER PALACE**

Lake Rd., Geneva Free Parking Space

## Body and Fender Work

### BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the paint too, make 'em like new again. In fact we can repair the whole body, no matter how bad it's wrecked.

**PETERSON (Seymour Alley)**  
rear Geneva Loan & Savings Assn.

## Business Directory

If you would like a space in this

**CLASSIFIED**

**BUSINESS DIRECTORY**

**SECTION**

Dial 2108

## Coal and Coke

Call us for information about

**AUTOMATIC STOKERS**

**A. E. DWYER**

Frank Dwyer Coal Co. \*Phone 2421

16 E. Castle St.

## Gas and Oil

### 50¢ TO RECHARGE

Your Old Battery . . . Any make.  
We have new ones, too.

**CARROLL'S CENTRAL SERVICE**

Opposite Armory  
305 Main St. Phone 2592

### WINTER OIL and LUBRICATION

Makes Easy Starting

Adds Life to Your Car

**OSCAR F. RICKELS**

Lake St. near Exchange St. Phone 2920

"Marfak" Lubrication - Star Pumps

Service that never fails to satisfy.

Anti-Freeze? Sure! We have it, drive in.

### WEST END SERVICE

Mark Hopwood, Prop.

(formerly Rickerson's)

**Texaco Gas & Oil**

Complete Line of Groceries

Hamilton St. — foot of Bean's Hill

## Groceries

Early Riser Coffee, 2 lbs. . . . . 33¢  
Seedless Raisins, 3 lbs. . . . . 25¢  
Mince Meat, 2 lbs. . . . . 17¢

### FLORENCE LABIGAN'S

Red & White Store

261 William St. Everything in Groceries

### UTICA CLUB

**CANANDAIGUA**

**STANDARD**

Beer \$1.99 case, plus  
or Ale bottle charge

### SCHMIDT'S ALE

.....(12 oz),\* 15¢; quart, 35¢

Phone 4572

Free Delivery

Open until 9 every nite

### BRENNAN'S GROCERY

31 John St.

Phone 4572

It **PAYS** to advertise in **THE GENEVA COMMUNITY NEWS** — every week,



# Classified Business Directory Section (Continued)

## Hardware

### SPRING SALE

### "WEAR-EVER" ALUMINUM

A real "honest-to-goodness" sale  
See large ad, page 7

DORCHESTER & ROSE  
Exchange at Seneca\*

## Insurance

Retirement Annuities & Life Insurance

### THE UNION CENTRAL LIFE INSURANCE CO.

25 Seneca St. Geneva, N. Y.  
\*Richard F. Licht, Mgr.

## Jewelry

### LOVELY SPRINGTIME JEWELRY —

Our showings include costume Jewel-  
ry, ensemble accessories and Watches,  
Diamonds and Silverware.

You're welcome to come in and look  
around . . . see for yourself.

Let us help you match that new spring  
frook.\*

### L. H. BARTH

Schine Theatre Bldg. Geneva, N. Y.

## Meat

QUALITY MEAT . . . Is essential for  
good health. Our customers know that  
we handle only the best grade Prime  
Western Beef, Veal, Pork, and dress  
our own Poultry.

MULVEY, 70 N. Genesee St. Phone 2712  
We deliver. Plenty of Parking Space.

Phone 2127

### WILSON & JOHNSON

Everything in Meat and Poultry  
261 William Street

Free delivery and plenty of parking  
space.

### JOE'S MARKET

226 Exchange St., next Geneva Baking  
Co. Phone 2027 Free Delivery

Round Steak .....	25¢
Rump Roast .....	25¢
Boneless Rib Roast .....	25¢
Italian Sausage .....	22¢
Cottage Cheese, 2 lbs.....	15¢
Shoulder Steak.....	17½¢
Plate Beef .....	10¢
*Frankfurters .....	16¢

## Moving - Storage

### WE'LL STORE YOUR FURNITURE or MERCHANDISE

Reasonable Rates. Move you, too, if you  
desire. Our vans go anywhere, any time.  
All loads insured. Also have few odd  
pieces furniture for sale.

### GENEVA MOVING & STORAGE CO.

C. A. Bissell, Pres.  
99 Genesee Street Phone 2182

## Office Equipment

### TYPEWRITERS (Sales and ADDING MACHINES Service)

Duplicators, Desks, Filing Cabinets,  
Typewriter Supplies, etc.

### GENEVA TYPEWRITER EXCHANGE

Phone 6500 17 E. Castle St.

## Optometrist

A NEW PAIR OF GLASSES  
or having the old lenses changed will  
help those with weak eyes to have a\*  
better outlook on 1937.

G. W. FLETCHER - OPTOMETRIST  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

## Publicity

### The Geneva Community News

has the largest local distribution of  
any advertising medium.

It costs but little to send YOUR MES-  
SAGE TO ALL of Geneva's residents  
. . . and many others . . . every week.

Phone 2108

## Parking

Day or Evening (outside).....15¢  
All night (outside) 25¢; (inside) 50¢  
Per week (outside) 50¢; (inside) \$1.00  
Car washing, \$1.00 up

ANDERSON'S PARKING STA.  
Opp. Armory Rear Central Service

## Papers - Magazines

### SOMETHING TO READ? SURE!

That's our line — Daily and Sunday  
Papers, Magazines, Periodicals . . .  
Your Favorites, Ice Cream and a com-  
plete fountain service.\* Candy, Pipes,  
Cigars, Cigarettes, Stationery.

THE CORNER NEWS  
Cor. Main & Castle Sts. Phone 2515

## Real Estate

It's Just Natural

When you REAL  
Think of ESTATE

To Think of "FINZAR"

20 Linden St. (Prince's) Phone 2661

## Sea Food

### LOBSTER TAILS

Ours Are Always Fresh . . .  
Shipments Received Daily

### GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
EVERYTHING IN SEAFOOD

## Smoker's Supplies

A FREE SAMPLE of  
"FOX'S" SMOKING MIXTURE  
awaits you at our store

— Come in and try it —

H. F. FOX  
(since 1870)\*

next to Kirkwood Hotel

## Travel

WEST INDIES - BERMUDA  
and Mediterranean Trips. Now booking  
for several attractive Easter Tours.

### GENEVA TRAVEL BUREAU

Genevieve McCarthy  
Main & Seneca Sts. Phone 2226

## NEW BOOKS AT LIBRARY

The following new children's  
books have recently been added to  
the Geneva Free Library. "Three  
Golden Oranges" by R. S. Boggs;  
"Story Book of Foods from the  
Field" by Maud and Miska Reter-  
cham; "Come Summer" by V. M.  
Bare; "A Dog at His Heel" by C.  
J. Finger; "Wagons Westward" by  
Armstrong Sperry; "Little Jeems  
Henry" by Ellis Credle; "Up  
Creek and Down Creek" by E. G.  
Hall; "In the Stone Age" by Greg-  
ory Trent; "Watch that Pass" by  
R. H. Barbour; "Sword of the Wil-  
derness" by E. Coatsworth; "Gun-  
niwolf and Other Merry Tales" by  
W. Harper; "Penny for Luck" by  
F. C. Means; "David and Jona-  
than" by D. H. Haines; "Mill in the  
Woods" by W. Heyliger; "Made-  
moiselle Misfortune" by C. R.  
Brink.

## No Help

Man in Hunting Suit: "Have  
you any rabbits that you could sell  
me?"

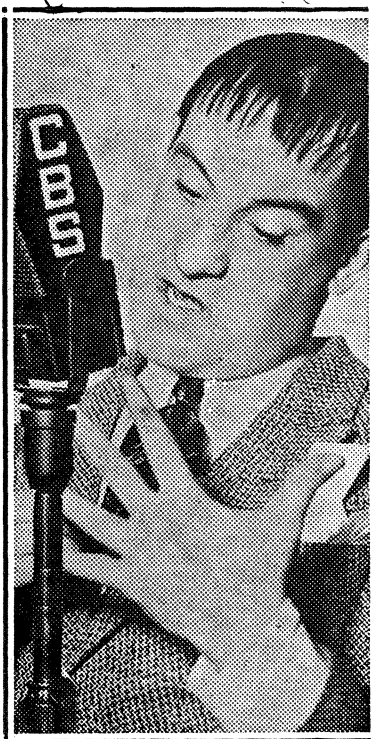
Butcher: "No; but we have some  
nice sausages."

Customer: "Well, how can I tell  
my wife that I shot a sausage?"



## RADIO FLASHES

by Ralph Le Brun



**Tommy Mack**, famous for years in vaudeville as the "hare-lipped comedian", who as Judge Hugo Straight, joins the heckling stooges, Jolly Gillette and Bert Gordon, in just riding the shirt off a Milton Berle, comedy star of the Sunday night "Community Sing" broadcast over the Columbia network at 10 P.M. Sundays

With the winter school term just begun, Dr. Allan Roy Dafeo warns parents that "the mere act of a child entering school is a shock to him, and being pitchforked into a new life and environment sometimes results in a child becoming worried and excited." The famous physician to the Dionne quintuplets believes that to explain nervous habits in children is a timely subject for his discussion on Monday over the Columbia network, at 11:45 A.M.

Dramatic highlights of the sensational new film, "Black Legion," will be re-enacted by Humphrey Bogart and Ann Sheridan as the guest star feature of the "Hollywood Hotel" broadcast over the Columbia network on Friday, at 9 P.M.

On Saturday, at 2:30 P.M., over the NBC-Red Network, the 130th anniversary of the birth of Henry Wadsworth Longfellow will be commemorated with a special program of music, dramatizations of highlights of the poet's career and a reading by William Lyon Phelps.

"It Couldn't Be Done", a series of dramatizations of events which seemed impossible to accomplish, are featured on the Armco Ironmaster program each Sunday, at 8 P.M., over NBC-WHAM. This four year program features Frank Simon conducting the 45 piece Armco Band.

## Don't Read This . . .

Unless you are interested in improving your radio reception. If you are . . . phone 3237.

**RALPH LE BRUN**

225 High St.

**RANGE OIL — KEROSENE OIL  
FUEL OIL**

MOTOR STOKORS  
MASON SUPPLIES

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 2393 and 2373 261 Exchange St.  
'BLUE COAL' - SEMET-SOLVAY COKE

## Air-Conditioning . . .

Cleaner, purer heat in winter.  
Cooler in summer.

— RELIEVES ASTHMATIC CONDITIONS —  
May be applied to your present heating system

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

29¢ to 49¢

## TURKISH TOWELS

Large Size — Extra Heavy — All Colors

A REAL BARGAIN AT

**25c**

(Slightly Counter Soiled)

**HOWARD DRY GOODS CO.**

## Have You a Car 5 TO 8 YEARS OLD?

You will be surprised how much we will

**PAY FOR IT RIGHT NOW!**

on one of our late model GOOD USED CARS  
Come in at once and let us make you a proposition

—: OVER 50 CARS TO CHOOSE FROM :—

No matter how old your car is it will make the  
down payment on one of our Better Cars.

"Balance Easy Terms".

**PHILLIPS MOTOR COMPANY**

Authorized FORD Dealer

230 Genesee Street

Geneva, N. Y.

**GENEVA WOMAN'S CLUB EVENTS**

Fri., Feb. 19:

2 p.m.—Bridge Tea

Mon., Feb. 22:

1:30 p.m.—Chorus

2 p.m.—Bowling at Masonic Temple

8 p.m.—Bridge Party for Husbands and Wives, Mrs. W. E. Achilles, chairman

Tues., Feb. 23:

2 p.m.—Book Review

Thurs., Feb. 25:

2 p.m.—Bowling at Masonic Temple

**GLEANINGS**

(From collection of quotations compiled by M. F. Devaney)

"Experience is a house of horrors for those who are too proud to learn."

"To be able to measure up to one's own expectations is the beginning of success."

"To be happy is of far less consequence than being useful."

"Cultivate humor and you will always have smoother highways."

"The best thing to give to a child is good example."

"Independence is the quality that makes the lion a monarch."

"Quality and quantity are eternal enemies. Better a spoonful of honey than a spadeful of mud."

"Perseverance is the magic key unlocking the door of opportunity."

"The real character of a man is found out only in his amusements."

"Sometimes the best men are those who held on to their best a little longer."

(To be continued)

**380 Miles on 10 Gallons of Fuel**

A world's record for aerial fuel economy was claimed recently by Arthur Seger Peirce, of the Taylor Aircraft Company, when he flew a Cub "flivver" monoplane from the factory at Bradford, Pa., to Providence, R. I., a distance of 380 miles. The flight was accomplished on ten gallons of gasoline and a quart of oil.

**REGENT THEATRE ATTRACTIONS**

*Fri. and Sat., Feb. 19-20:* Two great features—Ann Dvorak and Smith Ballew in "Racing Lady", together with Gene Autry and Frances Grant in "Oh Susanna".

*Sun., Mon., Tues., Feb. 21-22-23:* Richard Dix in "The Devil's Playground".

*Wed. and Thurs., Feb. 24-25:* Brought back by popular demand, "One in a Million", starring Sonja Heine with Adolph Menjou, Jean Hersholt and a supporting cast of great stars.

**Pilots 'Land on Time' in S. Africa**

No matter how late a plane is in arriving at the Rand airport, Johannesburg, South Africa, says a recent Imperial Airways report, it is still able to "land on time," thanks to a clock with a thirty-foot dial, sunk flush with the surface of the field. The big crystal is watertight and proof against corrosion.

It is wise to keep a package of inexpensive paper napkins in the pocket of the automobile if there are children in the family. They are invaluable when it comes to that inevitable time when sonny has had an ice cream cone and would like to wipe his hands on mother's nice clean handkerchief.

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

**IMMEDIATE CASH**

Any amount, auto and truck loans—refinancing, no endorsers. Relieve financial worries through our loan plan.

**J. J. PRYOR**

461 Exchange St.

Geneva, N. Y.

Phone 2319

**GET IT HERE!****SEE US TODAY AND SAY YES!****RICKELS****SERVICE STATION**

Lake Street

Phone 2920

**COLONEL CHEERIO**

—: Says :—

We have . . .

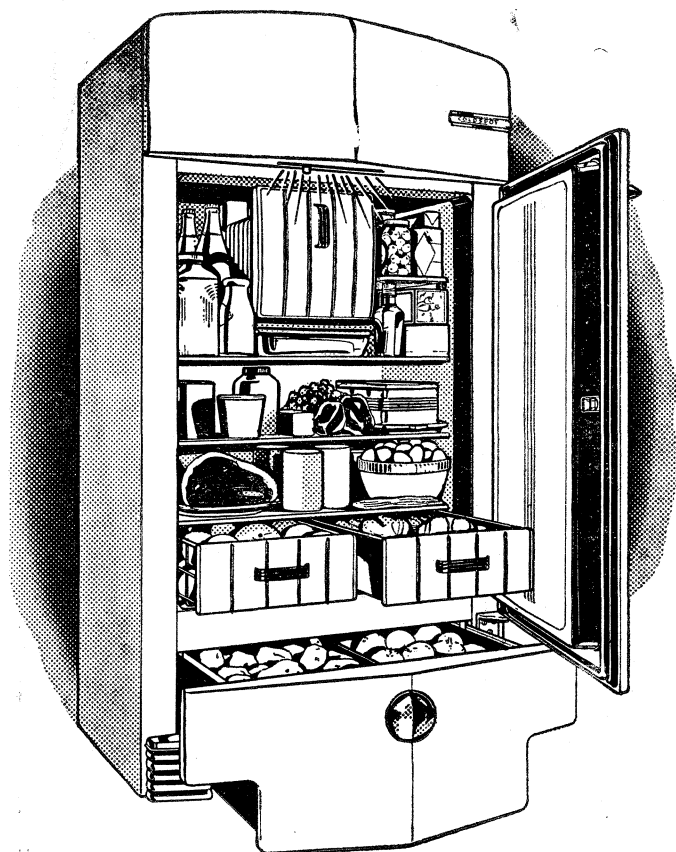
**SPECIAL "CEDAR BROOK" Whiskey**.....\$1.79 qt.  
**WHISKEYS** .....75¢ pt. up  
**"SILVER PHEASANT" Gin** .....69¢ pt.; 99¢ 5th  
**"SILVER PHEASANT" Sloe Gin** .....\$1.00 pt.  
**CALIFORNIA WINES** .....49¢ qt.; 95¢ ½ gal.

— Free Delivery —

**Geo M Peters Liquor Store**  
 148 CASTLE ST. Phone 2054

# COLDSPOT

— GIVES MORE COLD PER DOLLAR IN 1937



## CURRENT-CUTTER ROTORITE UNIT

America's outstanding refrigerator value for 1937! So far superior in every respect — beauty, utility, design and convenience — that we've chosen it as a "4-Star" feature! Economy of operation, too — Coldspot's exclusive Current-Cutter Rotorite unit keeps foods perfectly at any temperature. And power beyond your needs! — freezes 113 cubes (over 8 lbs. of ice) in jig time! Features that every woman wants: . . . 6.22 cu. ft. capacity . . . 12:30 sq. ft. of shelf area . . . rustless, stainless aluminum shelves.

## 5-YEAR PROTECTION

Touch-a-Bar door opener . . . new speedex ice tray . . . famous Foodex . . . convenient hand-bin for fruits and vegetables . . . dry zero insulation . . . automatic panel light . . . 10-point cold control . . . semi-automatic defrosting . . . and new Servex glassware set. Glistening snow-white dulux exterior; gleaming porcelain interior. See this amazing "4-Star" Coldspot without delay!



**\$5** DOWN

UP TO 36 MONTHS  
TO PAY

# SEARS, ROEBUCK AND CO.

GENEVA

NEW YORK

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., FEBRUARY 25, 1937

—: BUY IN GENEVA :—

**BLUE  
SUNOCO**

**ROY H. ROGERS**

141 LAKE STREET

Exclusive Geneva

**SUN OIL CO. DEALER**

Kenneth Milliman - Paul Fisher  
Attendants

**CARPENTER and BUILDER**  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

Estimates cheerfully given—free

**The POWERS REGULATOR Co.**

35 years of specialization in  
temperature controls

**Seneca Plumbing & Heating**

Phone 6574

**Baumgartner's Food Store**

Quality Foods—Chain Store Prices

NIAGARA VEGETABLE SOUP,  
large can .....10¢  
SUN-GRAZE CORNED BEEF,  
12 oz. can .....19¢  
FRESH DRESSED ROASTING  
CHICKENS, per lb. ....23¢  
CHAMPION FLAKE CRACKERS,  
1-lb. pkge. ....18¢  
QUEEN BESS PEAS, No. 2 can,  
2 for .....25¢  
IVANHOE SWEET RELISH,  
per bot. ....16¢  
RINSO, large pkge. ....19¢  
PURPLE CROSS TISSUE, 6 rolls, 25¢  
Free Paper Dish Cloth with each pkge.

Top of Bean's Hill at edge of city  
Phone 2546 We'll Deliver  
Plenty of Parking Space Always

## THIS AND THAT

Our "Letter Contest" is attracting more and more attention as the weeks go by. (See page 11.) The winning letter about C. S. Burrall & Son will be found on page 3. The winning letter about Cooney, Watts & Cooney will be published next week.

Refer to page 11 for the name of the business house about which to write this week. **CASH FOR THE WINNING LETTER**—each week.

Then, too, there are the **FREE THEATRE TICKETS** each week for winners in our "Business Directory Contest"—(see page 8).

Out-of-town readers—see page 6 for important announcement.

Notice to all readers receiving "The News" by carrier: Our instructions to all deliverymen are that papers must be placed behind storm or screen doors, or fastened in door knobs. If your paper is ever delivered in any other way we would greatly appreciate it if you would kindly let us know.

**WINNERS IN THE  
"DIRECTORY CONTEST" ...**  
for the past week are:

(Geneva)

Miss Iva Whitbeck, c/o Geneva  
General Hospital  
Mrs. Malcolm Allen, Reed St.  
Mary B. Carroll, 37 Middle St.  
Hazel I. Symonds, 45 Seneca St.  
Louise A. Badgley, 164 So. West  
St.

(Outside Geneva)

Mrs. J. C. Thompson, Stanley, N.  
Y.  
Arlene Feagles, Hall, N. Y.

Readers are invited to compete in both the "Directory Contest" (see page 8) and also the "Letter Contest" (see page 11)—each week.

It **PAYS** to read **THE GENEVA  
COMMUNITY NEWS**—every week.

—: BUY IN GENEVA :—

## ADVERTISING SPACE

in each week's issue of the Geneva Community News must be reserved by Saturday noon preceding date of issue. All copy must be in by Monday noon.

**"WILLYS" ...**

The Surprise Car of the year  
**HALF THE GAS ... up to 35 miles per  
gallon ... TWICE THE SMARTNESS**

**DODD & COLLINS**

401 Exchange St. Geneva, N. Y.

See our new

**WASHABLE and SUNFAST  
WALL PAPER**

Also **PAINTS** for every purpose  
**W. C. DEMMING CORP.**  
505 Exchange St.

**STOP  
FOR**

**TEXACO**  
Certified  
with  
**MARFAK**  
LUBRICATION

**TEXACO**  
Certified  
SERVICE  
STATION NO. 0888

**RICKELS**  
SERVICE STATION

Lake Street Phone 2920

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., FEBRUARY 25, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

**5100 COPIES WEEKLY**  
(Certified)

### Y. M. C. A. ACTIVITIES

The following boys finished the  
course in Junior Red Cross First  
Aid and passed the examination.  
Some of the boys who were taking  
the course were not old enough to  
take the examination but they com-  
pleted the course. Others did not  
pass the course and no mark was  
given.

Eugene Easton, 87; Kenneth  
Bauer, 89; James Buckley, 80; Jo-  
seph Carnevale, 81; John Chester,  
92; Lauren Cole, 83; James Cor-  
coran, 79; Joseph Damick, 85;  
Nicholas Delano, 78; Romeo De-  
lano, 90; Gene Donahue, 83; Ber-  
nard Gizzi, 82; Robert Herrington,  
80; John Jackson, 80; Louis Li-  
beratore, 78; Anthony Maugiri, 90;  
Sam Marino, 87; Bob McDermott,  
81; Gene Myers, 79; Carlton Nae-  
gle, 80; Chester Otis, 83; Francis  
Picchi, 78; Harold Reeves, 87;  
John Rice, 83; William Tolan, 79;  
William Van Eseltine, 81; Robert  
Walsh, 80.

*The Rexall* DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

The next class will meet Friday  
afternoon at 4:00 and begin the  
regular sessions. Every boy 12  
years old and in the seventh grade  
or above is invited to attend. No  
boy can enter the class after Fri-  
day. The membership is limited to  
25.

**Open House Week:** President  
Chas. Mitchell; Dr. H. N. Hubbs,  
Chairman of the Committee, Mr.  
A. C. Boyd, Mr. Frank Phillips,  
Dr. Ronald Harman and Mrs. H.  
N. Hubbs; all members of his Com-  
mittee wish to thank all of those  
who made the week so successful.  
At least 800 people inspected the  
Building some time during the  
week. A cordial invitation is ex-  
tended to those who might be in-  
terested to drop in the "Y" at any  
time. Secretary Warr, and Phys-  
icist Director Jenkins will be glad to  
show you through the Building.  
Miss Evelyn Booth will be glad to  
meet the girls and women Thurs-  
days.

**College Interpretation Confer-  
ence:** Mr. A. J. McCann, Chairman,  
Mr. L. N. Collins and Miss MacAl-  
pine, members of the Committee, to-  
gether with Representative stu-  
dents from the Junior and Senior  
Class met last Friday afternoon  
and made arrangements for the  
Conference. Members of the Stu-  
dent Committee are presenting the  
Conference, in detail, to the Juniors  
and Seniors, urging them to sign  
up for the Conference. Every Jun-  
ior and Senior expecting to go  
away to College should enroll at  
once. The matter of fraternity and  
sorority, extra curricula activity,  
choosing of new friends, making  
of new adjustments, expenses a  
Freshman meets—all these and  
many other questions will be an-  
swered by about 10 representative  
College Seniors from nearby Uni-  
versities and Colleges.

**Girls' Work:** There is a First  
Aid Class for Girl Scouts and any-  
one else interested, Saturday after-  
noons from 4:00 to 5:00.

LIFE INSURANCE ANNUITIES

MARGARET B. KRAUS

Equitable Life Assurance Society  
of the United States

5 Seneca Street

Phone 2697



### RENEW YOUR RUGS

Don't permit your rugs to become ex-  
cessively soiled and dull, lose their beau-  
ty and color in which you take so much  
pride. Let us clean them at regular inter-  
vals. We are especially equipped in this  
department to render the finest service.  
Phone 2910 We Call For and Deliver

### FOOTE'S CLEANERS

Harry D. Tarbell

QUALITY DRY CLEANERS

78 Castle Street

Geneva, N. Y.

- NEW MILEAGE RECORDS
- MORE SPEED
- MORE POWER with

### VACU-MATIC

The Carburetor Control that "Breathes"

Why buy 10 gallons of gas if the  
"Vacu-matic" will take you  
there with more power and  
smoother running on 8 or 9 gal-  
lons?

EASY TO INSTALL

### STRATTON'S BRAKE SERVICE

Lake St. (rear Texaco Grille)

Phone 2028

## REGENT THEATRE ATTRACTIONS

Fri.-Sat., Feb. 26-27: Two features—Roscoe Karns and Eleanore Whitney in "Clarence", plus Chas. Starrett and Mary Blake in "Code of the Range."

Sun.-Mon.-Tues., Feb. 28, Mar. 1-2: "Sing Me a Love Song", with James Melton, Patricia Ellis, Zasu Pitts and Allen Jenkins.

Wed.-Thurs., Mar. 3-4: Guy Kibbee and Alice Brady in "Mama Steps Out."

—O—

You never know how the human voice can change until a woman quits scolding her husband and goes to answer the telephone.

## Are You Looking For A Bargain



### HERE IS THE WINNING LETTER ABOUT C. S. BURRALL & SON

Contest Editor

GENEVA COMMUNITY NEWS

Dear Sir:

Established in 1829, the Insurance house of C. S. Burrall & Son is so closely interwoven with the growth and progress of Geneva—both as a village and a city—that it is an integral part of the very best this city represents.

Only the most courteous service and honesty of business methods over such a long period of years could win for it the high regard in which it is held by the citizens of Geneva.

It is gratifying to know that one can be protected from loss, whether by fire, storm, liability, theft, etc., by a firm so dependable and so fair in its dealings.

Clouds of smoke during the past 108 years, but ALWAYS a silver lining with C. S. Burrall & Son.

(Signed) Mrs. M. G., Elmwood Ave.

—O—

(See page 11). A different business house is specified each week from among those listed on page 11. This week it is Fairfax Bros. Co. Surely there are many among our readers who can write an interesting letter about Fairfax Bros. Co., the products they handle and the services they render.

## GOOD USED - CARS -

### At $\frac{1}{2}$ OUR REGULAR LOW PRICE

#### SPECIAL, THURSDAY, FEBRUARY 25th

Car No. 376. 29 Studebaker Sedan. With large trunk, a good running car. Our regular low price of \$95.00 is cheap.

9 to 10 A.M.  
Thursday, Feb. 25th only **\$47.50**  
Price Advances \$2.00 Each Hour.

#### SPECIAL, FRIDAY, FEBRUARY 26th

Car. No. 636. 30 Auburn Coupe R.S. Some buy at our low price of \$96.00.

9 to 10 A.M.  
Friday, Feb. 26th only **\$48.00**  
Price Advances \$2.00 Each Hour.

#### SPECIAL, SATURDAY, FEBRUARY 27th

Car. No. 627. 30 Essex Coach. Can you beat this buy at \$48.00?

Yes . . . 9 to 10 A.M.  
Saturday, Feb. 27th only **\$24.00**  
Price Advances \$2.00 Each Hour.

## Phillips Motor Company

Authorized FORD Dealer

230 Genesee Street

Geneva, N. Y.

### GENEVA WOMAN'S CLUB NOTES

Mon., Mar. 1—1:30 p.m., Chorus; 2:00 p.m., Bowling.

Tues., Mar. 2—2:30 p.m., Current History Group.

Thurs. Mar. 3—2:00 p.m., Bowling.

NOTE—The Husbands' and Wives' Bridge Party scheduled for Feb. 22 has been postponed until Monday, March 8, at 8 p.m. Mrs. W. E. Achilles is chairman of the event.

—O—

An Iowan has traced 35,000 living relatives, which is better than to have 35,000 living relatives trace him.





## RADIO FLASHES

by Ralph Le Brun



John Held, Jr., is rediscovering collegiate life. He believes that a new spirit of personal dignity and desire to prepare for a real success in the outside world has replaced the old rah-rah spirit in the colleges. The average student of today, he declares, follows the world news with avid interest, and shows a sincere concern in social problems.

Held has found a wealth of entertainment material and original talent in those academic halls as revealed in his Pontiac Varsity Shows broadcast from the various Universities over the NBC-Red Network, at 10:30 p.m., Fridays.

Col. H. Norman Schwarzkopf, former superintendent of New Jersey state police and famed criminal investigator, will direct the Gang Buster's program for three weeks, beginning Wednesday, March 3, at 10 p.m., while Phil Lord, author and producer of the series, takes a vacation.

One of radio's outstanding events of the season, the appearance of Yehudi Menuhim, world-famous violinist, and his sister Hephzibah at the piano, at the only joint recital anywhere in the world this year, will be broadcast as the highlight of the Ford Sunday Hour over the Columbia network, on Sunday, at 9 p.m.

The Duke University Glee Club, one of the leading collegiate vocal organizations of the country, will present a program over the WABC-Columbia network, on Sunday, at 2:30 p.m.

Every phase of the colorful and dramatic ceremonies surrounding the coronation of Great Britain's king and queen on May 12 will be brought to American listeners. Actual coronation proceedings, from the departure of King George VI and Queen Elizabeth for Westminster Abbey until their appearance on the balcony of Buckingham Palace to receive the cheers of their subjects, will be described in the broadcast to

(Continued on page 10)

## Don't Read This . . .

Unless you are interested in improving your radio reception. If you are . . . phone 3237.

**RALPH LE BRUN**

225 High St.

**RANGE OIL — KEROSENE OIL  
FUEL OIL**

MOTOR STOKORS  
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**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 2393 and 2373 261 Exchange St.  
'BLUE COAL' - SEMET-SOLVAY COKE

## Air-Conditioning . . .

Cleaner, purer heat in winter.  
Cooler in summer.

— RELIEVES ASTHMATIC CONDITIONS —  
May be applied to your present heating system

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

## BIG REDUCTIONS

in

1 - 2 - 3 PAIR LOTS OF  
LACE - MARQUINETTE - NET

**CURTAINS**

**HOWARD DRY GOODS CO.**

**\$ -- MONEY -- \$**

deposited ON OR BEFORE

Wednesday, March 3

Will Earn Dividends from March 1

**Geneva Savings Bank**

**24 LINDEN STREET**

— "Put Your Savings in a Savings Bank" —

# \* DOROTHY GOES SHOPPING \*

## Lenten Special

During Lent, **Ringer's Bakery** will have Hot Cross Buns on Wednesday and Friday . . . Try Ringer's Nutty Brown Bread. Dial 2011 and order.

Highly decorative flora for your evenings include long-stemmed chiffon roses; larger-than-life-size clear yellow buttercups; a corona of pink and white apple blossoms for your hair; huge chiffon poppies.

Speaking of Permanents, Miss Murphy gives a **Steam Push-up Permanent** with the modern improvement of **Croquignole Ends** for \$3.00 . . . Also, your choice of \$5.00 and \$8.00 Permanents. Call 5827.

**Rose Murphy**  
(over Regent Theatre)

Many of the smartest Easter paraders this year will be wearing black—black made festive as spring itself with flashes of color in the accessories.

**Rug Repairing is a Specialty**  
at

**Firoozi's**  
59 Seneca St.

Sheer black has a formality that nothing else can surpass. If the dress has a V neckline, wear pale pink chiffon poppies.

Always new and always complete is the selection of **Greeting Cards** for all occasions which you will find at

**McCarthy's Pharmacy**  
162 Castle St.

Birthday . . . Anniversary . . . Convalescent . . . Sympathy Cards, etc. And several to choose from.

The shorter-than-average woman will find a small print, a small collar, a slim outline, and sleeves that don't

add an iota of width to her silhouette an excellent choice.

A dependable time-piece is invaluable. One cannot enumerate the possibilities which may become realities for one who is "on time" for work, business appointments, social gatherings. For expert watch and clock cleaning and repairing.

**Prince's Jewelry Store**  
20 Linden St.

For unpretentious little evenings made up of good foods, good talk and good company, wear a tailored dinner dress with the neckline, sleeves and waistline rimmed in bright contrast and a wide swinging skirt.

One of the top-flight suits of the season is the one with a square, boxy jacket.

## "Finest"

. . . words cannot express the excellence of the selection which you men will find at

**A. P. Petersen's**  
476 Exchange St.

The quality is superb . . . Linings and trimmings are of the finest . . . The Custom Tailoring, flawless and distinctive.

Notice where this year's suit differs from last year's. Its jacket is shorter. Its skirt is shorter. Pockets are placed away up high—a detail inspired by Schiaparelli.

If you have your heart set on a swagger suit, the smartest one has a short chopped-off jacket—young, free-swinging, easy to wear. It's collarless—inviting frequent changes with all kinds of scarfs. Its pockets are as decorative as they are useful. Have it in navy or in one of the new, very smart spring neutrals—beige or gray.

**Don't Forget**  
**A. C. Horn Paint**  
at 25% off, at  
**Beard's**


Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

"Dorothy"



# GENEVA

Friday and Saturday



**THE LAW WAS HIS GOD...!**  
**AND HE LIVED BY A BOOK OF RULES!**

Pat O'Brien

IN

The Great O'MALLEY

with  
Sybil Jason  
Ann Sheridan  
Plus Screen Vodvil

**Special Kiddie Matinee**  
**Sat. Afternoon at 1:30**

5 of the Funniest Donald Duck Cartoons - Plus the new animal game "Micke" - Plus regular show, 10¢.

---

**3 DAYS — STARTS SUNDAY**  
Now you can see her!!  
**DEANNA DURBIN**  
Radio singing sensation of Eddie Cantor's hour in



Three SMART GIRLS

with  
BINNIE BARNES ALICE BRADY  
NAN GREY BARBARA READ  
A UNIVERSAL PICTURE

Plus Latest Edition  
**"MARCH OF TIME"**  
Mickey Mouse Cartoon - News

No greater treasure is given to a man than a close-mouthed friend.

## PRINTING and OFFICE SUPPLIES

**M. F. DEVANEY**

(Established 1904)

Room 15, Exchange Bldg. (2nd floor)  
435 Exchange St. (next Hewit's)  
15 E. Castle St. (entrance next Bruzee's)



## DO YOU KNOW?

Sponsored by the Medical Society  
of the State of New York

First rocking chair is attributed to Benjamin Franklin who is reputed to have invented it in 1760.

Humming birds cannot walk. The construction of their feet allows them to be used only for perching.

Hindus do not welcome converts to their faith.

Children vary a great deal in their ability to talk. At six or seven months, most children can recognize their own names. At fifteen or eighteen months they usually have a fair vocabulary of two-word sentences, and by the time they are three years old, they can talk connectedly. Much depends on the effort made to help the child. One child is not intellectually superior to another merely because he learns to talk earlier.

Francis Scott Key, who wrote the "Star Spangled Banner" could neither sing nor play a musical instrument.

Interesting progress is made in lip-reading training for the hard of hearing, with surprising results. Children who would never have been able to take part in a general conversation if born a generation ago, today are enabled to "see" what is said almost as well as those with normal hearing.

Ancient Greek mathematicians had no symbol to represent zero.

Not all young babies show fright at a sudden loud noise, Prof. William A. Hunt of Connecticut College for Women told the American Association for the Advancement of Science recently. Slow motion pictures of 60 babies showed that some did not turn around from the direction of a revolver shot; many looked around in the direction of the shot; but all of them wriggled their toes.

J. Seelye Bixler said:

The real purpose of a college education is to know a good idea at sight.

## AMARANTH NOTES

Queen Christina Court, Order of the Amaranth, will have a tureen supper at the home of Mrs. John Baxter, 201 Lewis St., Friday evening, Feb. 26, at 6:30. Members please bring rolls, table service and covered dish.

A dessert domino party will be held by Queen Christina Court, Order of the Amaranth, at Masonic Temple, Tuesday, March 2, at 1 p. m. Tickets 25¢. Call 2825 for reservations.

## To Our Readers Outside of Geneva:

We are considering a revision and possible enlargement of our deliveries outside of Geneva.

Therefore, it would be appreciated if the out-of-town readers who are now receiving "The News", either by mail or carrier, and who would like to continue receiving it (FREE) would kindly sign and mail this slip to us.

Distribution Mgr.  
Geneva Community News  
Geneva, N. Y.

I would like to continue receiving your paper, (FREE, as at present).

Name .....

Address .....  
(street or box number) (Post Office)

If you know of someone who is not receiving "The News" but who lives in the Geneva trading area and would like to have it, ... send us their name and address:

Name .....

Address .....

We are always glad to hear from any of our readers as to which features they like best about "The News" or with any suggestions as to what would make our paper more interesting to them.

We can now align  
High Fidelity Radios  
with an

## OSCILLOSCOPE

... the latest scientific method.

This is the only way High  
Fidelity Radios can be  
properly aligned.

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Raisin Carrot Salad

- ½ cup seedless raisins
- 1½ cups raw carrots, chopped fine
- ½ cup finely diced celery
- Dash of cayenne
- ½ cup chopped walnut kernels
- ¼ teaspoon salt
- 4 tablespoons mayonnaise

Wash raisins in hot water and combine with carrots, celery, walnut kernels, salt, cayenne and mayonnaise. Chill and serve on lettuce. Serves 6.

E. C., Genesee St.

## Johnny Cake

- 2 eggs
- 1 cup flour
- 1 cup sour milk
- 2 tablespoons melted butter
- 1 cup corn meal
- ½ cup sugar
- 1 teaspoon each salt and soda

Beat eggs slightly, add sour milk, melted butter, sugar, and corn meal. Sift together flour, salt, and soda, and add to egg mixture. Bake about 25 minutes.

Mrs. C. R. W., Cortland St.

## Sweet-Sour Red Cabbage

- 4 cups shredded red cabbage
- 1 cup tart apples, chopped
- 3 tablespoons vinegar
- ¼ cup brown sugar
- 1 small onion chopped
- 3 tablespoons butter
- ¼ teaspoon allspice

Cover cabbage with boiling salt water. Cook for 15 minutes and drain. Brown onion in butter and then add cabbage and apples. Cover and simmer over a low fire for 30 minutes. Add vinegar, sugar and spice. Cook for 10 minutes longer and serve.

Mrs. A. H., High St.

## Cream Puffs

- 1 cup water
- ½ cup vegetable oil
- 4 eggs
- 1 cup flour
- ½ teaspoon salt

Put oil and water in sauce pan and bring to boil. Remove from fire, stir in flour and salt and then cook until paste does not stick to sides of pan. Remove from fire and add eggs to mixture, one at a time. Mix well and drop by tablespoonsful on baking sheet. Bake in moderate oven 20 to 25 minutes. Fill with cream filling and frost with chocolate frosting if desired. Makes 1 dozen.

Mrs. A. F., Waterloo, N. Y.

## The Word Salaam

The word salaam means peace, and is the general term of salutation among Mohammedans.

## Weight of Human Brain

The average human brain weighs three pounds.

Let us show you the "Coolerator" the conditioned-air refrigerator

## C. J. BRADY

RE-FILTERED ICE  
CITY WATER

110 Lake Street Phone 2740

Tune in . . . Gladys Swarthout  
— and Robert Ambruster's Orchestra, Wednesdays, at 10:30 p. m., WEAJ and Red Network.

## Activity of the Blood

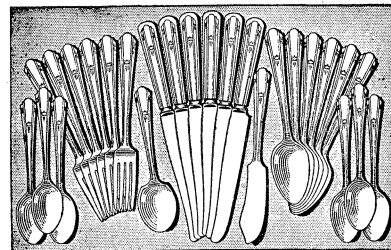
All the blood of the human body goes in and out of the heart once every minute.

# ★ Smith's

J. W. Smith Dry Goods Co.

"MANSFIELD"  
FLAT SILVER PLATE

# 11c each



- dinner knives
- dinner forks
- desert forks
- salad forks
- oyster forks
- tablespoons
- teaspoons
- desert spoons
- bouillon spoons
- iced tea spoons
- butter spreaders
- sugar shells
- butter knives

Berry spoons  
Meat forks  
Pierced servers **25c ea.**

Stock up now for every day use and for cottage supply.

**If . . . YOUR PRESENT FUEL  
ISN'T SATISFACTORY**

Remember **RAPALEE'S** Motto . . .

**"Satisfaction Guaranteed  
with RAPALEE Fuels"**

**PHONE 2221**

# CLASSIFIED BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK

Read each advertisement in this section. Look for the stars (\*). A number of them are scattered among the different ads. Make up a list of the firms in whose ads these stars appear.

Mail your list to "Directory Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct — Two tickets each to Regent Theatre.

Next four correct — One ticket each to Geneva Theatre.

NOTE — Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

## Auto Service

### FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## Auto Sales

### IT'S HERE ... THE NEW 1937 OLDSMOBILE

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## Auto Laundry

FROZEN GREASE and OIL means  
hard starting, a strain on the battery,  
gears, and bearings. Our experts, im-  
proved equipment flush the gears and  
fill with non-freezing winter oil and  
lubricants.

TED'S AUTO INN  
Phone 5174 35 Tillman St.

## Auto Repairs

### NORWALK TIRES ...

5 ply instead of 4

7 ply instead of 6

Plus ply\*strength without sacrifice of  
riding comfort. Flat tread—greater road  
surface contact.

LERKIN'S GARAGE  
16 Davis St. (off High) Phone 6782

WAGNER AUTHORIZED  
HYDRAULIC BRAKE SERVICE  
and Honeing Equipment for all 1937  
cars. The latest in equipment for serv-  
icing Hydraulic Brakes.

STRATTON'S BRAKE SERVICE  
Lake St. near Exchange St. Phone 2028

## Auto Tires

SUPER RETREAD TIRES  
Made in world famous "Lodi Mold".  
Every tire positively guaranteed. You  
do not risk one cent. Approximate mile-  
age 22,000 to 30,000. LOW PRICED.  
Elmer Turner & Ralph Dewey, Agts.  
382 Exchange St. Next to Buick Garage

## Advertising

### MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS  
Phone 2108

## Amusements

### SKATING EVERY NITE

Lots of fun — don't miss it

Tues. Nite, of course — 25¢ per couple

DANCE INN ROLLER PALACE  
Lake Rd., Geneva Free Parking Space

## Body and Fender Work

### BENT FENDERS ...

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

PETERSON (Seymour Alley)  
rear Geneva Loan & Savings Assn.

## Business Directory

If you would like a space in this

### CLASSIFIED

### BUSINESS DIRECTORY

### SECTION

Dial 2108

## Coal and Coke

Call us for information about  
AUTOMATIC STOKERS

ART DWYER

Frank Dwyer Coal Co. Phone 2421  
16 E. Castle St.

## Gas and Oil

### 50¢ TO RECHARGE

Your Old Battery . . . Any make.  
U. S. Batteries . . . as low as \$5.45  
CARROLL'S CENTRAL SERVICE  
Opposite Armory  
305 Main St. Phone 2592

### WINTER OIL and LUBRICATION

Makes Easy Starting  
Adds Life to Your Car

### OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920  
"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.

### WEST END SERVICE

Mark Hopwood, Prop.  
(formerly Rickerson's)

TEXACO GAS & OIL  
COMPLETE LINE OF GROCERIES  
Hamilton St. — foot of Bean's Hill

## Groceries

### SPECIALS ...

Red & White Milk, 4 cans for.....25¢  
Red & White Oats\*.....19¢  
(and a Bowl—FREE)

### FLORENCE LABIGAN'S

Red & White Store  
261 William St. Everything in Groceries

### UTICA CLUB

### CANANDAIGUA

### STANDARD

Beer \$1.99 case, plus  
or Ale bottle charge

### SCHMIDT'S ALE

.....(12 oz), 15¢; quart, 35¢  
Phone 4572 Free Delivery  
Open until 9 every nite

### BRENNAN'S GROCERY

31 John St. Phone 4572

It PAYS to advertise in THE GE-  
NEVA COMMUNITY NEWS — every  
week.

# Classified Business Directory Section (Continued)

## Hardware

### SPRING SALE

### "WEAR-EVER" ALUMINUM

A real "honest-to-goodness" sale

**DORCHESTER & ROSE**

Exchange at Seneca

## Insurance

Retirement Annuities & Life Insurance

### THE UNION CENTRAL LIFE INSURANCE CO.

25 Seneca St. Geneva, N. Y.

Richard F. Licht, Mgr.

Merle H. Smith, Agt.

## Jewelry

### LOVELY

### SPRINGTIME JEWELRY —

Our showings include costume Jewelry, ensemble accessories and Watches, Diamonds and Silverware.

You're welcome to come in and look around . . . see for yourself.

Let us help you match that new spring frock.

### L. H. BARTH

Schine Theatre Bldg. Geneva, N. Y.

## Meat

### WEEK-END SPECIALS

## MULVEY'S

Fresh Ground Hamburg.....  
Cala Hams.....  
Fish Fillets\*.....

**18c**

Phone 2712 — We Deliver  
70 No. Genesee

Phone 2127

### WILSON & JOHNSON

Everything in Meat and Poultry

261 William Street

Free delivery and plenty of parking space.

## JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

### SPECIAL SALE on Boneless

Corned Beef .....15¢  
Boneless Beef Stew .....20¢  
Pan Sausage .....20¢  
Home Made Liver Sausage.....15¢  
Home Made Head Cheese.....15¢  
Round, Sirloin, or  
Porterhouse Steaks .....25¢  
Italian Sausage .....25¢  
(and Plenty of Parking Space)

## Moving - Storage

### WE'LL STORE YOUR FURNITURE or MERCHANDISE

Reasonable Rates. Move you, too, if you desire. Our vans go anywhere, any time. All loads insured. Also have few odd pieces furniture for sale.\*

### GENEVA MOVING & STORAGE CO.

C. A. Bissell, Pres.

99 Genesee Street

Phone 2182

## Office Equipment

### TYPEWRITERS (Sales and ADDING MACHINES Service)\*

Duplicators, Desks, Filing Cabinets, Typewriter Supplies, etc.

### GENEVA

### TYPEWRITER EXCHANGE

Phone 6500

17 E. Castle St.

## Optometrist

A NEW PAIR OF GLASSES or having the old lenses changed will help those with weak eyes to have a better outlook on 1937.

### G. W. FLETCHER - OPTOMETRIST

Castle Street

Opp. City Hall

Office Phone 2292 Residence 2044

Phone for Appointment

## Publicity

### The Geneva Community News

has the largest local distribution of any advertising medium.

It costs but little to send YOUR MESSAGE TO ALL of Geneva's residents . . . and many others . . . every week.

Phone 2108

## Parking

Day or Evening \*(outside).....15¢  
All night (outside) 25¢; (inside) 50¢  
Per week (outside) 50¢; (inside) \$1.00  
Car washing, \$1.00 up

### ANDERSON'S PARKING STA.

Opp. Armory Rear Central Service

## Papers - Magazines

### SOMETHING TO READ? SURE!

That's our line — Daily and Sunday Papers, Magazines, Periodicals . . . Your Favorites. Ice Cream and a complete fountain service. Candy, Pipes, Cigars, Cigarettes, Stationery.

### THE CORNER NEWS

Cor. Main & Castle Sts. Phone 2515

## Sea Food

### LOBSTER TAILS

Ours Are Always Fresh . . .

Shipments Received Daily

### GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver

Phone 6222 358 Exchange St.

EVERYTHING IN SEAFOOD

## Smoker's Supplies

### VISIT OUR TOBACCO BLENDING DEPARTMENT

You'll enjoy "blending your own" pipe tobacco.

H. F. FOX, Tobacconist  
(since 1870)

Stop at the sign of the Indian  
next to Kirkwood Hotel

## Travel

### WEST INDIES - BERMUDA

and Mediterranean Trips. Book early for Summer European \*Trips.

### GENEVA TRAVEL BUREAU

Genevieve McCarthy  
Main & Seneca Sts. Phone 2226

## GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"To be able to see the good in the bad is a sign of the best."

"To be happy is much less important than being right."

"Cultivate knowledge and you will always have an advantage."

"The best thing to give an enemy is tolerance."

"Independence is very different from indifference."

"Sometimes the best day is the one we thought was worst while we were living thru it."

"What seems to be a disaster many times proves to be a great boost."

"A 'wheel-horse' is faithful, hard working, unpicturesque, seeking no glory for his labor, ever ready to perform tasks for the organization when others shirk."

"When you're sitting on top of the world something always comes up to worry you, but when you get down in the dumps far enough something usually turns up to make you smile again."

"Success and good hard work are sisters avoiding the hand afraid of blisters."

(To be continued)



## THE FUNNYBONE



### Correct

"Johnny, the Hudson river flows into New York bay. That is its mouth. Now where is its source?" asked the teacher.

"At the other end, ma'am."

### The Fraud

The one-ring circus was visiting a town in the hills. The folks there recognized all the instruments of the band except the slide trombone.

One old settler watched the player for quite some time, then, turning to his son, said:

"Don't let on that you're watching him. There's a trick to it; he ain't really swallowin' it."

### Had No Doubts

Prosecuting Attorney: "Are you acquainted with any members of the jury?"

Witness: "Yes, sir, with more than half of them."

Attorney: "Are you willing to swear that you know more than half of them?"

Witness: "If it come to that, Mr. Attorney, I'm willing to swear I know more than all of them put together."

### Much Improved

Doctor: "Ah, Mrs. Higgins, and how is your husband today?"

Mrs. Higgins: "Just grand, doctor. Why 'e tried to 'it me this mornin'."

### His Job

Efficiency Expert: "I fired the worst clock watcher in your employ."

Boss: "Who is he?"

Expert: "Joe Jones."

Boss: "What! He's my timekeeper!"—*Christian Advocate.*

### Acid Tongue

Chemistry Professor: "Jones, what does HNO<sub>3</sub> signify?"

Cadet Jones: "Well, ah, er'r—I've got it right on the tip of my tongue, sir."

Chemistry Professor: "Well, you'd better spit it out. It's nitric acid."

### The Impasse

She: "Henry, dear, we've been going together now for more than ten years. Don't you think we ought to get married?"

He: "Yes, you're right—but who'll have us?"

### Sh-h!

"Are you sure your wife knows I'm going home to dinner with you?"

"Sure, she knows. My dear fellow, I argued with her about it this morning for nearly an hour."

### Synthetic Chicken

A modern food expert is one who can look at a calf and tell you how many chicken sandwiches it will make.

### Forgiving

There was in a certain small town a man who would "crash" all the parties. On one occasion he was asked: "Were you invited to this party?"

"Well, no," he replied, "but I wasn't so cross but what I'd come!"

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

### IMMEDIATE CASH

Any amount, auto and truck loans—refinancing, no endorsers. Relieve financial worries through our loan plan.

J. J. PRYOR

461 Exchange St.

Geneva, N. Y.

Phone 2319

## FREE . . .

HEADLIGHT  
INSPECTION

with

"THE MAGIC EYE"

you've heard about

"The Magic Eye" . . . you've read about it. Come in . . . see it in operation.

**FINK'S**  
**SUPER-SERVICE STATION**  
Lake Street Phone 2448

5100 COPIES  
WEEKLY

**Advertise**

5100 COPIES  
WEEKLY

**EVERY WEEK**

in the

**Geneva Community News**

"An Advertising Medium of Distinction"

Distributed in GENEVA, WATERLOO, PHELPS,  
OVID, WILLARD, STANLEY, HALL and  
SENECA CASTLE

P. O. Box 146

Phone 2108

### RADIO FLASHES

(Continued from page 4)

be relayed from London. The broadcast of the coronation ceremonies will begin at 5:15 A.M. (E.S.T.) when announcers along the line of procession will describe the scenes the King and Queen are to traverse. At 5:30 A.M. the King and Queen are expected to leave the Palace, arriving at the Abbey about 6:15 A.M. When the ceremonies there terminate at about 9 A.M., the radio audiences follows their procession back to the Palace, where they are expected to arrive at about 10:40 A.M. Then comes a description of their appearance on the Palace balcony to receive the homage of their subjects.



**DON'T WAIT . . .**

See the 1937 EASY Washer today. Washes faster, whiter, and with less wear on clothes. Only 15¢ a day takes it away.

Liberal allowance for old washer.

**EASY WASHER SHOP**

505 Exchange St. Phone 6323

**NORGE AGAIN LEADS**

- NEW STYLES
- NEW FEATURES
- NEW PRICES

See Before You Buy.

**BOLIN MUSIC HOUSE****JACK & JILL**

— Fresh Frozen Daily —

**ICE CREAM**

Originator of the double-dip Ice Cream Cone

14% butter fat

317 Main St. Geneva, N. Y.

Why not add to your **SILVER SET** the pieces you have wanted so long . . . or start that new Sterling Set.

**PLATED and STERLING SILVER**

in twenty different patterns for your approval.

**S. A. GILBERT**

JEWELER

510 Exchange St. Geneva, N. Y.  
CREDIT? Of course . . . Liberal Terms

Now on display

The new 1937  
**STEWART-WARNER**  
**REFRIGERATOR**

More Features for  
Your Money

Runs Less — Costs Less

**Cooney, Watts & Cooney**

HARDWARE

513 Exchange St. Phone 2170

# \$ \$ \$

## CASH FOR LETTERS

**EACH WEEK**

A CASH AWARD OF \$3.00

is given for the most interesting letter received about the store, business, products, or services of one of the merchants whose ads appear each week on this page.

This week the award will be given for the most interesting letter about:

**FAIRFAX BROS. CO.**

87 Castle St.

Phone 2441

What do these people handle? What services do they render? How long in business? These are just suggested questions—not definite ones for you to answer. If you are acquainted with Fairfax Bros. Co. we are sure you can write an interesting letter.

If you are not acquainted with their store, go in . . . look around . . . ask any question you wish . . . you'll find many interesting things to write about.

You don't have to make any purchase to enter this contest and you may write anything you want to pertaining to the above named firm —(not too long a letter)—and your experience will be what will count, rather than correct grammatical expressions, spelling, etc.

You have until next Monday to mail your letter, but — don't put it off . . . do it as quickly as possible. However, it's the most interesting letter received . . . not necessarily the first one . . . that wins the award.

Here's your chance for **CASH FOR A LETTER**. Mail to "Letter Contest", Geneva Community News, Geneva, N. Y.

While we reserve the right to publish any letter, if writers, for any reason prefer we use only their initials, we will comply, but sign complete name and address when sending your letter to us.

**C.S. BURRALL & SON**

DEPENDABLE INSURANCE  
SINCE 1829

"Goodbye Anxiety"

50 Linden St.

Residence

Phone 2443

Phone 6434

Geneva, N. Y.

**"BUTTERFLY RYE"**

For a lunch or menu that requires Rye Bread to lend just that desired flavor . . . be sure it is "Butterfly Rye" and your snack or meal will be doubly enjoyable.

For the best in Bread . . . always  
specify "BUTTERFLY".

**FURNITURE and RUGS****MAGIC CHEF RANGES****APEX WASHERS**

General Electric Refrigerators

PHILCO and GRUNOW  
RADIOS

**WHEELER'S**  
opposite Post Office

**FRIGIDAIRE**

with the  
**METER-MISER**

provides all 5 Basic Services for  
complete home refrigeration.

**RIGGS & JENSEN**

473-475 Exchange St.

Phone 2739

**DELCO 1937****AUTO RADIOS**

Remarkable tone and volume

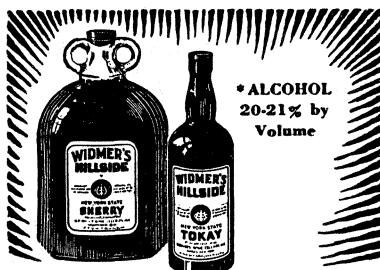
Custom built controls  
for all 1937 cars

. . . and the new RCA streamlined  
auto-top antennas

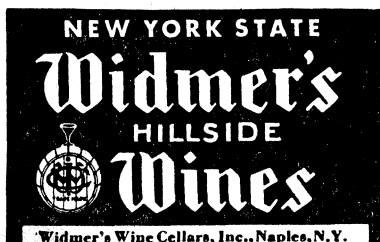
**CHARLES E. COOL**

61 Geneva St.

Phone 2050



**FOR MORE ENJOYMENT  
AND MORE ECONOMY**



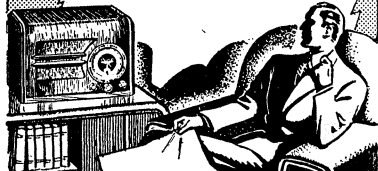
**KEEP PACE WITH  
WORLD EVENTS**

**AIR CHIEF  
HOME RADIOS**

AS LOW AS **\$1<sup>15</sup>** PER WEEK

**BUDGET  
PLAN**

**NO MONEY DOWN**



**Firestone**

**AUTO SUPPLY & SERVICE STORES**

**COMPLETE CAR SERVICE**

Cor. Lake & Exchange Sts.

Phone 2323. J. H. Bindeman, Mgr.

*Listen to the Voice of Firestone, Monday evenings, over N.B.C.—Red Network*

### Worse Yet

Two gangsters were escorting a member of a rival gang across a lonely field on a dark and rainy night.

"What rats you are," grumbled the doomed one, "making me walk through a rain like this."

"How about us?" growled one of the escorts. "We've got to walk back."

### U. S. Air Travel Gains 37%

America's domestic air lines carried a record-breaking total of 1,020,931 passengers in 1936, the Bureau of Air Commerce reports, this being an increase of 37 per cent over corresponding figures for 1935. They flew an aggregate of 63,777,226 miles, compared to 55,380,353 miles flown during 1935 and carried 6,958,777 pounds of express, or nearly double the previous year's poundage.

### ESSOLUBE MOTOR OIL

... is good Oil and it's only two bits a quart.

**EXCHANGE ST. ESSO STATION**  
J. W. BARNES

### G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

## To the People of GENEVA

and surrounding vicinity . . .



We are located here in Geneva to Serve you and Solve your Money Problems. Consolidate your bills. The Money is received Here in our office and you repay in 10 or 20 small payments.

Courteous Service - Confidential Advice.

**LOANS ON HOUSEHOLD GOODS, CO-MAKERS AND  
AUTOS - NO INSURANCE REQUIRED**

Come in . . . Write . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca Street, 2nd Floor — over Keilty's Dry Goods

"LOANS MADE IN NEARBY TOWNS"



## AND TRUCKS

1936 CHEVROLET SPORT SEDAN (with radio)

1935 CHEVROLET SPORT SEDAN (with radio)

1935 CHEVROLET COUPE

1934 CHEVROLET COUPE

1931 CHEVROLET COACH

1935 CHEVROLET 1½ TON STAKE TRUCK

1932 CHEVROLET PICK-UP TRUCK

If we do not have what you want tell us your desires. Our stock is constantly changing . . . because our cars are **CONSCIENTIOUSLY RE-CONDITIONED** and **PRICED RIGHT**.

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Phone 6621

Geneva, N. Y.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., MARCH 4, 1937

## These People Don't Worry!



"I borrowed to pay a hospital bill when my husband was injured . . . the loan was a godsend . . ."

YOU, TOO, CAN GET  
**\$ 50 to \$ 300**

*. . . pay Old Bills*  
*. . . buy Clothing*  
*. . . buy Coal*



"Our investments were tied up and Jack wanted to go to college . . . we borrowed and Jack, himself, is taking care of the small payments with odd job money...."



"I bought my whole winter's coal at early summer prices with a loan. I don't even feel the small payments...."

**LOANS MADE IN A DIGNIFIED  
AND CONFIDENTIAL MANNER . . .**

Come in and meet our courteous, pleasant officers . . . all interviews in private offices  
. . . all conversations strictly confidential.

**20 Months To Pay**

**LOANS ON HOUSEHOLD GOODS, CO-  
MAKERS AND AUTOS - NO INSURANCE  
REQUIRED.**

Come in . . . Write . . . or Phone 2334

**LOAN SERVICE  
CORPORATION**

34 Seneca St., 2nd Floor — over Keilty's Dry Goods

— "LOANS MADE IN NEARBY TOWNS" —



"I had a chance to buy a half interest in a gas station — Dad helped me borrow the money and I'm paying it back out of Profits . . ."



"Just got a job after being out of work . . . needed new clothes and got a smart wardrobe with a loan . . ."



"Sickness and contracted weekly payments with living expenses put us so far behind — that we consolidated them into one loan with a small monthly payment . . ."

**FREE BUDGET SERVICE**

Consultation and advice on your money problems and budget worries . . . We help you save . . . No charge of any kind.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., MARCH 4, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

### OUT-OF-TOWN READERS

See page 7. This is the last week the information and slip found there will be published. Many slips have been returned bearing additional names for us to add to our mailing lists and we expect to soon be ready to put our revised out-of-town delivery system into effect.

—: BUY IN GENEVA :—



### RENEW YOUR RUGS

Don't permit your rugs to become excessively soiled and dull, lose their beauty and color in which you take so much pride. Let us clean them at regular intervals. We are especially equipped in this department to render the finest service. Phone 2910 We Call For and Deliver

## FOOTE'S CLEANERS

Harry D. Tarbell

QUALITY DRY CLEANERS

78 Castle Street

Geneva, N. Y.

### CONTEST NOTES

The winning letter about Cooney, Watts & Cooney will be found on another page of today's issue. The winning letter about Fairfax Bros. Co. will be published next week.

See page 3. Write a letter this week about the Easy Washer Shop or their products. Some contestant will win a \$3.00 CASH AWARD.

Read all of the ads on page 3. Some other advertiser will be specified for the subject of a letter next week.

### REGENT THEATRE ATTRACTIONS

Fri. and Sat., Mar. 5-6: Two features—The Marx Brothers in "Horsefeathers" and Wm. Boyd in "Borderland."

Sun. - Mon. - Tues., Mar. 7-8-9: Warren Williams and Karen Morley in "Outcast."

Wed. - Thurs., Mar. 10-11: Melvyn Douglas and Virginia Bruce in "Women of Glamour."

### Wrestler Claims Air Honors

Recent designation of Andre Kostelanetz, orchestra conductor, as "America's No. 1 air passenger" by the country's air lines, because he flew more miles than any other patron in 1936, has brought a rumble of protest from Ed (Strangler) Lewis, the wrestler. Mr. Lewis has a trophy given him by United Air Lines, marking the fact that he has flown 1,000,000 miles in the last ten years, missing but one bout because of delayed arrival of planes.

### Rapids Are Submerged

The notorious Helldiver rapids of the Colorado river, long an obstacle to boatmen, have disappeared. They are submerged in Lake Meade, formed by Boulder Dam.

The Rexall DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

Read THE NEWS every week — it pays.

There'll be no "sit-down" strike with your motor if you use

ESSO LENE  
(Regular Gas Price)

## EXCHANGE ST. ESSO STATION

J. W. BARNES

LIFE INSURANCE ANNUITIES

MARGARET B. KRAUS

Equitable Life Assurance Society  
of the United States

5 Seneca Street

Phone 2697

### "WILLYS" . . .

The Surprise Car of the year  
HALF THE GAS . . . up to 35 miles per gallon . . . TWICE THE SMARTNESS

## DODD & COLLINS

401 Exchange St.

Geneva, N. Y.

See our new

WASHABLE and SUNFAST  
WALL PAPER

Also PAINTS for every purpose

W. C. DEMMING CORP.

505 Exchange St.



NO SPOT OVERLOOKED

RICKELS

SERVICE STATION

Lake Street

Phone 2920

PIANO PRICES  
ADVANCE FROM  
MARCH 1.

NOW IS THE TIME  
TO BUY.

## BOLIN MUSIC HOUSE

## JACK & JILL

— Fresh Frozen Daily —  
I C E C R E A M

Our Bricks are sold under a guarantee they are not a "pumped-up" balloon brick ..... @ 25¢

317 Main St. Geneva, N. Y.

## COMMUNITY CHINA

Services for six  
... 3 different patterns  
**\$34.75**

(or can be bought singly, open stock)  
Superior Quality - True Vitrified China  
Beautifully Decorated

## S. A. GILBERT

JEWELER

510 Exchange St. Geneva, N. Y.  
CREDIT? Of course ... Liberal Terms

## ACME QUALITY ...

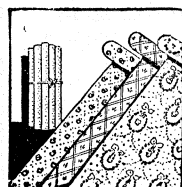
Interior Gloss Finish  
for Woodwork and Walls, 89¢ qt.

Granite Floor Enamel  
Quick Drying, high gloss, \$1 qt.

## Cooney, Watts & Cooney

HARDWARE

513 Exchange St. Phone 2170



Have you seen the  
New IMPERIAL  
WASHABLE  
WALL PAPERS?

If not, we invite  
your inspection.

## FAIRFAX BROS. CO.

87 Castle St. Phone 2441

# \$ \$ \$ CASH FOR LETTERS

EACH WEEK  
A CASH AWARD OF \$3.00

is given for the most interesting letter received about the store, business, products, or services of one of the merchants whose ads appear each week on this page.

This week the award will be given for the most interesting letter about:

## EASY WASHER SHOP

505 Exchange St. Phone 6323

What do these people handle? What services do they render? What other well-known nationally advertised product do they handle besides the one their name brings to mind? These are not definite questions for you to answer—just suggestions.

If you are not acquainted with the Easy Washer Shop, go in ... look around ... ask any questions you wish ... you'll surely then be able to write an interesting letter.

You don't have to make any purchase to enter this contest ... no box tops nor wrappers to send with your letter ... and you may write anything you want to pertaining to the above named firm—(not too long a letter)—and your subject will be what will count, rather than correct grammatical expressions, spelling, etc.

You have until next Monday to mail your letter, but — don't put it off ... do it as quickly as possible. However, it's the most interesting letter received ... not necessarily the first one ... that wins the award.

Here's your chance for CASH FOR A LETTER. Mail to "Letter Contest", Geneva Community News, Geneva, N. Y.

While we reserve the right to publish any letter, if writers, for any reason prefer we use only their initials, we will comply, but sign complete name and address when sending your letter to us.

## JOHNSON

Sea-horse OUTBOARD MOTORS

New Models, New Prices  
in the Johnson "All-Star"  
Sea Horse line for 1937.

## CHARLES E. COOL

61 Geneva St. Phone 2050

## C. S. BURRALL & SON

DEPENDABLE INSURANCE  
SINCE 1829

"Goodbye Anxiety"

50 Linden St. Residence  
Phone 2443 Phone 6434  
Geneva, N. Y.

## BUTTERFLY "RAISIN BREAD"

... delightfully delicious  
at any time.  
... doubly so for  
breakfast — toasted.

Baked by Geneva Baking Co., bakers of leading bread products for over twenty-five years.

For the BEST in BREAD ... always specify "BUTTERFLY".

## FURNITURE and RUGS

MAGIC CHEF RANGES

APEX WASHERS

General Electric Refrigerators

PHILCO and GRUNOW  
RADIOS

**WHEELER'S**  
opposite Post Office

What does  
"SUPER-DUTY" mean?  
You'll know when you see how the  
NEW FRIGIDAIRE  
performs ALL  
5 BASIC SERVICES  
— and PROVES it!

## RIGGS & JENSEN

473-475 Exchange St.  
Phone 2739

# \* DOROTHY GOES SHOPPING \*

## Saving Dollars . . .

Buying **Paint** at **BEARD'S**  
at a 25% reduction.

That's economy.

**93 Castle St.**

—D—

To look lovely when arranged in the new coiffures, your hair must be soft and manageable. Frequent brushing is important.

—D—

## "Finest"

. . . words cannot express the excellence of the selection which you men will find at

**A. P. Petersen's**  
**476 Exchange St.**

Quality is superb. Custom Tailoring, flawless and distinctive . . . **Match** your old coat and vest to new Trousers.

—D—

Yokes are a dressmaking detail often not fully appreciated, but their odd shapes make one of the differences between new and old frocks.

—D—

A dependable time-piece is invaluable. One cannot enumerate the possibilities which may become realities for one who is "on time" for work, business appointments, social gatherings. For expert watch and clock cleaning and repairing.

**Prince's Jewelry Store**  
**20 Linden St.**

—D—

Simplicity is the thing about all clothes now. But often when a dress is plain in front, it surprises you in back.

—D—

Don't forget about the complete line of **Newspapers** and **Magazines** which you will find at

**The Corner News**  
cor. **Main** and **Castle St.**

—D—

Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

**"Dorothy"**

Don't cheat yourself by throwing your worn shoes away. They have become formed to your feet—that is why they are so comfortable. Have Carl rebuild them, replace the soles and refinish the heels.

**Carl's Shoe Repair Shop**  
**Castle St.**

—D—

Blue will be everywhere this spring with gray and beige going strong and worn with contrasting shoes, gloves, or bag in kid and suede.

—D—

New Spring garments for little men and little women have arrived at

**The Julia Elizabeth Shoppe**  
**18 Linden St.**

**Coats . . sizes 1 to 12 . . in navy, tweed and the new Spring shades.**

—D—

Two distinct silhouettes appear for Spring. One is cut on princess lines with fitted top and flaring skirt. The other is the bolero type—with the slenderizing skirt given only slight fullness at the center front.

—D—

**McCarthy's Pharmacy**  
**162 Castle St.**

have **Richard Hudnut Matched Make-up Sets** for 55¢. The sets consist of a trial size Face Powder, Rouge, Lipstick, Eye Shadow and Mascara . . . Select your **St. Patrick's Day Greeting Cards!**

—D—

Out of the tremendous variety of new spring hats, choose something to suit your own individuality, your own coiffure, for now's the time when hair and hat go hand in hand in importance.


—D—

Sometimes a gaily patterned oil-cloth for the kitchen table will brighten up the whole atmosphere of the room, even if the furnishings are more or less old-fashioned.

## Phone 3529 . . .


or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

**"Dorothy"**



Friday and Saturday


**THE FILM THAT DEFIES THE**  
**"BLACK LEGION"**  
with  
**HUMPHREY BOGART**  
*The Killer of 'Patented Forest'*



**DICK FORAN • ERIN O'BRIEN • MOORE • ANN SHERIDAN • ROBERT BARRAT • Helen Flint**

Plus Screen Sat. Nite may  
**V O D V I L Be Your Nite!**

**SUN. - MON. - TUES.**



**IT'S LOVE SHE'S AFTER... and it's love she gets... more than she can handle!**

**JOAN CRAWFORD**  
with  
**WILLIAM POWELL**  
**ROBERT MONTGOMERY**  
in  
**'The Last of MRS. CHEYNEY'**  
with  
**FRANK MORGAN**  
**JESSIE RALPH**  
M-G-M PICTURE

**Added: Silly Symphony Cartoon**  
**Geo. Hall & Band**  
- News -



## RADIO FLASHES

by Ralph Le Brun



**Gladys Swarthout** who is heard with Frank Chapman over the NBC-Red network, Wednesdays, at 10:30 P.M. They are testing out a new theory in presenting "just about what any crowd might sing around our piano". Miss Swarthout and Mr. Chapman do not look upon radio listeners as a mass audience, but rather as people in little groups and have invited listeners

to request songs to be sung on succeeding programs. And the little groups are requesting songs of the simpler types—some by the great composers, but others that include old anthems and the more informal bits from current or recent musical shows. Leading ice and refrigerator manufacturers of the country are sponsoring the Swarthout-Chapman broadcasts.

President Franklin D. Roosevelt's first Fireside Chat with the radio audience since his re-election will be heard from the White House, Tuesday, at 10:30 P.M. This will be the Chief Executive's eighth Fireside Chat since he took office in 1932. A complete list of the President's informal radio talks and their subjects follows:

March 12, 1933, The Banking Situation; May 7, 1933, A Report of Progress Since March 4; October 22, 1933, General Conditions; June 28, 1934, The New Deal—Has It Aided You?; September 30, 1934, General Conditions; April 28, 1935, The Administration Work Relief Bill; September 6, 1936, A Drought Survey.

FOR RADIO NEWS . . .  
Read "Radio Flashes"

FOR RADIO SERVICE . . .  
Phone 3237

**RALPH LE BRUN**  
225 High St.

"Professor Quiz", the well-known but anonymous conjurer of confounding questions and Arthur Godfrey, veteran Washington announcer, will be presented in a new sponsored series over the Columbia network by the Kelvinator electric refrigerators and home appliances, beginning Saturday, March 6, at 8 P.M. A regular Saturday feature at the same time thereafter; the series will originate in the theatre of

(Continued on page 11)

**RANGE OIL — KEROSENE OIL  
FUEL OIL**

MOTOR STOKORS  
MASON SUPPLIES

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 2393 and 2373 261 Exchange St.  
'BLUE COAL' - SEMET-SOLVAY COKE

## Air-Conditioning . . .

Cleaner, purer heat in winter.  
Cooler in summer.

— RELIEVES ASTHMATIC CONDITIONS —  
May be applied to your present heating system

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

## Go to PHILLIPS For GOOD USED CARS and BETTER VALUES

1936 FORD COUPE, Tan, Heater .....	\$465.00
1931 BUICK COUPE, Black, Rumble Seat .....	\$275.00
1932 CHEVROLET ROADSTER, Green .....	\$195.00
1929 NASH COUPE, Good Rubber .....	\$65.00
1931 FORD PICK-UP, Only .....	\$175.00
1934 FORD TRUCK, 157" Chassis & Cab; New Motor, Dual Wheels.....	\$375.00
A bargain.	

See these cars and compare these prices anywhere  
OVER 50 CARS TO CHOOSE FROM  
Your car in trade. Easy terms.

## Phillips Motor Company

Authorized FORD Dealer

230 Genesee St.

Geneva, N. Y.

We can now give prompt delivery on your  
New Ford Car or Truck.



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Sausage with Egg

1 lb. sausage  
1 egg  
 $\frac{1}{3}$  cup milk  
1 tablespoon flour, pinch of salt  
Mix ingredients and form into patties. Place small amount of butter in frying pan to prevent sticking and brown as usual. 1 tablespoon of chopped onion sprinkled over sausage and fried with it gives a good flavor.

Mrs. C. B. J., R. D. No. 1

## Pecan Pie

$\frac{1}{2}$  cup water  
1 pt. Karo Syrup (dark)  
1 tablespoon each sugar and butter  
 $2\frac{1}{2}$  tablespoons flour  
 $\frac{1}{2}$  cup egg yolks  
Mix together water, syrup, sugar and butter and bring to boil. Add flour, smoothed of lumps in  $\frac{1}{2}$  cup water and then beaten egg yolks. Place  $\frac{1}{2}$  cup chopped pecan meats in bottom of pie shell, pour in filling and bake in moderate oven until thick and done.

Mrs. L. B. Mc., William St.

## Tuna Fish Casserole

$\frac{1}{2}$  lb. wide noodles  
1 green pepper  
1 small bottle olives  
2 hard boiled eggs  
1 can tuna fish  
1 pkg. old English cheese  
3 cups milk  
Cook noodles in salted water, drain, add green pepper cut up and sauted in butter. Add olives, eggs and flaked tuna. Add cheese to milk and heat until cheese is melted. Add to other ingredients, place in casserole, sprinkle buttered crumbs over top and bake for  $\frac{1}{2}$  hr. in moderate oven.

Mrs. E. D. K., Hamilton St.

## Apricot Nut Bread

$1\frac{1}{2}$  cups dried apricots (about  $\frac{1}{2}$  lb.)  
1 cup water  
 $2\frac{1}{2}$  cups flour  
5 teaspoons baking powder  
 $\frac{1}{2}$  teaspoon each soda and salt  
 $\frac{1}{2}$  cup sugar  
 $\frac{1}{2}$  cup coarsely chopped nuts  
1 egg  
1 cup sour milk or buttermilk  
2 tablespoons melted shortening  
Wash apricots and cook with the cup water until soft, about 10 minutes. Drain, if there is any liquid left, cool and chop. Sift flour before measuring. Sift together, flour, baking powder, salt, soda and sugar. Add chopped nuts to flour. Beat egg, add milk and stir into flour mixture. Add melted shortening, mix thoroughly and fold in chopped apricots. Pour into well greased pan, let stand for 20 minutes, then bake for 65 to 70 minutes in a moderate oven  $350^{\circ}$ .

H. L., Hillcrest Ave.

## SHOP IN GENEVA

Let us show you the "Coolerator" the conditioned-air refrigerator

# C. J. BRADY

## RE-FILTERED ICE CITY WATER

110 Lake Street Phone 2740

Tune in . . . Gladys Swarthout  
— and Robert Ambruster's Orchestra, Wednesdays, at 10:30 p. m., WEAf and Red Network.

We know the meaning of a lot of things so long as no one asks us to define them.

## ANNOUNCEMENT

The new business address of  
**Seneca Plumbing & Heating**  
is now 68 EXCHANGE ST.  
Phone 6574

For the BEST in

## MEAT and POULTRY

at reasonable prices

PHONE 2127

## WILSON & JOHNSON

261 William St.

Five deliveries per day to all parts of the city

Also plenty of parking space

## Baumgartner's Food Store

Quality Foods — Chain Store Prices

FRESH EGGS .....26¢ doz.  
SPARTAN RED SALMON.....20¢  
LIBBY'S ROAST BEEF, 12 oz.....20¢  
LONG'S OX-HEART PEANUT  
BUTTER, 16 oz. ....19¢  
LANG'S DILL PICKLES.....17¢  
BLUE AND GOLD PASTRY  
FLOUR,  $24\frac{1}{2}$  lbs. ....79¢  
PHILLIP'S TOMATO SOUP,  
3 cans .....17¢  
EXCELL SODA CRACKERS,  
2-lb. box .....20¢

Top of Bean's Hill at edge of city  
Phone 2546 We'll Deliver  
Plenty of Parking Space Always

## "HOME HEATING HEADQUARTERS"

IS NO IDLE BOAST WITH

## RAPALEE'S

We Handle . . .

THE ELECTRIC FURNACE MAN  
"Automatic Anthracite Burner"

Minneapolis-Honeywell and Gleason-Avery Thermostats  
HOT WATER HEATERS -:- BLOWERS

PHONE 2221

—: BUY IN GENEVA :—



"as beautiful shoes deserve"

**LATTIMER'S SHOE STORE**

492 Exchange St.

**BLUE**  
**SUNOCO**

**ROY H. ROGERS**

141 LAKE STREET

Exclusive Geneva

**SUN OIL CO. DEALER**Kenneth Milliman - Paul Fisher  
Attendants

**CARPENTER and BUILDER**  
 Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given—free

**TRUCK OPERATORS**

**LET US HELP YOU  
 KEEP YOUR TRUCKS  
 IN PERFECT OPERATING  
 CONDITION . . .**

**INQUIRE ABOUT OUR  
 BUDGET PLAN  
 NO MONEY DOWN**

**TIRES • BATTERIES • TRUCK  
 SUPPLIES and SERVICE**

**ON LOW  
 WEEKLY PAYMENTS**

**Firestone**

AUTO SUPPLY &amp; SERVICE STORES

**COMPLETE CAR SERVICE**  
 Cor. Lake & Exchange Sts.

Phone 2323. J. H. Bindeman, Mgr.

**GENEVA WOMAN'S CLUB NOTES**

Fri., Mar. 5, 2 p.m., Bridge Tea.

Mon., Mar. 8, 1:30 p.m., Chorus.

2:00 p.m., Bowling.

8:00 p.m., Husbands' and Wives'  
Bridge Party.Tues., Mar. 9, 2:00 p.m., Book Re-  
view.Thurs., Mar. 11, 2:00 p.m., Bowl-  
ing.Fri., Mar. 12, 2:30 p.m., Antique  
Study Group, Mrs. F. A. Heren-  
deen, leader; the subject, "Nee-  
dlework Through the Centuries."**Law of Human Nature**

It seems to be a law of human  
nature that some should always be  
desiring changes while others are  
more concerned with the preserva-  
tion of things as they are.

**Good Old Law**

Under medieval common law a  
man was liable for all the harm  
which he had caused another by his  
act, and accident was no defense.

**Watering Resorts, "Spas"**

Watering resorts are called  
"spas" after the town of Spa in  
Liege Province, Belgium, where  
mineral springs were discovered in  
1326.

**YOUR TASTE  
 WILL  
 RECOGNIZE  
 THE  
 DIFFERENCE**

NEW YORK STATE  
**Widmer's**  
 HILLSIDE  
**Wines**

Widmer's Wine Cellars, Inc., Naples, N.Y.

We can now align  
 High Fidelity Radios  
 with an

**OSCILLOSCOPE**

. . . the latest scientific method.

This is the only way High  
 Fidelity Radios can be  
 properly aligned.

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St.

Phone 6522

**To Our Readers Outside of Geneva:**

We are considering a revision and possible enlargement of our deliveries outside of Geneva.

Therefore, it would be appreciated if the out-of-town readers who are now receiving "The News", either by mail or carrier, and who would like to continue receiving it (FREE) would kindly sign and mail this slip to us.

Distribution Mgr.  
 Geneva Community News  
 Geneva, N. Y.

I would like to continue receiving your paper, (FREE, as at present).

Name .....

Address .....

(street or box number)

(Post Office)

If you know of someone who is not receiving "The News" but who lives in the Geneva trading area and would like to have it, . . . send us their name and address:

Name .....

Address .....

We are always glad to hear from any of our readers as to which features they like best about "The News" or with any suggestions as to what would make our paper more interesting to them.

# CLASSIFIED BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK

Read each advertisement in this section. Look for the stars (\*). A number of them are scattered among the different ads. Make up a list of the firms in whose ads these stars appear.

Mail your list to "Directory Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct — Two tickets each to Regent Theatre.

Next four correct — One ticket each to Geneva Theatre.

NOTE — Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

## Auto Service

### FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## Auto Sales

### IT'S HERE . . . THE NEW 1937 OLDSMOBILE

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

## Auto Repairs

### NORWALK TIRES . . .

5 ply instead of 4  
7 ply instead of 6

Plus ply strength without sacrifice of  
riding comfort. Flat tread—greater road  
surface contact.

LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

We have the

### SOUIX VALVE SEAT GRINDER

. . . the latest equipment  
for grinding valves.\*

STRATTON'S BRAKE SERVICE

Lake St. near Exchange St. Phone 2028

## Auto Tires

### SUPER RETREAD TIRES

Made in world famous "Lodi Mold".  
Every tire positively guaranteed. You  
do not risk one cent. Approximate mile-  
age 22,000 to 30,000. \*LOW PRICED.  
Elmer Turner & Ralph Dewey, Agts.  
382 Exchange St. Next to Buick Garage

Advertising is the voice of busi-  
ness. Not to advertise is just plain  
dumb. Fortunately, business men  
have generally learned this. — *Ed-  
ward A. Filene, Boston merchant.*

BUY IN GENEVA

## Advertising

### MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

ADVERTISE — every week — in the

GENEVA COMMUNITY NEWS  
Phone 2108

## Amusements

### SKATING EVERY NITE

Lots of fun — don't miss it

Tues. Nite, of course — 25¢ per couple

### DANCE INN ROLLER PALACE

Lake Rd., Geneva Free Parking Space

## Body and Fender Work

### BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

PETERSON (Seymour Alley)

rear Geneva Loan & Savings\*Assn.

## Business Directory

If you would like a space in this

CLASSIFIED

BUSINESS DIRECTORY

SECTION

Dial 2108

## Coal and Coke

Exclusive Geneva Dealers for

"BRIQUETTS"

(100% hard coal) \$9.75 per ton

FRANK DWYER COAL CO.

Phone 2421

16 E. Castle St.

## Gas and Oil

### 50¢ TO RECHARGE

Your Old Battery . . . Any make.

U. S. Batteries . . . as low as \$5.45

CARROLL'S CENTRAL SERVICE

Opposite Armory

305 Main St. Phone 2592

## WINTER OIL and LUBRICATION

Makes Easy Starting

Adds Life to Your Car

OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

"Marfak" Lubrication - Star\*Pumps  
Service that never fails to satisfy.

FREE Parking and FREE Air

WEST END SERVICE

Mark Hopwood, Prop.

(formerly Rickerson's)

TEXACO GAS & OIL

COMPLETE LINE OF GROCERIES

Hamilton St. — foot of Bean's Hill

## Groceries

Red & White Pancake Flour, 5 lbs., 25¢

Pure Maple Syrup.....25¢

Spring Valley Flour, 24½ lbs.....83¢

FLORENCE LABIGAN'S

Red & White Store

261 William St. Everything in Groceries

## UTICA CLUB

CANANDAIGUA

STANDARD

Beer \$1.99 case, plus  
or Ale bottle charge

SCHMIDT'S ALE

.....(12 oz), 15¢; quart, 35¢

Phone 4572

Free Delivery

Open until 9 every nite

BRENNAN'S GROCERY

31 John St.

Phone 4572

It PAYS to advertise in THE GE-  
NEVA COMMUNITY NEWS — every  
week.

# Classified Business Directory Section (Continued)

## Hardware

### "HELL'S KITCHEN"

... a real hot place  
See it at ...

DILLINGHAM & SON, INC.  
20\*22 Castle St.

Thurs. - Fri. - Sat., March 11-12-13

## Insurance

Retirement Annuities & Life Insurance

### THE UNION CENTRAL LIFE INSURANCE CO.

25 Seneca St. Geneva, N. Y.  
Richard F. Licht, Mgr.  
Merle H. Smith, Agt.

## Meat

### JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

#### THURS.-FRI.-SAT. SPECIALS

Round Ground Steak .....	20¢
Boneless Beef Stew .....	20¢
Plate Beef .....	10¢
Frankfurters .....	15¢
Tender Minute Steaks .....	28¢
Home Made Bologna .....	18¢
Italian Sausage .....	22¢

(and Plenty of Parking Space)

WEEK-END SPECIAL

## MULVEY'S

Beef } MEAT LOAF } Ground 20¢  
Veal }  
Pork }

Phone 2712 — We Deliver  
70 No. Genesee

## Moving - Storage

WE'LL STORE YOUR FURNITURE or MERCHANDISE

Reasonable Rates. Move you, too, if you desire. Our vans go anywhere, any time. All loads insured. Also have few odd pieces furniture for sale.

GENEVA MOVING & STORAGE CO.  
C. A. Bissell, Pres.  
99 Genesee Street Phone 2182

## Office Equipment

TYPEWRITERS (Sales and  
ADDING MACHINES Service)  
Duplicators, Desks, Filing Cabinets,  
Typewriter Supplies, etc.

GENEVA  
TYPEWRITER EXCHANGE  
Phone 6500 17 E. Castle St.

## Optometrist

A NEW PAIR OF GLASSES or having the old lenses changed will\* help those with weak eyes to have a better outlook on 1937.

G. W. FLETCHER - OPTOMETRIST  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

## Publicity

The Geneva Community News

has the largest local distribution of any advertising medium.

It costs but little to send YOUR MESSAGE TO ALL of Geneva's residents ... and many others ... every week.  
Phone 2108

## Parking

Day or Evening (outside).....15¢  
All night (outside) 25¢; (inside) 50¢  
Per week (outside) 50¢; (inside) \$1.00  
Car washing, \$1.00 up

ANDERSON'S PARKING STA.  
Opp. Army Rear Central Service

## Papers - Magazines

### SOMETHING TO READ? SURE!

That's our line — Daily and Sunday Papers, Magazines, Periodicals ... Your Favorites. Ice Cream and a complete fountain service. Candy, Pipes, Cigars, Cigarettes, Stationery.

THE CORNER NEWS  
Cor. Main & Castle Sts. Phone 2515

## Real Estate

### WANTED:

The name of a good, progressive Real Estate dealer.

Address ...

"R.E." Geneva Community News  
Box 146, Geneva, N. Y.

## Sea Food

### LOBSTER TAILS

Ours Are Always Fresh ...

Shipments Received Daily

### GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
EVERYTHING IN SEAFOOD

## Sheet Metal Work

FURNACES - ROOFING  
and AIR-CONDITIONING

### HOMER R. OSTRANDER

Phone 3976 Rear 70 Colt St.

## Smoker's Supplies

TOBACCOS BLENDED to the SMOKER'S INDIVIDUAL TASTE  
Try this new one — "Kings No. 476"  
A Sample Awaits You

H. F. FOX, Tobacconist  
(since 1870)

Stop at the sign of the Indian.  
next to Kirkwood Hotel

## Travel

### WEST INDIES - BERMUDA

and Mediterranean Trips. Book early for Summer European Trips.

### GENEVA TRAVEL BUREAU

Genevieve McCarthy  
Main & Seneca Sts. Phone 2226

### HERE ARE THE WINNERS IN THE "DIRECTORY CONTEST"

for the past week:

(Geneva)

Miss Helen Lazio, 73 Hillcrest Ave.  
Mrs. Thomas Flanagan, 65 Cherry St.

Lucile M. Morris, 53 Genesee St.  
Hazel I. Brown, 24 Seneca St.  
Mrs. Walter Horton, 537 Castle St.

(Outside Geneva)

Isabel Maloney, Stanley, N. Y.  
Frederick Devoe, Chestnut Street, Waterloo

Are YOU "Counting the Stars?" (see page 8). Each week a number of "News" readers are winning Tickets to Schine's Geneva and Regent Theatres by sending in entries in this easy contest.

Also, see page 3. YOU are invited to send in an entry each week in our "Letter Contest". One of the contestants wins a \$3.00 CASH AWARD EACH WEEK.

### Leads With Costly Buildings

There is a greater number of large and costly buildings on Manhattan Island than upon any other equal area in the world.

### Swallows Grow Lighter

Bank swallows are lighter as adults than they were between twelve and seventeen days after hatching.

**WHY "THE Y"?**

It has been definitely proved that juvenile delinquency in Geneva increases during the leisure hours and boys who are not tied up with some definite program of activity are always the ones involved. Y. M. C. A. boys and Scouts seldom, if ever, are before Judge Fitch. What would happen to the hundreds of boys and girls who visit the "Y" after school and Saturdays if they did not have this wholesome place under proper leadership in which to swim, to use the gymnasium, play games and have their Clubs? There are about 600 boys and girls in Clubs which meet every week at the "Y".

**The Youth Club:** This Club meets each Saturday evening from 7:00 to 11:00. Last week 112 were present and 7 new members were introduced. Each Saturday, two or three new games are introduced.

**College Interpretation Conference:** Chairman McCann announces that Junior and Senior boys and girls are signing up splendidly for

It Pays to be "Aetna-ized"

**ALFRED J. FREISEM**  
**THOMAS H. KENNY**

Aetna Life Insurance Co.  
5 Seneca St. Geneva Trust Bldg.

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

the Conference. By Saturday, he hopes to have at least 125 registered. Every Junior and Senior boy and girl not signed up should do so at once in order to be accommodated at the dinner. The whole idea of this Conference is to help Freshmen adjust themselves when they are in College and to keep them from making mistakes which are ultimately harmful.

**Friendly Indian Club Standings** (Feb. 27): Lyman Hammond, 1038; Jack Reas, 1013; Alex Liberatore, 910; Dick Bryan, 904; Robert Mallery, 916.

**Junior Comrade Club Standings** (Feb. 27): Eugene Easton, 799; Robert Herrington, 783; Walter Ida, 711; Loren Cole, 711; Ernest Coleal, 711.

**Friendly Indian Point Contest:** "Eagles", Capt. Larsen, 4009; "Cardinals", Capt. Pederson, 3695; "Hawks", Capt. Hammond, 3203; "Bluebirds", Capt. Bruzee, 3101.

**"Mutt" Show**

Hilo, Hawaii, has its annual "mutt" show, rivaling the shows of other parts of the nation. Pet dogs of very mixed pedigree are entered.

**Eggplant Native of India**

The eggplant is a native of India, where it has been grown since remote antiquity for its large, white or dark purple, fleshy fruit.

**The Rhinestone**

Rhinestone is a colorless gemstone made of paste or strass, and cut, usually as a brilliant, to imitate a diamond.

It PAYS to read THE GENEVA COMMUNITY NEWS — every week.

**4 PHOTO POSES 10c**

—:— While You Wait —:—  
Open Daily and Sunday  
111 Castle St.

**HARRY M. MOYER**

—: PRINTER —:

69 Oak Street

Phone 4189

**IMMEDIATE CASH**

Any amount, auto and truck loans — refinancing, no endorsers. Relieve financial worries through our loan plan.

**J. J. PRYOR**

461 Exchange St. Geneva, N. Y.  
Phone 2319

**FREE**

**HEADLIGHT**

**TEST**

with

**"THE MAGIC EYE"**

Give the other  
driver a break

**FINK'S**  
**SUPER-SERVICE STATION**

Lake Street

Phone 2448

**TOPCOATS . . .**

AT POPULAR PRICES

\$15.00 to \$28.50

WELL MADE — WELL STYLED

**WELCH'S**  
494 Exchange St.

HOW WOULD YOU LIKE  
TO WORK IN

**"HELL'S KITCHEN"**

The heat of the Tropics  
brought to GENEVA for three days

**THURS. - FRI. - SAT., MARCH 11-12-13**

Come in . . . see this remarkable exhibit at

**Dillingham & Son, Inc.**

20-22 Castle Street

Geneva, N. Y.

Three days only . . . don't miss it . . .  
Free souvenirs to ladies.

## HERE IS THE WINNING LETTER ABOUT COONEY, WATTS & COONEY

"Letter Contest"

GENEVA COMMUNITY NEWS

"Cooney, Watts & Cooney!" Yes, the words "quality, economy and service" I believe to be closely associated with this firm.

In my dealings with this store I find all merchandise purchased from them to be of first class quality... their "Stewart-Warner" Refrigerators, their "Barrett" Shingles, their "Acme" Paint, not to mention their aluminum and articles of hardware may all be classed as of the best in the market. To me their "Acme" Paint in particular has a superb quality. Its choice of color, its easy application, its quick drying, its balanced formula quality, all enable me to class it as a marvelous product.

In buying from Cooney, Watts & Cooney, I not only purchase goods that assure me perfect satisfaction, but also save in doing so.

I consider their service excellent, for any information desired is cheerfully given and your trade is greatly appreciated.

Therefore, do you not agree with me in saying that Cooney, Watts & Cooney is a firm truly worthy of your patronage?

L. A., Lafayette Ave.

—o—

The above letter won the writer A CASH AWARD OF \$3.00. (See page 3.) Each week a different business house, from among those having ads on page 3, is specified for our readers to write about. This week, you will note, it is the Easy Washer Shop; next week it will be some other advertiser. Become familiar with these business houses and their products. It's an easy way to win a cash award.

## RADIO FLASHES

(Continued from page 5)

the Barbizon-Plaza Hotel where volunteer contenders will match wits with "Professor Quiz" before the microphone.

## Announcing

THE OPENING OF A NEW  
SIGN SHOP  
WITH NEW IDEAS AND DESIGNS  
ON THE EVE OF  
NATIONAL SIGN WEEK  
MARCH 8-13

## SIGNS BY MURRAY

JOHN A. MURRAY, JR., Prop.  
127 Lafayette Avenue Geneva, N. Y.

PHONE 3681  
FOR PROMPT AND REASONABLE  
SERVICE

Remember Next Week Is National Sign Week  
So Let's Paint Up Your Signs

## NEW TIRES

for  
WINTER DRIVING



Prepare for rain...  
slippery streets...by  
equipping with Fire-  
stone Standard Tires.

AS LOW AS NO MONEY  
67¢ PER WEEK DOWN

Firestone AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.



## AND TRUCKS

Re-Conditioned and Priced Right

1936 CHEVROLET COUPE (Knee-Action)  
1935 CHEVROLET COUPE (Knee-Action)  
1934 CHEVROLET COUPE (Knee-Action)  
1931 CHEVROLET COACH  
1928 CHEVROLET COACH  
1934 FORD SPORT COUPE

1935 CHEVROLET 1½ TON STAKE  
1933 CHEVROLET 1½ TON  
1931 CHEVROLET PICK-UP  
1931 FORD SUBURBAN

## RUSSELL-HART CHEVROLET, Inc.

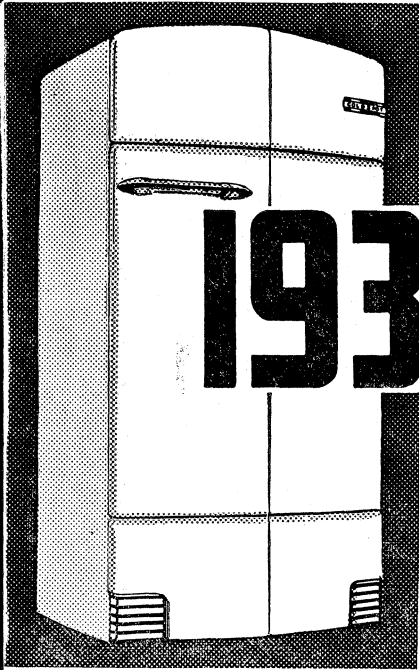
South Exchange Street

Phone 6621

Geneva, N. Y.

TWO GREAT LEADERS IN

# Sears MARCH VALUE DEMONSTRATION



- BEAUTY IN MODERN DESIGN
- CURRENT-CUTTER ROTORITE UNIT
- 10 POINT COLD CONTROL
- FAMOUS FOODEX
- CONVENIENT HANDI-BIN FOR STORAGE
- NEW SERVEX GLASSWARE SET

ALL THESE FEATURES AND MANY MORE MAKE

## 1937 COLDSPOT SUPER-SIX

THE OUTSTANDING BUY OF 1937

**\$5** DOWN  
UP TO 36  
MONTHS TO PAY

America's Outstanding Refrigerator Value for 1937! Economy of operation, too — exclusive current-cutter Rotorite unit. And power beyond your needs! — freezes 113 ice cubes in jig time! Features that every woman wants:—6.22 cu. ft. capacity . . . 12.30 sq. ft. shelf space . . . rustless, stainless aluminum shelves.

5 YEAR PROTECTION!

**\$15 Reduction!**  
(DURING THIS SALE ONLY)

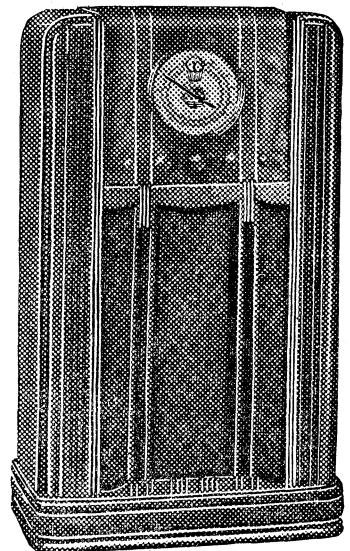
## 8 TUBE WORLD WIDE SILVERTONE

REG. PRICE \$54.95

- TUNES FOREIGN STA. BY NAME
- ELECTRONIC TUNING EYE
- TWO SPEED TUNING SYSTEM
- AUDITORIUM DYNAMIC SPEAKER

SALE  
PRICED

**\$39<sup>95</sup>**



SEARS, ROEBUCK AND CO.

479 EXCHANGE

GENEVA, N. Y.

SALE BEGINS THURS. MARCH 4  
9 A.M.



# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., MARCH 11, 1937

## Baumgartner's Food Store

Specials for Friday & Saturday

FREE 1 can Kirkman's Cleanser with  
each box of Kirkman's Chips, large  
package .....19¢  
1 pkge. QUEEN BESS PANCAKE  
FLOUR, 5-lb. sack, and 1 Bot. IVAN-  
HOE TABLE SYRUP, both for 42¢  
FANCY ORANGES, per dozen.....32¢  
FANCY GRAPE FRUIT, 5 for.....25¢  
NIAGARA PORK & BEANS,  
large can .....10¢  
NIAGARA CUT BEETS, 2½ can,  
2 for .....25¢  
IVANHOE WHOLE BEANS,  
2 for .....27¢

Top of Bean's Hill at edge of city  
Phone 2546 We'll Deliver

Plenty of Parking Space Always

## CONTEST NOTES

The winning letter about Fair-  
fax Bros. Co. will be found on page  
11 of today's issue. Next week the  
winning letter about the Easy  
Washer Shop will be published.

See page 5. YOU are invited to  
write a letter this week about  
"WHEELER'S". Some contestant  
will win a CASH AWARD OF  
\$3.00.

Some other advertiser on page 5  
will be specified for the subject of  
a letter next week.

On another page of today's is-  
sue will be found the list of the  
winning contestants for the past  
week in our "Star Counting Con-  
test."

It PAYS to read THE NEWS—  
every week.

## DANGER !!

SLIPPERY ROADS

but . . . eliminate danger . . .  
let us equip your car with a  
set of

DUAL GRIP

or

SILENT GRIP

or

DUAL-10

GENERAL TIRES

FINK'S

SUPER-SERVICE STATION

Lake Street

Phone 2448

## Your Easter Suit . . .

Come in . . . make your selection now  
— A small deposit will hold —

**SUITS from \$18.50 up**

Well Styled and Well Made

Also the famous Hart, Schaffner & Marx Suits

**WELCH'S**  
494 Exchange St.



**Smith's**

J. W. SMITH DRY GOODS CO.



**DELICIOUS CANDIES**

***Temptingly Fresh***

(New Shipments Every Week)

THE BEST AT POPULAR PRICES

## NEW SPRING CURTAINS

98c to \$3.98

CRETONNES

18c yard

**HOWARD DRY GOODS CO.**

YOU WON'T BELIEVE IT . . .  
IF YOU DON'T SEE IT

## "HELL'S KITCHEN"

Right here in Geneva

**THURS. - FRI. - SAT., MARCH 11-12-13**

Come in . . . no admission . . .  
. . . free souvenirs to ladies

**Dillingham & Son, Inc.**

20-22 Castle Street

Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., MARCH 11, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

### REGENT THEATRE ATTRACTIONS

*Fri.-Sat., Mar. 12-13:* Double  
Feature Show; Jos. Colleia and  
Florence Rice in "Man of the  
People"; also, Bob Allen in "Ran-  
ger Courage."

*Sun.-Mon.-Tues., Mar. 14-15-16:*  
"Penrod and Sam", with Billy  
Mauch and Harry Watson.

*Wed.-Thurs., Mar. 17-18:* May  
Robson and Irene Hervey in "Wo-  
man in Distress."

Question: Can fish hear?

Question: What use is made of the  
recoil of an automatic rifle?

(Answers on another page)

### Conscience Hurts

Two men were seated in a crowd-  
ed railroad car. One, noticing that  
the other had his eyes closed, said:  
"Bill, are yer feelin' well?"

"I'm all right," said Bill, "but I  
do hate to see ladies standing."

### ONLY 16 DAYS TO EASTER

Have your garments  
cleaned NOW, before  
the rush.

Phone 2910 We Call For and Deliver

**FOOTE'S CLEANERS**

Harry D. Tarbell

78 Castle Street

Geneva, N. Y.

### Y. M. C. A. ACTIVITIES

#### College Interpretation Conference.

Miss Katharine Duffield and Mr.  
Ray Sweetman were guests at the  
Y. M. C. A. last Saturday for the  
College Interpretation Conference.  
Among the representatives from  
nearby Universities and Colleges  
were Miss Beth Cox from Syra-  
cuse; Miss Eleanor Collier and  
Mr. Dudley Cornish, Rochester;  
Miss Gladys Czytajlo, Keuka; Miss  
Elizabeth Benz, Alfred; and Miss  
Katharine Fitch, William Smith.  
There were forty students from  
Geneva High School and ten from  
Penn Yan who attended the Con-  
ference.

Saturday, at 12:00, the Friendly  
Indians and Junior Comrades will  
have their monthly dinner. The  
Ladies Auxiliary will serve the din-  
ner.

**Trip to Albany.** Due to the fact  
that one of the boys signed up for  
the Albany trip is ill, there is one  
place available. Some boy who  
would like to go and who meets  
the requirements should sign up at  
once.

**Girls' Work.** The Girl Scout  
First Aid Class will meet Saturday,  
at 3 p.m. An adult Gym Class is  
scheduled for Thursday, at 2 p.m.

### SHOP IN GENEVA

#### WE'LL TEST YOUR RADIO TUBES . . . FREE

Thurs. - Fri. - Sat.

COMPLETE CHECK-UP  
on Philco's Factory Tester

See this scientific instrument in our  
window.

**MAYTAG SALES & SERVICE**  
431 Exchange St. Phone 2005

*The Rexall* DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

Read THE NEWS every week —  
it pays.

There'll be no "sit-down" strike with  
your motor if you use

**ESSO LENE**  
(Regular Gas Price)

**EXCHANGE ST. ESSO STATION**

J. W. BARNES

**LIFE INSURANCE ANNUITIES**

**MARGARET B. KRAUS**

Equitable Life Assurance Society  
of the United States

5 Seneca Street

Phone 2697

**"WILLYS" . . .**

The Surprise Car of the year  
**HALF THE GAS . . .** up to 35 miles per  
gallon . . . **TWICE THE SMARTNESS**

**DODD & COLLINS**

401 Exchange St.

Geneva, N. Y.

**RENEW YOUR FURNITURE . . .**

with "Super-Valspar" Enamel.

Looks Better, Cleans Easier,  
Wears Longer.

**W. C. DEMMING CORP.**

505 Exchange St.



MARFAK—the world's finest  
Grease Lubricant . . .

protects your car, makes it ride  
and steer easier. Lasts twice as  
long. Drive in today and let us  
show you why.

**RICKELS**

SERVICE STATION

Lake Street

Phone 2920

## NEW TIRE SAFETY



AS LOW AS

**67c**

A WEEK

**NO MONEY DOWN**



**REPLACE WORN TIRES AT BARGAIN PRICES**

**Firestone** AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323. J. H. Bindeman, Mgr.



## DO YOU KNOW?

Sponsored by the Medical Society of the State of New York

First constitutional amendments were drawn by James Madison and submitted to the legislatures of the states on September 25, 1789. The first ten established religious freedom, freedom of speech and press, and the right to petition the government for redress of wrongs. Citizens of those days were determined to reserve to themselves and their several states all possible power; they feared a highly centralized federal government. The amendments were ratified by the required number of states and declared in force December 15, 1791, more than two years after they were proposed.

It is said that 300,000 goats per year are required to furnish the mohair needed annually by the automobile industry.

In Malay all the seasons have the same temperature, and the sun rises and sets at the same hour all year round.

Appendicitis strikes rapidly and a critical condition may result in a few hours. Many deaths are caused annually by the use of cathartics for a "stomach ache" which is really the pain of appendicitis. Most appendicitis deaths are avoidable, if prompt medical attention is obtained. A total of 18,000 persons die annually from the disease in the United States.

John Floria (1578) said:  
From the physician and lawyer keep not the truth hidden.

## WELDING . . .

FARMERS . . . ATTENTION!

Spring is "Just Around the Corner"

Have your broken machine parts welded . . . now!

**HARRY E. VAIL**

24 Tillman St.

Phone 2682

## A Helping . . . Hand . . .

Our business was organized to meet your financial needs. We are always ready to extend a helping hand when you require cash. We have a plan to fit your particular problem. We'll show you a way to get rid of debt. We'll advance you money to meet emergencies. We'll lend you cash to buy things you need.



Courteous Service - Confidential Advice.

LOANS ON HOUSEHOLD GOODS, CO-MAKERS AND AUTOS - NO INSURANCE REQUIRED

Come in . . . Write . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca Street, 2nd Floor — over Keilty's Dry Goods

"LOANS MADE IN NEARBY TOWNS"



## AND TRUCKS

BUY NOW . . . BEFORE PRICES ADVANCE

1935 LaSALLE SEDAN  
1935 FORD SEDAN (Trunk)  
1935 CHEVROLET COUPE  
1934 CHEVROLET COUPE  
1931 CHEVROLET COACH  
1929 CHEVROLET COACH

### T-R-U-C-K-S

1935 CHEVROLET 1½ TON STAKE  
1933 CHEVROLET 1½ Ton Refrigerator Body  
(or no)  
1932 CHEVROLET 1½ TON STAKE  
1932 CHEVROLET PICK-UP  
1932 FORD STATION WAGON

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Phone 6621

Geneva, N. Y.

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Apple Sauce Cookies

- ½ cup shortening
- 1 cup sugar
- 1 egg
- 2 cups flour
- 1 teaspoon cinnamon
- ¼ teaspoon cloves
- ½ teaspoon each salt and soda
- 1 teaspoon baking powder
- 1 cup thick apple sauce

Cream shortening, add sugar gradually, then egg and beat well. Sift dry ingredients together, add to first mixture and lastly add apple sauce. Drop from spoon onto buttered baking sheet and bake 15 minutes at 375°.

B. G., Hogarth Ave.

## New Hampshire Meat Balls

- 1½ lbs. ground beef
- 1 egg
- 1 teaspoon salt
- 2 tablespoons flour
- 1 cup bread crumbs
- ½ teaspoon ground thyme
- Pepper to taste
- 8 small onions sliced

Mix beef with egg, salt, pepper, thyme and bread crumbs. Make into balls and roll in flour. Fry in hot fat until brown, turn down fire and cook gently for about twenty minutes. Fry onions until tender and serve with meat balls.

Mrs. F. L. G., Highland Ave.

## Broilers Baked and Served with Sour Cream Sauce

Prepare: split 2 small broilers in half

Roll in: flour, salt and pepper

Dip in: 2 eggs beaten, then in flour again

Fry in: ½ cup cooking fat until golden brown. Then place in baking pan

- Add: 1 onion, grated or 2 tablespoons finely chopped chives,
- 1 cup thick sour cream

Cover and bake in moderately slow oven (325° F.) for 1 hour. Turn chicken once during baking to absorb all the cream.

Mrs. E. M. H., Prospect Hill

## Supper Soup

- 1 cup chopped celery
- 1 cup shredded carrots
- 2 small sliced onions
- 1 diced green pepper
- 1 No. 2½ can tomatoes
- 4 cups water
- Salt, pepper, ¾ cups rice
- ½ cup grated cheese

Add first five ingredients to boiling water, season and boil for 20 minutes. Cook rice in boiling salt water, drain and add to soup. When ready to serve, sprinkle with grated cheese.

Mrs. A. F., Genesee St.

It PAYS to advertise in THE GENEVA COMMUNITY NEWS — every week.

Let us show you the "Coolerator" the conditioned-air refrigerator

## C. J. BRADY

RE-FILTERED ICE  
CITY WATER

110 Lake Street Phone 2740

Tune in . . . Gladys Swarthout  
— and Robert Ambruster's Orchestra, Wednesdays, at 10:30 p. m., WEAf and Red Network.

## Training

Wife: "What's the idea of poking the broom in the baby's face this morning?"

Hubby: "I just wanted to get him used to kissing his grandfather."

## PIANO TUNING

and Rebuilding

**R. J. PARK**

60 Lyceum St.

Phone 6165

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

**H. A. THRUSH & CO.**

flow control

Hot Water Heating Systems

**Seneca Plumbing & Heating**

68 Exchange St.

Phone 6574

For the BEST in

## MEAT and POULTRY

at reasonable prices

PHONE 2127

## WILSON & JOHNSON

261 William St.

Five deliveries per day to all parts  
of the city

Also plenty of parking space

## "HOME HEATING HEADQUARTERS"

IS NO IDLE BOAST WITH

## RAPALEE'S

We Handle . . .

THE ELECTRIC FURNACE MAN  
"Automatic Anthracite Burner"

Minneapolis-Honeywell and Gleason-Avery Thermostats

HOT WATER HEATERS

--

BLOWERS

D & H COAL

PHONE 2221

SOLVAY COKE

**"REMARKABLE! . . .  
ASTONISHING!"**

You'll say so, too,  
when you hear the clarity,  
tone and volume of the

**1937 DELCO AUTO RADIO**

We have those new RCA car-top  
aerials, too.

**CHARLES E. COOL**

61 Geneva St. Phone 2050

**C. S. BURRALL & SON**

DEPENDABLE INSURANCE  
SINCE 1829

**"Goodbye Anxiety"**

50 Linden St. Residence  
Phone 2443 Phone 6434  
Geneva, N. Y.

**SCHOOL CHILDREN**

. . . as well as grown-ups, know  
not only their three "R's",  
but also their three "B's".

**B**UTTERFLY  
EST  
BREAD

**FRIGIDAIRE**

Gives you **PROOF** of  
**ALL 5 BASIC SERVICES**  
for Complete Home Refrigeration

1. Greater **ICE**-ability
2. Greater **STORAGE**-ability
3. Greater **PROTECT**-ability
4. Greater **DEPEND**-ability
5. Greater **SAVE**-ability

**RIGGS & JENSEN**

473-475 Exchange St.  
Phone 2739

**WASHING FREE . . .**

in your own home.

Call 6323. Will send out new **EASY**  
Washer and demonstrator who will  
do your week's washing whiter,  
faster, gentler.

No obligation. Phone now.

**EASY WASHER SHOP**

505 Exchange St. Phone 6323

**\$ \$ \$  
CASH FOR LETTERS**

**EACH WEEK  
A CASH AWARD OF \$3.00**

is given for the most interesting  
letter received about the store,  
business, products, or services of  
one of the merchants whose ads  
appear each week on this page.

This week the award will be given  
for the most interesting letter  
about:

**WHEELER'S**  
opposite Post Office  
Phone 2620

In what line of business are  
Wheeler's engaged? What is their  
main line? What other things do  
they handle? What nationally-  
known makes of these articles?  
These are not definite questions for  
you to answer — just suggestions.  
If you are acquainted with  
Wheeler's you can surely write an  
interesting letter about them or the  
merchandise they handle.

If not familiar with their store,  
go in . . . look around . . . ask any  
questions you wish.

No purchases to make . . . no box  
tops nor wrappers to send with  
your letter . . . and you may write  
anything you want to pertaining to  
the above named business — (not  
too long a letter)—and your sub-  
ject will be what will count, rather  
than correct grammatical expres-  
sions, spelling, etc.

You have until next Monday to  
mail your letter, but — don't put it  
off . . . do it as quickly as possible.  
However, it's the most interesting  
letter received . . . not necessarily  
the first one . . . that wins the  
award.

Here's your chance for **CASH**  
**FOR A LETTER**. Mail to "Let-  
ter Contest", Geneva Community  
News, Geneva, N. Y.

While we reserve the right to  
publish any letter, if writers, for  
any reason prefer we use only their  
initials, we will comply, but sign  
complete name and address when  
sending your letter to us.

**"MAGNAVOX"  
ELECTRIC PHONOGRAPH**

New High Fidelity Recordings  
Hear This Wonderful Instrument

\$49.50 up

**BOLIN MUSIC HOUSE**

**JACK & JILL**

**ICE CREAM**

— Fresh Frozen Daily —

Try our 25¢ quart brick for dessert  
with your Sunday dinner.

Our Ice Cream is a food which is  
pure, wholesome and economical.

317 Main St. Geneva, N. Y.

**WHAT EVERY WOMAN KNOWS**

There's a special thrill, a mystifying  
quality to a genuine French Perfume.

We are featuring "**LeLONG TOI-  
LETRIES**" . . . perfumes, powders,  
colognes . . . for the women of dis-  
criminating taste.

Princess Marie uses "**Indescret**" ex-  
clusively . . . so does Mrs. Wallis Simp-  
son . . . why not you?

**S. A. GILBERT**

**JEWELER**

510 Exchange St. Geneva, N. Y.

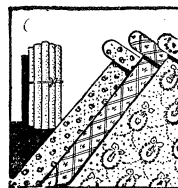
**AIR-CONDITIONING with a  
"LENNOX AIRE-FLO" Unit**

gives cleaner, purer heat in  
Winter . . cooler in Summer.

Estimates gladly given

**Cooney, Watts & Cooney**  
**HARDWARE**

513 Exchange St. Phone 2170



Have you seen the  
New **IMPERIAL**  
**WASHABLE**  
**WALL PAPERS?**

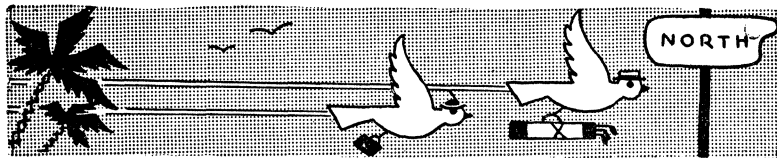
If not, we invite  
your inspection.

**FAIRFAX BROS. CO.**

87 Castle St. Phone 2441



# DOROTHY GOES SHOPPING



Announcing the opening of the  
**Joslyn Sample Hat Shoppe**  
60 East North St.

A nice selection of colorful straws and felts in all the new styles.

**One price only, \$1.95**

—D—

Unexpectedness is the watchword of the flowers that bloom on the hats this spring. You'll see every flower you ever heard of, adorning new Easter bonnets . . . All colours will be seen — courage in colour is steadfast through the Paris collections. Hats will be striped with color, veiled with color . . . Straw and flowers are important.

—D—

What will your hair, your complexion, your hands do for your Easter outfit? Call Miss Murphy today and make your appointment for a **Facial** and **Manicure**. Plan a new **Coiffure**!

Rose Murphy  
of

**The Rose Beauty Shop**

—D—

For day—Paris lauds courageous colour and decorative detail. Look for butterfly and flower motifs, stripes, plaids, English chintz prints, intricate pockets and imaginative buttons. All eccentricity and fantasy are relegated to colour and detail.

—D—

Black and tan. There has rarely been a colour scheme with more elasticity than black and tan. You can change your mind occasionally by adding a third or fourth colour.

—D—

Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

"Dorothy"

## Forecast for Spring

Words cannot express the excellence of the selection which you men will find at

**A. P. Petersen's**  
476 Exchange St.

Quality is superb. The Custom Tailoring, flawless and distinctive . . .

**Match** your old coat and vest to new trousers.

—D—

For dresses—printed silks splashed with anything from bees to roosters; dark afternoon clothes must have a lot of white somewhere, perhaps a white lace, lining in your jacket or a streaking panel of colour down the front of the dress—a violet panel, for instance, on a green dress.

—D—

**Rug Repairing is a Specialty**  
at

**Firoozi's**  
59 Seneca St.

—D—

Beige in subtle honey or butter shades may be combined with bright pink, nasturtium, wine, green, mustard.

—D—

Mrs. Calvert announces the opening of

**The Used Clothing Exchange**  
495 Exchange St.

for buying and selling Women's and Children's Apparel. Garments must be laundered or dry cleaned before accepted.

**Call 5827**

—D—

If you wear blue or black, enliven it with striped pipings or a collar of Scotch plaid ribbon.

Phone 3529 . . .

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.  
"Dorothy"

—D—

Does a glance at your watch require adding or subtracting minutes? Others know the advantage of a perfect time-piece — the advantage of having a watch cleaned, repaired, regulated by an expert. Why not you?

**Prince's Jewelry Store**  
20 Linden St.

—D—

Overtures to Spring include a sport belt of pigskin, with a pendant watch to prod your memory; a silk gilet in a multicoloured Byzantine print to exalt the monotone suit.

—D—

Mother! For the children's Easter Parade, nothing is nicer than **Brother and Sister Outfits — Coats** and pique and linen **Suits** and **Dresses** . . . Also, silk and hand-smocked cotton **Dresses**, in lovely Spring colors.

**The Julia Elizabeth Shoppe**  
18 Linden St.

—D—

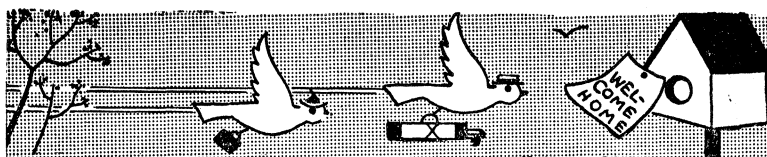
Today's children are clothes conscious. You hear them admire their little friends' clothes just as older people do. Have you noticed that their dresses, suits and coats are designed to be just as fashionable as milady's and have as much style detail?

—D—

No matter what you are looking for in a **Suit** or **Coat**, you will find it at

**The Seneca Shop**  
45 Seneca St.

Two and three-piece Suits in soft Spring colours — all designed and tailored by Printz.





## RADIO FLASHES

by Ralph Le Brun



Milton Berle, mirth man of the CBS Sunday night "Community Sing", with Jolly Gillette, "the sponsor's daughter", and pert little heckler of the comedian. The entire troupe, including Wendell Hall, Billy Jones and Ernie Hare, Tommy Mack and Andy Sannella are heard each Sunday evening, at 10 P.M., over the Columbia system.

Eamon De Valera, President of the Irish Free State, will deliver a St. Patrick's Day address over the Columbia network on Wednesday, March 17, at 4:15 P. M. The St. Patrick's Day address by the President of the Irish Free State has become an annual event over the Columbia Broadcasting System since 1931, when President Cosgrave made the address.

Friendly Sons of St. Patrick will have Postmaster General James A. Farley and Alfred E. Smith among speakers at the 154th anniversary dinner in Hotel Astor, New York, at 10:15 P.M., over NBC-WHAM.

"Pity the poor radio comedian," says Edgar A. Guest, star of NBC's Welcome Valley program. "He has the hardest job of all." Eddie, himself, is a rather busy man. He writes a poem a day for a newspaper syndicate, prepares his weekly broadcast and makes a round trip dash from Detroit to Chicago each week for rehearsals and broadcast in NBC's Chicago studio. (Continued on page 11)

FOR RADIO NEWS . . .  
Read "Radio Flashes"

FOR RADIO SERVICE . . .  
Phone 3237

**RALPH LE BRUN**  
225 High St.

ANNOUNCING . . . the opening of a

## VOCAL STUDIO

225 MAIN STREET

PHONE 5307

**JAMES WENTWORTH, Tenor**

Concert Soloist and Student of three leading New York instructors for several years.  
(Phone for appointment)

**RANGE OIL — KEROSENE OIL  
FUEL OIL**

MOTOR STOKORS  
MASON SUPPLIES

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 2393 and 2373 261 Exchange St.  
'BLUE COAL' - SEMET-SOLVAY COKE

## Air-Conditioning . . .

Cleaner, purer heat in winter.  
Cooler in summer.

— RELIEVES ASTHMATIC CONDITIONS —  
May be applied to your present heating system

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

CARS ARE SURE TO ADVANCE

# 25% REDUCTION

ON A GROUP OF GOOD

## USED CARS and TRUCKS

LOOK . . .

¼ OFF OUR REGULAR LOW PRICE

Your Car in Trade . . . Easy Terms

REASON FOR THIS BIG PRICE CUT

We must reduce our stock. We could sell these to a used car dealer at this discount, instead, once each month for a few days, we will give the public a chance to buy a group of cars that have been in stock over 30 days AT 25% REDUCTION.

# Phillips Motor Company

Authorized FORD Dealer

230 Genesee St.

Geneva, N. Y.



# CLASSIFIED BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK

Read each advertisement in this section. Look for the stars (\*). A number of them are scattered among the different ads. Make up a list of the firms in whose ads these stars appear.

Mail your list to "Directory Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct — Two tickets each to Regent Theatre.

Next four correct — One ticket each to Geneva Theatre.

NOTE — Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

### Auto Service

#### FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange\*Sts. Phone 2323

### Auto Sales

IT'S HERE ...

THE NEW 1937 OLDSMOBILE

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

OLDSMOBILE SALES & SERVICE

Main & Seneca Streets Phone 6556

### Auto Repairs

NORWALK TIRES ...

5 ply instead of 4

7 ply instead of 6

Plus ply strength without sacrifice of  
riding comfort. Flat tread—greater road  
surface contact.

LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

We have the

SOUIX VALVE SEAT GRINDER

... the latest equipment  
for grinding valves.

STRATTON'S BRAKE SERVICE

Lake St. near Exchange St. Phone 2028

### Auto Tires

SUPER RETREAD TIRES

Made in world famous "Lodi Mold".  
Every tire positively guaranteed. You  
do not risk one cent. Approximate mile-  
age 22,000 to 30,000. LOW PRICED.  
Elmer Turner & Ralph Dewey, Agts.  
382 Exchange St. Next to Buick Garage

WANTED — Names of young  
men available for delivery work on  
Thursdays. Address, GENEVA COM-  
MUNITY NEWS, P. O. Box 146, giv-  
ing name, address and age; also,  
phone number (if any).

### Advertising

Advertise with ...

**SIGNS** By  
MURRAY

Posters - Cards - Banners, etc.

127 Lafayette Ave.

Call\*3681

MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

ADVERTISE — every week — in the

GENEVA COMMUNITY NEWS  
Phone 2108

### Body and Fender Work

BENT FENDERS ...

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can repair the whole body, no  
matter how bad it's wrecked.

PETERSON (Seymour Alley)  
rear Geneva Loan & Savings Assn.

### Business Directory

If you would like a space in this

CLASSIFIED

BUSINESS DIRECTORY

SECTION

Dial 2108

### Coal and Coke

Exclusive Geneva Dealers for

"STINEMAN"

(\*Best Soft Coal on the Market)

FRANK DWYER COAL CO.

Phone 2421

16 E. Castle St.

### Gas and Oil

50¢ TO  
RECHARGE

Your Old Battery ... Any make\*  
U. S. Batteries ... as low as \$5.45

CARROLL'S CENTRAL SERVICE

Opposite Armory

305 Main St. Phone 2592

WINTER OIL and LUBRICATION

Makes Easy Starting  
Adds Life to Your Car

OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.

Open evenings and Sunday

WEST END SERVICE

Mark Hopwood, Prop.  
(formerly Rickerson's)

TEXACO GAS & OIL

COMPLETE LINE OF GROCERIES

Hamilton St. — foot of Bean's Hill

### Groceries

Red & White Coffee.....25¢

Red & White Spaghetti and Cheese,

\*3 for.....25¢

Granulated Sugar, 10 lbs.....49¢

FLORENCE LABIGAN'S

Red & White Store

261 William St. Everything in Groceries

### BRENNAN'S GROCERY

Phone 4572—Free Del. 31 John St.

We will take orders up to 9 o'clock  
St. Patrick's Nite and will deliver  
to any part of city.

SCHMIDT'S 35¢ qt.; 15¢ 12-oz. bot.,  
ALE plus bottle charge

Utica Club

"Beverwyck"

Canandaigua

Irish Cream Ale

Beer—Ale

Old Topper Ale

\$1.99 per case,  
plus bottle charge

It PAYS to advertise in THE GE-  
NEVA COMMUNITY NEWS — every  
week.

# Classified Business Directory Section (Continued)

## Hardware

### "HELL'S KITCHEN"

... a real hot place  
See it at ...

DILLINGHAM & SON, INC.  
20-22 Castle St.

Thurs. - Fri. - Sat., March 11-12-13

## Insurance

Retirement Annuities & Life Insurance

### THE UNION CENTRAL LIFE INSURANCE CO.

25 Seneca St. Geneva, N. Y.  
Richard F. Licht, Mgr.  
Merle H. Smith, \*Agt.

## Meat

### JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

#### SATURDAY SPECIALS

Italian Sausage.....22¢  
Hamburg Steak, 2 lbs.....25¢  
Tender Minute Steaks.....25¢  
Cala Hams .....19¢  
Bacon Squares .....20¢  
Grade A Eggs, doz. ....25¢  
Home Made Head Cheese.....25¢

Come in ... we can save  
you money on Groceries.

(Plenty of Parking Space)

#### WEEK-END SPECIAL

### MULVEY'S

Boneless Beef Stew.....  
Veal Loaf.....  
Pure Pork Sausage.....} 20c

Phone 2712 — We Deliver  
70 No. Genesee

## Moving - Storage

WE'LL STORE YOUR FURNITURE  
or MERCHANDISE

Reasonable Rates. Move you, too, if you  
desire. Our vans go anywhere, any time.  
All loads insured. Also have few odd  
pieces furniture for sale.

GENEVA MOVING & STORAGE CO.  
C. A. Bissell, Pres.

99 Genesee Street Phone 2182

## Office Equipment

TYPEWRITERS (Sales and  
ADDING MACHINES Service)

Duplicators, Desks, Filing Cabinets,  
Typewriter Supplies, etc.

### GENEVA

### TYPEWRITER EXCHANGE

Phone 6500 17 E. Castle St.

## Optometrist

A NEW PAIR OF GLASSES  
or having the old lenses changed will  
help those with weak eyes to have a  
better outlook on 1937.

G. W. FLETCHER - OPTOMETRIST  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

## Publicity

### The Geneva Community News

has the largest local distribution of  
any advertising medium.

It costs but little to send YOUR MES-  
SAGE TO ALL of Geneva's residents  
... and many others ... every week.  
Phone 2108

## Parking

Day or Evening (outside).....15¢  
All night (outside) 25¢; (inside) 50¢  
Per week (outside) 50¢; (inside) \$1.00  
Car washing, \$1.00 up

ANDERSON'S PARKING STA.  
Opp.\*Armory Rear Central Service

## Papers - Magazines

### SOMETHING TO READ? SURE!

That's our line — Daily and Sunday  
Papers, Magazines, Periodicals ...  
Your Favorites, Ice Cream and a com-  
plete fountain service. Candy, Pipes,  
Cigars, Cigarettes, Stationery.

THE CORNER NEWS  
Cor. Main & Castle Sts. Phone 2515

## Real Estate

### WANTED:

The name of a good, progressive  
Real Estate dealer.

Address ...

"R.E." Geneva Community News  
Box 146, Geneva, N. Y.

## Sea Food

### LOBSTER TAILS

Ours Are Always Fresh ...  
Shipments Received Daily

### GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.  
EVERYTHING IN SEAFOOD

## Sheet Metal Work

FURNACES - ROOFING

\*and AIR-CONDITIONING

### HOMER R. OSTRANDER

Phone 3976 Rear 70 Colt St.

## Shoe Rebuilding

### "THEY LOOK LIKE NEW"

... you'll say—(of the old shoes)—  
after we finish rebuilding them.

Prompt Work—Reasonable Prices

FRANK'S  
SHOE RENEW SERVICE  
10 Castle St. Geneva, N. Y.

## Smoker's Supplies

OUR FEATURED BRANDS of  
CIGARS and SMOKING MIXTURES  
are not found elsewhere.

Step in and know the facts.

H. F. FOX, Tobacconist  
(since 1870)

Stop at the sign of the Indian  
next to Kirkwood Hotel

## Travel

### WEST INDIES - BERMUDA

and Mediterranean Trips. Book early  
for Summer European Trips.

### GENEVA TRAVEL BUREAU

Genevieve McCarthy  
Main & Seneca Sts. Phone 2226

## GLEANINGS

... from here and there

"Independence is the ability to  
judge on merit."

"Sometimes the best way to win  
an argument is to say nothing."

"It is wisely said: 'If the enemy  
is an ant regard him as an ele-  
phant'."

"A chef is a man with a big  
enough vocabulary to give the soup  
a different name each day."

"Belief in one's self is the first  
essential to success."

"A good hope is better than a  
bad possession."

"Actions form the alphabet that  
spells character."

"As the years go along one has all  
kinds of experiences, pleasant and  
unpleasant. Happiness will depend  
on which kind one chooses to re-  
member."

"If you keep at it and never give  
up you can do anything."

"Love is making sacrifices and  
thinking it fun." Will Durant.

(To be continued)



## THE FUNNYBONE



### Hard to Account for

Bessie: "Men sure are funny critters."

Jessie: "What makes you think so now?"

Bessie: "Well, here's a story in the paper about a man who hadn't kissed his wife in five years, but he shot a man who did."

### Useful Subject

A mountaineer took his son to a school to enroll him.

"My boy's arter larnin', what dye have?" he asked the teacher.

"We offer English, trigonometry, spelling, etc." she replied.

"Well, give him some of that thar trigernometry; he's the worst shot in the family."

### The Latest Racket

Tramp: "Lady, do you have a pipe organ I could tune for you?"

Lady of the House: "We do not have a pipe organ."

Tramp: "Then that means I haven't a chance to earn anything. How about giving me a bite to eat?"

### Other Things to Worry About

The Irishman was relating his adventures in the jungle.

"Ammunition, food and whisky had run out," he said, "and we were parched with thirst."

"But wasn't there any water?"

"Sure, but it was no time to be thinking of cleanliness."

### Quick Thinking

Policeman: "Why didn't you stop when I yelled back there?"

Driver: (great presence of mind): "I though you said, 'Hello, Senator!'"

Policeman: "Well, you see, Senator, I was going to warn you about going too fast in the next town."

### Says Senator Sorghum

One thing we have to be thankful for is that our youth is settling down, and showing definite signs of aim in life. You'll notice that the hitchhikers now try to thumb rides in only two or three directions at any crossroad. A year ago they thumbed in all four directions.

### Commanding Attention

"In time of public excitement," said Hi Ho, the sage of Chinatown, "a loud voice will often command more attention than an earnest thought."

### Island of Borneo

More than two thirds of the Island of Borneo is included within Netherlands India, the rest is Britain's.

## Archie's GENEVA THEATRE

Friday-Saturday

A THREE TIME LOSER AT LAW.  
WINS AT LOVE!

**"YOU ONLY LIVE ONCE"**  
A UNITED ARTISTS' RELEASE

SYLVIA  
SIDNEY

HENRY  
FONDA

**"WANTED, A MASTER"**

with PETE SMITH

Color Cartoon - News

Wed. may be your NITE!

STARTS SUNDAY - 3 DAYS

MEET A NEW GRACE MOORE

You've  
never known  
before...she's  
Ter-r-r-ific!

Grace  
MOORE

in

**When You're in Love**

Added!  
Popeye  
in "My  
Artistical  
Temper-  
ature"

Latest  
News

with  
CARY  
GRANT

Aline  
McMahon  
Henry  
Stephenson  
A Columbia Picture

## COLONEL CHEERIO

—: Says —:

"BURKE'S" IRISH WHISKEY.....\$3.35 (5th)

"JAMESON" IRISH-AMERICAN WHISKEY

.....\$1.45 pt.; \$2.35 (5th)

WHISKEYS.....75¢ pt.; \$1.45 qt. up

GIN.....69¢ pt. up; 99¢ (5th) up

SCOTCH.....\$2.79 (5th) up

WINES.....49¢ qt. up

Rums, Cordials, and Ready-made Cocktails

WE DELIVER FREE

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

**IMMEDIATE CASH**

Any amount, auto and truck loans—  
refinancing, no endorsers. Relieve finan-  
cial worries through our loan plan.

**J. J. PRYOR**

461 Exchange St. Geneva, N. Y.  
Phone 2319

**CAN YOU STOP?**

**DON'T TAKE CHANCES ON  
WET, SLIPPERY STREETS**

**RELINE YOUR  
BRAKES WITH  
FIRESTONE  
BRAKE LINING**

AS  
LOW  
AS **66c** PER  
WEEK

**EQUIP WITH  
FIRESTONE  
GUM-DIPPED TIRES**

AS  
LOW  
AS **67c** PER  
WEEK

**Firestone**

THE ONLY TIRE GUILT WITH GUM-DIPPED CORDS

**COMPLETE CAR SERVICE**  
Cor. Lake & Exchange Sts.

Phone 2323. J. H. Bindeman, Mgr.

**HERE IS THE  
WINNING LETTER  
ABOUT FAIRFAX BROS. CO.**

Contest Editor  
Geneva Community News

Dear Sir:

It is a real pleasure to write a letter concerning Fairfax Bros. Co. and the products which they carry, particularly Sherwin-Williams Paints—the house paints which sun and weather will not cause to blister or peel; the floor paint which lasts under very hard wear; enameloid which is such fun to use for painting furniture, flower pots, etc.; in fact all the S. W. Paints and Varnishes.

Fairfax Bros. Co. also carry a tasteful line of Wall Papers, Window Shades, Venetian Blinds, etc., etc.

The many pieces of expert decoration done by this firm speak for themselves.

Friendly service seems to be their motto and it is easy to see why they have continued in business so many years.

(Signed) Mrs. E. H., Lyceum St.

The above letter won the writer A CASH AWARD OF \$3.00. A different business house is specified each week, from among those having ads on page 5, for our readers to write about.

Answer: Fish hear scarcely at all, and the hearing apparatus is buried in the skull and has nothing to do with the ear like flaps.

Answer: The recoil of the automatic rifle is used to operate the

mechanism, so that the cartridge is fired, ejected, and another put in its place by the simple movement of pulling the trigger.  
(Questions on another page)

We can now align  
High Fidelity Radios  
with an

**OSCILLOSCOPE**

... the latest scientific method.

This is the only way High  
Fidelity Radios can be  
properly aligned.

**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522

**YOU'LL  
AGREE**

**THESE  
ARE  
BETTER  
WINES**

**NEW YORK STATE  
Widmer's  
HILLSIDE  
Wines**

**Widmer's Wine Cellars, Inc., Naples, N. Y.**

\*ALCOHOL  
20-21% by  
Volume

**RADIO FLASHES**

(Continued from page 7)

dios. In spite of his own industry, Guest has a soft spot for the microphone funnyman. "The best crack in the world may wow them tonight", says Eddie, "but when the tumult and the shouting have died away, the joke lies dead. Ten million people have heard it and the comedian must set out anew on the search for new material with which to amuse an anxious public on his next broadcast."

"I was shot up in the World War, I was a gun-runner in Mexico, I've punched cows, I've been shanghaied, I've washed dishes for a living, I've been everywhere and seen everything—but never did I get such a kick out of life as before a microphone."—Nick Dawson, co-starred with Elsie Hitz in the popular NBC serial, "Follow the Moon".

**GENEVA WOMAN'S CLUB NOTES**

Fri., Mar. 12—The Antique Study Groups will meet at 2:30 p.m. and Mrs. F. A. Herenden will speak on "Needlework Through the Centuries." Mrs. Herenden will be at the Club at 10 a.m. to receive samples and needlework that members would like to exhibit.

The joint program of the Music and Drama Department scheduled for Mar. 15 has been cancelled. The music Department will have its Concert April 19.

Mon., Mar. 15—1:30 p.m., Chorus  
2:00 p.m., Bowling

Tues., Mar. 16—2:30 p.m., Current History Group

Thurs., Mar. 18—2:00 p.m., Bowling  
8:15 p.m., Geneva High School,  
Cooperative Concert. Carola Goya,  
dancer

Fri., Mar. 19—2:00 p.m., Bridge-Tea

## HERE IS THE LIST OF WINNERS

... in our "Star Counting" Contest, for the past week: (See page 8)  
(Geneva)

Miss Madeline Buckley, 312 William St.

Mrs. Lissa Graves, 391 So. Main St.

Mrs. Eva Harris, 52 Geneva St.

Winifred E. Badgley, 164 So. West St.

Earl A. Brado, 47 Elm St.  
(Outside Geneva)

Mrs. Ernest J. Biddle, Ovid, N. Y.

Miss Doris I. Smith, 85 E. Main St., Phelps, N. Y.

See page 5. ALL OF OUR READERS are invited to send an

entry each week in our "Letter Contest". One of the contestants wins a \$3.00 CASH AWARD EACH WEEK.

### 1936 a Record Year

Eastern Air Lines, with a winter patronage exceeding all previous traffic as well as the capacity of its flying equipment, reports that it enjoyed record increases during 1936 in all phases of its operations. The company carried 102,606 passengers and 420,622 pounds of express, a gain of 28 and 120 per cent, respectively, over its 1935 business.

Most people have a sharper memory of odors than any other impression.

**CARPENTER and BUILDER**  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given — free

**BLUE  
SUNOCO**

MOTOR FUEL and OIL  
Exclusively in Geneva... at

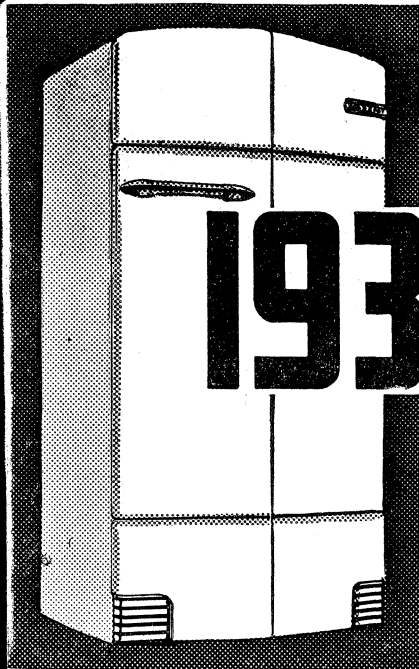
**ROY H. ROGERS**

141 LAKE STREET

Kenneth Milliman - Paul Fisher  
Attendants

## A GREAT LEADER IN

# Sears MARCH VALUE DEMONSTRATION



- BEAUTY IN MODERN DESIGN
- CURRENT-CUTTER ROTORITE UNIT
- 10 POINT COLD CONTROL
- FAMOUS FOODEX
- CONVENIENT HANDI-BIN FOR STORAGE
- NEW SERVEX GLASSWARE SET

ALL THESE FEATURES AND MANY MORE MAKE

# 1937 COLDSPOT

THE OUTSTANDING BUY OF 1937

**\$5 DOWN**  
UP TO 36  
MONTHS TO PAY

America's Outstanding Refrigerator Value for 1937! Economy of operation, too — exclusive current-cutter Rotorite unit. And power beyond your needs! — freezes 113 ice cubes in jig time! Features that every woman wants:—6.22 cu. ft. capacity... 12.30 sq. ft. shelf space... rustless, stainless aluminum shelves.

**5 YEAR PROTECTION!**

479 EXCHANGE  
STREET

**SEARS, ROEBUCK AND CO.**

GENEVA  
NEW YORK

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., MARCH 18, 1937

## WEST END SERVICE

(Mark Hopwood, Prop.)

Ivanhoe Beans or Corn, 2 for.....27¢  
Tomato Cocktail, 1 qt., 2 for.....29¢  
NBC Crackers, 2 for.....35¢  
Hamilton St. - foot Bean's Hill

## BLUE SUNOCO

MOTOR FUEL and OIL  
Exclusively in Geneva... at

**ROY H. ROGERS**  
141 LAKE STREET

Kenneth Milliman - Paul Fisher  
Attendants

## CONTEST NOTES

The winning letter about the Easy Washer Shop will be found on page 11 of today's issue. Next week the winning letter about Wheeler's will be published.

See page 5. YOU are invited to write a letter this week about the business or products specified for the subject of this week's letter. Some contestant will win a CASH AWARD OF \$3.00.

Some other advertiser on page 5 will be specified next week.

On another page of today's issue will be found the list of the winning contestants for the past week in our "Star Counting Contest."

It PAYS to read THE GENEVA COMMUNITY NEWS — every week.

## PLAN YOUR FUTURE

LIFE INSURANCE and  
ANNUITY SERVICE

**LAVERNE F. DARLING**  
Geneva Trust Bldg. Phone 2184

For the BEST in

## MEAT and POULTRY

at reasonable prices  
PHONE 2127


## WILSON & JOHNSON

261 William St.  
Five deliveries per day to all parts  
of the city

Also plenty of parking space

## BETTER FOOD PROTECTION

+ GREATER CONVENIENCE  
+ FULL POWER + FASTER FREEZING  
+ GREATER ECONOMY

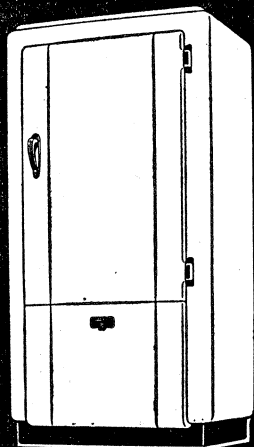


= more  
dollar value

**Westinghouse**

*Kitchen-  
proved*

**REFRIGERATOR**



PROVED BY 623 TESTS IN 89 HOME KITCHENS  
EVERY HOUSE NEEDS WESTINGHOUSE

**Dillingham & Son, Inc.**

20-22 CASTLE STREET

GENEVA, N. Y.

★ **Smith's**  
J. W. SMITH DRY GOODS CO.

RAYON TAFFETA

## SLIPS

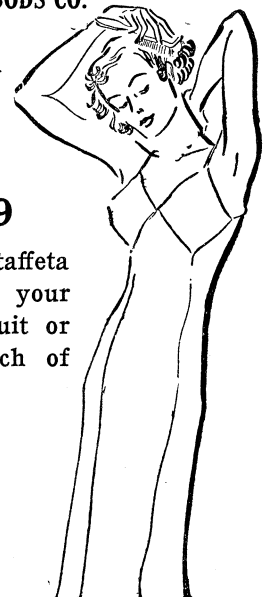
High Colors

**\$1.00 - \$1.69**

Swish! The rustle of taffeta lends a feminine air to your (Man-Tailored) Easter suit or dress, and a bright touch of color.

- cherry
- navy
- green
- purple
- brown
- bright blue
- rust
- rose

GUARANTEED SEAMS



**NEW! JAVANESE FABRIC BAGS**

Soft oriental coloring and designs. Wearable with every color. Nicely made..... **59¢**

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., MARCH 18, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Also Ovid, Wil-  
lard, Waterloo, Phelps, Stanley, Hall  
and Seneca Castle.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

### REGENT THEATRE ATTRACTIONS

Fri-Sat., Mar. 19-20: Double  
Feature Show—Shirley Temple in  
"Little Miss Marker" and Charles  
Starrett in "Dodge City Trail."

Sun.-Mon.-Tues., Mar. 21-22-23  
—Barbara Stanwyck and Preston  
Foster in "Plough and the Stars."

Wed.-Thurs., Mar. 24-25—The  
Jones Family in "Off to the Races",  
with Slim Summerville, Jed Prou-  
ty and Shirley Deane.

### No Charity

Mike was "down and out." The  
pastor of his church, meeting him  
in the street one day looking very  
threadbare, took pity on him.

"Come with me, Mike," he said,  
"and I'll give you a shilling out of  
the poor box."

But Mike was on his dignity at  
once. "Indade ye won't!" he ex-  
claimed. "Sooner than accept char-  
ity, I'll beg."—*Montreal Star*.

### 9 DAYS MORE TO EASTER

Have you had that Suit  
made Spic and Span?

Just phone 2910 . . .

We'll do the rest

### FOOTE'S CLEANERS

Harry D. Tarbell

78 Castle Street

Geneva, N. Y.

### NEWCOMER IN GENEVA

"Reddy Kilowatt"—Little Electri-  
cal Chap—Comes to Town

A new town character is being  
introduced in Geneva . . . "Reddy  
Kilowatt", the Empire Gas & Elec-  
tric Co's. amusing new advertising  
character.

Reddy Kilowatt is the powerful  
little fellow always behind your  
electric switch . . . snapping the  
switch puts him to work; never in  
sight, but a third stronger than the  
average horse.

What does Reddy look like? His  
body has the zigzag form first used  
by Benjamin Franklin to represent  
electric energy. His round head is  
an electric light globe; his nose, a  
light bulb (suggesting one of the  
fundamentals of the electric indus-  
try—light); his ears, the familiar  
convenience outlets . . . important  
to every home.

This little fellow's name, "Reddy  
Kilowatt", means just what the  
word "reddy" implies . . . electric  
service whenever needed. Reddy is  
available 24 hours a day, 7 days a  
week. He eats nothing, requires no  
place to sleep and his wages are  
low.

Reddy helps wash the clothes  
and dishes, take care of the food,  
clean the house, do the ironing, and  
works at a hundred other jobs. On  
the farm he pumps water . . . even  
milks the cows. His one ambition  
in life is to make homes brighter,  
work easier, and to provide more  
time for recreation, comfort and  
rest. He's an interesting fellow to  
know . . . you'll hear more about  
him.

### All-American

Two hyphenated Americans were  
talking. Said one: "I can't get a  
chub."

"A chub? A chub? O, you mean  
a job."

The *Rexall* DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

Read THE NEWS every week—  
it pays.

USE

**"VAR SOL"**

for your Spring cleaning  
25¢ PER GALLON

**EXCHANGE ST. ESSO STATION**

J. W. BARNES

**LIFE INSURANCE ANNUITIES**

**MARGARET B. KRAUS**

Equitable Life Assurance Society  
of the United States

5 Seneca Street

Phone 2697

**"WILLYS" . . .**

The Surprise Car of the year  
**HALF THE GAS . . . up to 35 miles per  
gallon . . . TWICE THE SMARTNESS**

**DODD & COLLINS**

401 Exchange St.

Geneva, N. Y.

**RENEW YOUR FURNITURE . . .**

with "Super-Valspar" Enamel.

Looks Better, Cleans Easier,  
Wears Longer.

**W. C. DEMMING CORP.**

505 Exchange St.



**MARFAK**—the world's finest  
Grease Lubricant . . .

protects your car, makes it ride  
and steer easier. Lasts twice as  
long. Drive in today and let us  
show you why.

**RICKELS**

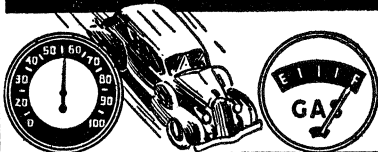
SERVICE STATION

Lake Street

Phone 2920



## BETTER GAS MILEAGE



## BETTER PERFORMANCE

WITH **Firestone**  
**SPARK PLUGS**  
CHANGE TODAY  
**58¢ EACH . . . IN SETS**

**Firestone** AUTO SUPPLY & SERVICE STORES  
COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

### WHAT'S DOING AT "THE Y"

**The Ladies' Auxiliary:** This afternoon, at 2:30, the Ladies' Auxiliary of the Y. M. C. A. will meet to hear acting Dean of William Smith College, Miss Mary McCormick, speak on The "Adolescent Child." The Auxiliary, under the leadership of Mrs. R. W. Morris, Pres.; Mrs. Jessie La Buff, First Vice Pres.; Mrs. Howard Herrington, Second Vice Pres.; Mrs. Frank Johnson, Third Vice Pres.; Mrs. H. J. Reas, Recording Secy.; Mrs. Lynn Reed, Corresponding Secy.; Mrs. Harold J. Emmons, Treas., has been promoting a Membership Drive with Mrs. La Buff as Chairman. First reports show that 125 mothers have signed up.

**The Friendly Indian Club:** Lynn Hammond and Jack Reas are the first boys in the Friendly Indian Club to be awarded the 1,000 Point Emblem. They received their emblems at a Dinner Meeting last Saturday noon at which 82 boys and leaders sat down together.

**The Albany Trip:** A meeting of the boys who are going to Albany was held last Tuesday afternoon, at 4:00. The present plan is to leave Geneva, Monday, March 29, and arrive at Albany for dinner at Hotel Ten Eyck, be assigned to

their rooms in Hotel Ten Eyck, visit the Educational Bldgs., State Capitol and Port of Albany and in the evening attend a show, breakfast at 7:30 and leave for Schenectady at 8:30, arrive at the General Electric at 9:30 for a tour through the plant (a special showing of the House of Magic has been arranged), have dinner, and leave for Syracuse at 1:00, where they will have supper and immediately afterward leave for home, arriving at 8:30 or 9:00.

## WELDING . . .

FARMERS . . . ATTENTION!

Spring is "Just Around the Corner"  
Have your broken machine  
parts welded . . . now!

**HARRY E. VAIL**

24 Tillman St.

Phone 2682

## ENJOY LIFE AGAIN

Let it begin with Easter. It is early this year . . . on March 28. If you need extra cash for your extra Easter expenses or to pay accumulated winter bills **CALL ON US.**



"WE" only live once . . . . . Let us help you enjoy it.

Courteous Service - Confidential Advice.

**LOANS ON HOUSEHOLD GOODS, CO-MAKERS AND AUTOS - NO INSURANCE REQUIRED**

Come in . . . Write . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca Street, 2nd Floor — over Keilty's Dry Goods

"LOANS MADE IN NEARBY TOWNS"

### HONEST VALUES in



## AND TRUCKS

1934 FORD SPORT COUPE  
1935 FORD FORDOR  
1934 CHEVROLET COUPE  
1931 CHEVROLET COUPE  
1929 CHEVROLET COACH

### SOME NICE TRUCKS . . .

1935 CHEVROLET 1½ TON STAKE  
1933 CHEVROLET 1½ TON REFRIGERATOR (or Stake)  
1932 CHEVROLET 1½ TON STAKE  
1932 FORD STATION WAGON  
1932 CHEVROLET PICK-UP

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Phone 6621

Geneva, N. Y.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## "Blushing Bunnies"

- 1 tablespoon flour
- ½ teaspoon salt
- 2 cups milk
- 2 cans tomato soup
- 6 eggs
- 12 tablespoons grated cheese
- 6 slices cooked ham, or
- 12 slices broiled bacon
- 6 slices toast

Mix flour and salt. Add milk slowly to make a smooth paste. Bring to boiling point, stirring constantly. Heat tomato soup. Drop eggs one at a time into hot soup and sprinkle with 6 tablespoons of cheese. Cover and let eggs poach slowly until whites are set. Arrange ham or bacon on buttered toast. Place one egg on each serving. Pour soup slowly into hot milk mixture, stirring constantly. Pour over eggs and sprinkle with remaining cheese. Serves 6.

M. C., Columbia St.

## Salmon Rarebit

- 1 can salmon
- 2 tablespoons flour
- 2 teaspoons butter
- 1 pt. milk
- ¼ lb. grated American cheese
- Salt, pepper, paprika and dry mustard

Blend flour and butter in chafing dish or pan, without browning. Add milk and stir constantly. Cook

for a few minutes, add grated cheese, seasonings and a generous pinch of the dry mustard. Stir until cheese is thoroughly melted, then add the salmon, drained and flaked to rarebit. Stir as little as possible and serve very hot on rounds of buttered whole wheat toast.

Mrs. A. C., Pleasant St.

## Arabian Stew

- 4 lean pork chops
  - 4 slices onion
  - 4 tablespoons uncooked rice
  - 4 green peppers (minced)
  - 1 can tomatoes, salt and pepper
- Sear chops on both sides in frying pan. Season and place on each chop, 1 tablespoon of rice, 1 tablespoon green pepper and 1 slice onion. Add tomatoes, cover pan tightly and simmer for 40 minutes.

H. L., Hillcrest Ave.

## Family Name's Meaning

Eaton is a British family name derived from a locality and means a river dwelling or river town.

I. MILLER "Beautiful Hosiery" as beautiful shoes deserve. \$.85 - \$1 - \$1.25. LATTIMER'S SHOE STORE, 492 Exchange St.

Let us show you the "Coolerator" the conditioned-air refrigerator

## C. J. BRADY

RE-FILTERED  
CITY WATER ICE

110 Lake Street Phone 2740

Tune in . . . Gladys Swarthout — and Robert Ambruster's Orchestra, Wednesdays, at 10:30 p. m., WEAf and Red Network.

CARPENTER and BUILDER  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free

## PIANO TUNING

and Rebuilding

**R. J. PARK**

60 Lyceum St. Phone 6165

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

McCORD RADIATOR & MFG.  
CO. Unit Heaters

**Seneca Plumbing & Heating**

68 Exchange St. Phone 6574

## Baumgartner's Food Store

Specials for Friday & Saturday

FREE 1 can Kirkman's Cleanser with each box of Kirkman's Chips, large package .....19¢

1 pkge. QUEEN BESS PANCAKE FLOUR, 5-lb. sack, and 1 Bot. IVANHOE TABLE SYRUP, both for 42¢

FANCY ORANGES, per dozen.....32¢

FANCY GRAPE FRUIT, 5 for.....25¢

NIAGARA PORK & BEANS, large can .....10¢

NIAGARA CUT BEETS, 2½ can, 2 for .....25¢

IVANHOE WHOLE BEANS, 2 for .....27¢

Top of Bean's Hill at edge of city  
Phone 2546 We'll Deliver

Plenty of Parking Space Always

FUEL? Just phone 2393 or 2373

That superior 'BLUE COAL' at regular coal prices. Also "Semet-Solvay" Coke.

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle Street

261 Exchange Street

MOTOR STOKORS - MASON SUPPLIES

It isn't modern construction if it doesn't include . . .

**AIR-CONDITIONING**

Cleaner, purer Winter heat . . . Cooler in Summer  
(May be applied to your present heating system)

**JOHN A. PONTIUS**

(Air-Conditioning Specialist)

90 Elm Street

Phone 4575

WE'RE TELLING YOU . . .  
the new 1937 "ALL-STAR  
SERIES" of

# JOHNSON

*Sea-horse* OUTBOARD MOTORS

is some line.

But . . . you don't have to take our word  
. . . come in . . . let us SHOW you.

**CHARLES E. COOL**  
61 Geneva St. Phone 2050

## C. S. BURRALL & SON

DEPENDABLE INSURANCE  
SINCE 1829

"Goodbye Anxiety"

50 Linden St. Residence  
Phone 2443 Phone 6434  
Geneva, N. Y.

**SPECIAL!**

Genuine New Super-Duty  
FRIGIDAIRE

Full Family Size. With the  
METER-MISER

**\$157.50**

Don't wait! See it at our store!

## RIGGS & JENSEN

475 Exchange Street Geneva

### IRON A SHIRT

THE FIRST TIME YOU TRY  
with an EASY IRONER.

Cuts ironing time  $\frac{2}{3}$ . Adjustable  
heat control. Fingertip and instant  
knee control. Thermostat heat con-  
trol. Pay only 15¢ a day.

## EASY WASHER SHOP

505 Exchange St. Phone 6323

You'll find the Best in

FURNITURE and RUGS

at . . .

## WHEELER'S

opposite Post Office

Also APEX WASHERS

"Magic Chef" GAS RANGES

Gen. Elec. REFRIGERATORS

and the New 1937

PHILCO and GRUNOW RADIOS

# \$ \$ \$ CASH FOR LETTERS

EACH WEEK

A CASH AWARD OF \$3.00

is given for the most interesting  
letter received about the store,  
business, products, or services of  
one of the merchants whose ads  
appear each week on this page.

This week the award will be given  
for the most interesting letter  
about:

## GENEVA BAKING CO.

How long established? What do  
they bake? What is the trade name  
of their product? What different  
varieties of this product are there?  
With how many of these are you,  
personally, familiar? These are not  
definite questions for you to an-  
swer — just suggestions.

We believe everyone in this lo-  
cality is acquainted with this com-  
pany and their products and can  
write an interesting letter.

If not familiar with these prod-  
ucts . . . try some of them at once  
and write about those you try.

However, it isn't necessary to  
send any box tops nor wrappers  
with your letter . . . and you may  
write anything you want to pertain-  
ing to the above named business—  
(not too long a letter)—and your  
subject will be what will count,  
rather than correct grammatical  
expressions, spelling, etc.

You have until next Monday to  
mail your letter, but — don't put it  
off . . . do it as quickly as possible.  
However, it's the most interesting  
letter received . . . not necessarily  
the first one . . . that wins the  
award.

Here's your chance for CASH  
FOR A LETTER. Mail to "Let-  
ter Contest", Geneva Community  
News, Geneva, N. Y.

While we reserve the right to  
publish any letter, if writers, for  
any reason prefer we use only their  
initials, we will comply, but sign  
complete name and address when  
sending your letter to us.

● HEADQUARTERS

*for Painters  
and Paperhangers*

## FAIRFAX BROS. CO.

87 Castle St.

Phone 2441

"MAGNAVOX"

ELECTRIC PHONOGRAPH

New High Fidelity Recordings  
Hear This Wonderful Instrument

\$49.50 up

## BOLIN MUSIC HOUSE

OUR BULK ICE CREAM

. . . any flavor, \$1.00 per gallon  
(5 gallons or over).

-: 14% butter fat :-

Compare our price with any competitor

FRESH FROZEN DAILY

## JACK & JILL

317 Main St.

Geneva, N. Y.

SOMETHING NEW!

THE PEN THAT  
MAKES ITS OWN INK

Visit our store and let us demon-  
strate this to you.

SPECIAL . . . 79¢

## S. A. GILBERT

JEWELER

510 Exchange St. Geneva, N. Y.

AIR-CONDITIONING with a  
"LENNOX AIRE-FLO" Unit

gives cleaner, purer heat in  
Winter . . cooler in Summer.

Estimates gladly given

## Cooney, Watts & Cooney

HARDWARE

513 Exchange St. Phone 2170

# \* DOROTHY GOES SHOPPING \*

## Millinery

**One price only, \$1.95**

**Straw** models in brown, navy, black, and grey, gay with flowers and veil . . . **Felts** in bright colors and softer shades. Visit the  
**Joslyn Sample Hat Shoppe**  
60 East North St.

—D—

Spring weather is apt to be inconsiderately chill and here's a charming outfit for that occasion—a brief jacket of galiak with three-quarter length sleeves; a beige jersey dress and straw hat; gloves and handbag to match. Giant freesias, for that touch of spring.

—D—

It is none too early to place your order with

**The Staley Flower Shop**  
84 Castle St.

for floral remembrances for Easter. Corsages . . Cut flowers . . Centerpieces . . Potted plants. Select your Easter Greeting Cards!

**Call 2105**

—D—

A short, fitted jacket turns a one-piece dress into one of those wearable "little" suits that will see the Spring through.

—D—

For Easter, **Isenman's** have a large assortment of **Home-made Easter Eggs** . . . fancy, chocolate **Moulds** . . . **Easter Baskets and Novelties** . . . also, fancy **Gift Packages** filled with assorted chocolates.

**Isenman's**  
150 Castle Street

—D—



What **Tots and Teens** are wearing in Coats and Suits this spring, can be found at

**The Julia Elizabeth Shoppe**  
18 Linden St.

**Coats**, sizes 1 to 12, Navy and colors . . . **Suits**, sizes 10 to 12, Navy and tweed . . . Also, straw and felt **Hats**.

—D—

Flick colour into a black-and-tan outfit with a multistrand necklace of bright turquoise or coral beads. Or loop about your neck a Paisley scarf.

—D—

Individuality and superior style smartness best describe the **Coats** at

**The Seneca Shop**  
45 Seneca St.

**Highland Shaggies and Glamalures** in lovely, soft Spring colors. Your choice of boxy, swagger and fitted models.

—D—

Shoes and hosiery are quite as essential as the coiffure and make-up to the woman who is "chic".

—D—

Does a glance at your watch require adding or subtracting minutes? Others know the advantage of a perfect timepiece . . . the advantage of having a watch cleaned, repaired, regulated by an expert. Why not you?

**Prince's Jewelry Store**  
20 Linden St.

—D—

With your black suit — a tan-beige blouse. Or the beige accent may be printed with black. With your black jacket — a beige tweed skirt and white stripes on red for the blouse — a shock of colour unexpected and good with beige and black.

—D—

For **Greeting Cards** go to 'The Corner News'. They have a complete line of Easter - Birthday - Occasional Cards.

**The Corner News**  
cor. Main & Castle St.



**International Clothes for Men** have an appeal not only to the man who wears them but to all who see them . . . They have Quality and Charm that appeal to others — Price and Value that appeal to you.

**A. P. Petersen**  
476 Exchange St.

—D—

Too frequently, women confine their make-up study to the front face view which they see reflected in the mirror, forgetful that other people see them from other angles.

—D—

It's almost too late! That good Paint at **Beard's** is almost gone. **A. C. Horn Paint** at 25% off.

**Beard's**  
93 Castle St.

—D—

Don't cheat yourself by throwing your worn shoes away. They have become formed to your feet — that is why they are so comfortable. Have **Carl** rebuild them, replace the soles and refinish the heels.

**Carl's Shoe Repair Shop**  
Castle St.

—D—

Somewhere there is someone hoping to receive an Easter Message from you. At . . .

**McCarthy's Pharmacy**  
162 Castle St.

you will find the **Easter Greeting Card** appropriate for that relative or friend.

—D—

Red, white and blue silk stripes touch off a black dress.



## RADIO FLASHES

by Ralph Le Brun

Grace Moore once again becomes one of the few top ranking opera and screen artists to be heard regularly on the air, when she starts a series of weekly appearances over the Columbia network Saturday, at 9 P.M. Miss Moore will sing operatic airs and ballads in the style which has made her famous.

A blow-by-blow description of the national inter-city finals for the Golden Gloves boxing championships will be broadcast over the Columbia network from the Chicago Stadium, Wednesday, March 24, at 11:15 P.M. Sixteen boxers from all sections of the United States, each a regional champion in one of the eight weight divisions, will climb through the ropes to battle for the right to represent the United States in the International Golden Gloves to be held early in May.

Hildegarde, the little Wisconsin choir singer who became a Continental cabaret queen before her own country recognized her and who is now displaying her gifts on the NBC kilocycles, has a last name, of course. It is "Sell", but is never used professionally because Hildegarde deems it unlucky. As Hildegarde Sell the best she could do was to land jobs playing piano in movie theatres or plugging songs. Since dropping her surname international fame has come to her.

"Words by May Singhi Breen, Music by Peter de Rose", is a familiar trademark on sheet music. During 13 years of radio partnership, NBC's Sweethearts of the Air have produced at least one song annually together. Their latest, "Gee! But I'm Happy", expresses their own state of mind after six years of marital bliss.

A \$50,000 policy to insure Gladys Swarthout against the possibility of missing a broadcast in her new NBC series has been taken with Lloyd's of London by the ice and ice refrigerator sponsors of the singer's program, broadcast on Wednesdays, at 10:30 P.M. Miss Swarthout has cancelled only two scheduled

appearances in her ten years of operatic work, the first time several years ago because of a sprained ankle. She has maintained an unbroken record of 350 radio broadcasts. Her sponsors, however, are taking no chances.

Paul Sullivan, WLW news commentator, made his first public appearance as a "stooge" for the late Howard Thurston, magician, when Thurston called for "a boy from the audience to help me" in St. Louis several years ago.

Have your radio tubes tested on my new  
**Mutual Conductance Tester.**

This is the standard test used by ALL tube and set manufacturers. The only 100% accurate method.

**RALPH LE BRUN**

Phone 3237

225 High St.

## SPRING VOICE CLASS

... now forming

**SPECIAL RATES FOR FIRST TERM**

**JAMES WENTWORTH, Tenor**

225 MAIN STREET

PHONE 5307

Emphasizing Breath Control

—: No charge for auditions :—

**Do You Want  
A Better**

# USED CAR?

**IF SO, COME TO PHILLIPS!**

You will get the best deal here.

**RIGHT NOW** — over 50 cars to choose from, your car in trade, "easy terms".

## 3 Big Special Bargains

FOR MARCH 18-19-20, 1937

Car No. 625 only \$295.00  
1934 FORD TUDOR SEDAN

1935 FORD FORDOR DEL. only \$395.00  
SEDAN. Radio. Worth much more.

1936 FORD FORDOR DEL. only \$495.00  
SEDAN

Compare these bargains anywhere.

## Phillips Motor Company

230 Genesee St.

Geneva, N. Y.

Authorized FORD Dealer

# WELCH'S

494 Exchange St.

... at the Head of the Procession with LATEST  
STYLED MEN'S APPAREL ...  
CORRECTLY PRICED

Come in at once ... make your complete selection  
for Easter ... a small deposit will hold.

## SUITS and TOPCOATS

! \$15 to \$28 !

Also the famous Hart, Schaffner & Marx Suits.

# CLASSIFIED BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK

Read each advertisement in this section. Look for the stars (\*). A number of them are scattered among the different ads. Make up a list of the firms in whose ads these stars appear.

Mail your list to "Directory Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct — Two tickets each to Regent Theatre.

Next four correct — One ticket each to Geneva Theatre.

NOTE — Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

REMEMBER  
THESE  
FIRMS—  
THEY  
WILL  
SERVE  
YOU  
WELL

### Auto Service

#### FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

### Auto Sales

#### IT'S HERE ... THE NEW 1937 OLDSMOBILE

The car that has "EVERYTHING"  
Speed, Economy, Power, Convenience.

OLDSMOBILE SALES & SERVICE  
Main & Seneca Streets Phone 6556

### Auto Tires

#### NORWALK TIRES ...

5 ply instead of 4

7 ply instead of 6

Plus ply strength without sacrifice of  
riding comfort. Flat tread—greater road  
surface contact.

LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

### Auto Repairs

#### EXIDE BATTERIES

Battery Service

Charging and Rentals

PHONE 2028

STRATTON'S BRAKE SERVICE

Lake St. near Exchange St.

### Advertising

Advertise with ...

## SIGNS

By  
MURRAY

Window and Truck Lettering  
Posters - Cards - Banners, etc.

127 Lafayette Ave. Call 3681

#### MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?  
ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS  
Phone 2108

### Body and Fender Work

#### BENT FENDERS ...

Look bad, but we'll fix 'em. Match the  
paint too, make 'em like new again. In  
fact we can \*repair the whole body, no  
matter how bad it's wrecked.

PETERSON (Seymour Alley)  
rear Geneva Loan & Savings Assn.

### Business Directory

If you would like a space in this

#### CLASSIFIED

#### BUSINESS DIRECTORY

#### SECTION

Dial 2108

### Coal and Coke

Exclusive Geneva Dealers for

"STINEMAN"

(Best Soft Coal on the Market)

FRANK DWYER COAL CO.

Phone 2421 16 E. Castle St.

### Florists

#### FLOWERS FOR EASTER

Orders delivered locally

Phone 2026

or telegraphed anywhere

TRAUTMAN & SMITH

Greenhouse & Office - No. Exchange St.

#### Value of Indian Beads

In trading with the Indians three  
dark beads or six white ones were  
about the equivalent of an English  
penny.

### Gas and Oil

#### DELCO BATTERIES

50¢ RECHARGING  
SERVICE

CARROLL'S CENTRAL SERVICE  
Opposite Armory  
305 Main St. Phone 2592

#### WINTER OIL and LUBRICATION

Makes Easy Starting  
Adds Life to Your Car

OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.

Open evenings and Sunday

WEST END SERVICE

Mark Hopwood, Prop.  
(formerly Rickerson's)

TEXACO GAS & OIL

COMPLETE LINE OF GROCERIES

Hamilton St. \* foot of Bean's Hill

### Groceries

#### SPECIALS ...

Jack Frost XXXX Sugar, 2 for.....13¢  
Silver Rapids Salmon .....10¢

FLORENCE LABIGAN'S

Red & White Store

261 William St. Everything in Groceries

### BRENNAN'S GROCERY

31 John St.

#### UTICA CLUB

CANANDAIGUA

STANDARD

Beer \$1.99 case, plus  
or Ale bottle charge

SCHMIDT'S ALE (12 oz),  
.....15¢; quart, 35¢

Phone 4572 Free Delivery

Open until 9 every nite

It PAYS to advertise in THE GE-  
NEVA COMMUNITY NEWS — every  
week.

# Classified Business Directory Section (Continued)

## Hardware

EVERY HOUSE NEEDS  
WESTINGHOUSE

See the 1937 Westinghouse Refrigerator and other Westinghouse Appliances at . . .

DILLINGHAM & SON, INC.  
20-22 Castle St.

## Insurance

Retirement Annuities & Life Insurance

THE UNION CENTRAL LIFE  
INSURANCE CO.

25 Seneca St. Geneva, N. Y.  
Richard F. Licht, Mgr.  
Merle H. Smith, Agt.

## Meat

### JOE'S MARKET

226 Exchange St., next\*Geneva Baking Co. Phone 2027 Free Delivery

#### SATURDAY SPECIALS

Italian Sausage.....22¢  
Hamburg Steak, 2 lbs.....25¢  
Tender Minute Steaks.....25¢  
Boneless Beef Stew .....20¢  
Veal Chops .....20¢  
Boneless Pork Roast.....25¢  
Grade A Eggs, doz. ....25¢

Come in . . . we can save  
you money on Groceries.  
(Plenty of Parking Space)

#### WEEK-END SPECIAL

**MULVEY'S**

FISH FILLETS.....} 17¢  
LEAN CHOPPED BEEF }

Phone 2712 — We Deliver  
70 No. Genesee

## Moving - Storage

WE'LL STORE YOUR FURNITURE  
or MERCHANDISE

Reasonable Rates. Move you, too, if you desire. Our vans go anywhere, any time. All loads insured. Also have few odd pieces furniture for sale.

GENEVA MOVING & STORAGE CO.  
C. A. Bissell, Pres.

99 Genesee Street Phone 2182

## Office Equipment

TYPEWRITERS (Sales and  
ADDING MACHINES Service)

Duplicators, Desks, Filing Cabinets,  
Typewriter Supplies, etc.

#### GENEVA

TYPEWRITER EXCHANGE

Phone 6500\* 17 E. Castle St.

## Optometrist

A NEW PAIR OF GLASSES  
or having the old lenses changed will  
help those with weak eyes to have a  
better outlook on 1937.

G. W. FLETCHER \* OPTOMETRIST  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

## Publicity

The Geneva Community News

has the largest local distribution of  
any advertising medium.

It costs but little to send YOUR MES-  
SAGE TO ALL of Geneva's residents  
. . . and many others . . . every week.

Phone 2108

## Parking

Day or Evening (outside).....15¢  
All night (outside) 25¢; (inside) 50¢  
Per week (outside) 50¢; (inside) \$1.00  
Car washing, \$1.00 up

ANDERSON'S PARKING STA.  
Opp. Armory Rear Central Service

## Papers - Magazines

SOMETHING TO READ? SURE!

That's our line — Daily and Sunday  
Papers, Magazines, Periodicals\* . . .  
Your Favorites, Ice Cream and a com-  
plete fountain service. Candy, Pipes,  
Cigars, Cigarettes, Stationery.

THE CORNER NEWS  
Cor. Main & Castle Sts. Phone 2515

## Sea Food

LOBSTER TAILS

Ours Are Always Fresh . . .  
Shipments Received Daily

GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver  
Phone 6222 358 Exchange St.

EVERYTHING IN SEAFOOD

## Sheet Metal Work

FURNACES - ROOFING

and AIR-CONDITIONING

HOMER R. OSTRANDER

Phone 3976 Rear 70 Colt St.

## Shoe Rebuilding

LOOK . . . LADIES . . . LOOK!

Special for Fri. & Sat. (only)  
LEATHER HEELS, 14¢ pr.

FRANK\*S  
SHOE RENEW SERVICE

10 Castle St. Geneva, N. Y.

## Smoker's Supplies

FOR THE BEST CLEAR  
HAVANA CIGARS . . .

Smoke the "CYRILLA"

We have them, 5¢ to 20¢

A Jose Arango Product

H. F. FOX, Tobacconist (since 1870)  
Stop at the sign of the Indian  
next to Kirkwood Hotel

## Travel

WEST INDIES - BERMUDA

and Mediterranean Trips. Book early  
for Summer European Trips.

GENEVA TRAVEL BUREAU

Genevieve McCarthy  
Main & Seneca Sts. Phone 2226

WANTED — Names of young  
men available for delivery work on  
Thursdays. Address, GENEVA COM-  
MUNITY NEWS, P. O. Box 146, giv-  
ing name, address and age; also,  
phone number (if any).

THEATRE TICKETS  
HAVE BEEN MAILED

. . . to the following winners in our  
"Star Counting Contest" for the  
past week: (See page 8)

(Geneva)

Miss Marion Bryan, 60 Cherry St.  
Mrs. C. L. Wheeler, 275 Castle St.  
Miss Angelina Carone, 131 Andes  
Ave.

Stanley Mahan, 367 Exchange St.  
Frank Irwin, Sinclair Service Sta.

(Outside Geneva)

Mrs. L. Springer, R.D. 3, Waterloo  
Miss Ruth Kearney, Ovid

See page 5. Surely, every one of  
our readers is acquainted with the  
advertiser, or the products of the  
advertiser, specified on that page  
as the one to write about this week.  
Someone wins a \$3.00 CASH  
AWARD EACH WEEK.

## Cars Barred from Chinese City

Soochow, China, can be ap-  
proached from all directions by  
motor highways, but having reach-  
ed the 1,000-year-old city walls,  
motorists must proceed on foot or  
by ricksha, for the city fathers re-  
fuse to allow automobiles to enter  
the gates.





## THE FUNNYBONE



### Boundless Courage

"Why don't you fight against your longing for drink? When you are tempted, think of your wife at home."

"Madame, when the thirst is upon me I am absolutely devoid of fear."

### Found Out Why

"Don't you know, Rastus, that you can't sell life insurance without a state license?"

"Yes, Boss, I knowed I couldn't sell it, but I didn't know the reason."

### Thrifty

"What are the prices of the seats?" inquired a young lady at the county fair.

"Front seats half a dollar, rear seats a quarter, and programs a nickel," announced the gatekeeper.

"Here's a nickel," said the young lady. "I'll sit on a program." — *Montreal Star.*

### When the Family Buys a New Car

Father's Question: "How many miles to a gallon?"

Mother's Question: "What color is the upholstery?"

Son's Question: "How fast will she go?"

Daughter's Question: "Has it a good mirror?"

Neighbor's Question: "How can they afford it?"

### Well Equipped

Muriel had been to the zoo for the first time and was giving her grandmother a long account of what she had seen.

"And which animal did you like best, dear?" asked her grandmother when Muriel had finished.

"Oh, the elephant!" was the reply. "It was wonderful to see him pick up peanuts with his vacuum-cleaner."

### Might as Well Not Have Gone

Mrs.: "Did you notice the chin-chilla coat on the lady in front of us in church today?"

Mr.: "Er—no. Afraid I was dozing."

Mrs.: "Huh. A lot of good the service did you!"

### Just Fighting Back

Mother: "Why are you making faces at that bulldog?"

Small Child (wailing): "He started it."

### Ready to Start Over

Doctor: "I don't like to mention it but that check you gave me has come back."

Patient: "Well, that sure is funny, Doc, so did my lumbago."

Kerosene Oil - Fuel Oil - Range Oil  
Gasoline and Greases

### JOHNSON PETROLEUM PRODUCTS

Geo. Johnson, Mgr.  
Distributor ARMUR Motor Oils  
86 Norwood Avenue Phone 5760

## HARRY M. MOYER

—: PRINTER:—

69 Oak Street

Phone 4189

## Fred C. Garver

announces his connection with  
Dunlop Tire & Rubber Co.

373 Exchange Street Phone 3163

: Get his prices before buying Tires :

*Archie's*  
**GENEVA**  
THEATRE

Friday-Saturday

The star of "The Informer"  
eclipses every previous triumph!

VICTOR McLAGLEN

PETER LORRE in

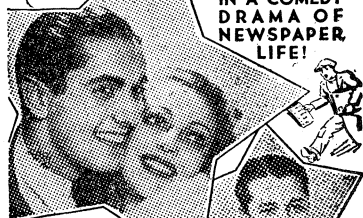
"Nancy Steele Is Missing"

Plus, Our Gang Comedy, Cartoon,  
News. - Sat. may be your nite!

STARTS SUNDAY — 3 DAYS

### THREE NEW STARS!

IN A COMEDY  
DRAMA OF  
NEWSPAPER  
LIFE!



TYRONE POWER  
LORETTA YOUNG  
DON AMECHE

20th CENTURY  
FOX PICTURE

★

LOVE IS

news

with SLIM SUMMERVILLE  
DUDLEY DIGGES

PLUS  
The  
Best in  
Short  
Features

Wed.  
Thur.

MERLE OBERON  
BRIAN AHERNE

"BELOVED ENEMY"

WED. may be your nite!

Buy  
**AMERICA'S  
QUALITY  
TIRE**  
on terms as low as  
**50¢** A WEEK  
USE OUR  
**GENERAL  
TIRE** ACCEPTANCE  
CORPORATION  
**PAYMENT PLAN**

**FINK'S**  
**SUPER-SERVICE STATION**  
Lake Street Phone 2448

SHOP EVENINGS

# YOU'LL LIKE

TO TRADE AT MILLER'S ON LYONS ROAD

## GROCERIES - MEATS - FRUIT

### - BEACON FEED -

Open Every Evening Until 10 P. M.

## W. J. MILLER

Independent Merchant — Chain Store Prices

LYONS ROAD (Just beyond Geneva City Line)

PHONE 2657

SHOP EVENINGS

### Plane With 'Bay Window'

A miniature winter garden in the "bay window" nose of the new Farman 224 monoplane is one of the unusual features of what the French say will be the largest and fastest land plane ever built — a forty-passenger, 220-mile-an-hour craft scheduled for test flights this spring.

### Many Species of Maple

There are approximately 150 species of the maple, not including numerous varieties of well-known species.

### HERE IS THE WINNING LETTER ABOUT THE EASY WASHER

Letter Contest  
Geneva Community News

I have used an EASY WASHER for about ten years and have enjoyed it so much. When I got it I intended to get one with a wringer, but my son went down and ordered it for me. When it came they brought one with a dryer. I asked the man to take it back and bring one with a wringer, but he wanted me to try the dryer first, so I did and have never been sorry for it does such good work.

Some people had told me that dryers did not wear well, so I thought I didn't want one, but now I am glad that I tried it and kept it. By wiping the washer dry every time I use it, it is still like new.

I will be glad to show my washer to any one interested.

Last summer I had to have a new cord and the Easy Washer Shop people were "Johnny on the spot" to fix it and they also checked up on the rest of the washer, which they found to be in fine condition.

Mrs. M. S., Seneca Castle,  
N. Y.

The weekly CASH AWARD OF \$3.00 in our "Letter Contest" (see page 5) has been sent to the writer of the above letter. Turn to page 5 . . . write a letter about the business house specified for this week's letter.

Research shows that the three inner planets, Mercury, Venus and the earth, exert an influence on the sun.

### Date in Commerce History

The Chamber of Commerce of New York was formed in 1768 under a charter granted by King George III.

Mississippi is an Algonquin Indian name meaning "gathering of all the waters."

We can now align  
High Fidelity Radios  
with an

## OSCILLOSCOPE

. . . the latest scientific method.

This is the only way High  
Fidelity Radios can be  
properly aligned.

### GEO. F. BRUZEE

"The Battery Man"

23 E. Castle St. Phone 6522

## QUICK STOPS

GIVE THAT EXTRA  
MARGIN OF SAFETY



## FIRESTONE

GUM-DIPPED TIRES

AS LOW AS **75¢** PER WEEK

NO MONEY DOWN

## Firestone

AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.

Phone 2323. J. H. Bindeman, Mgr.

## QUALITY HIGH



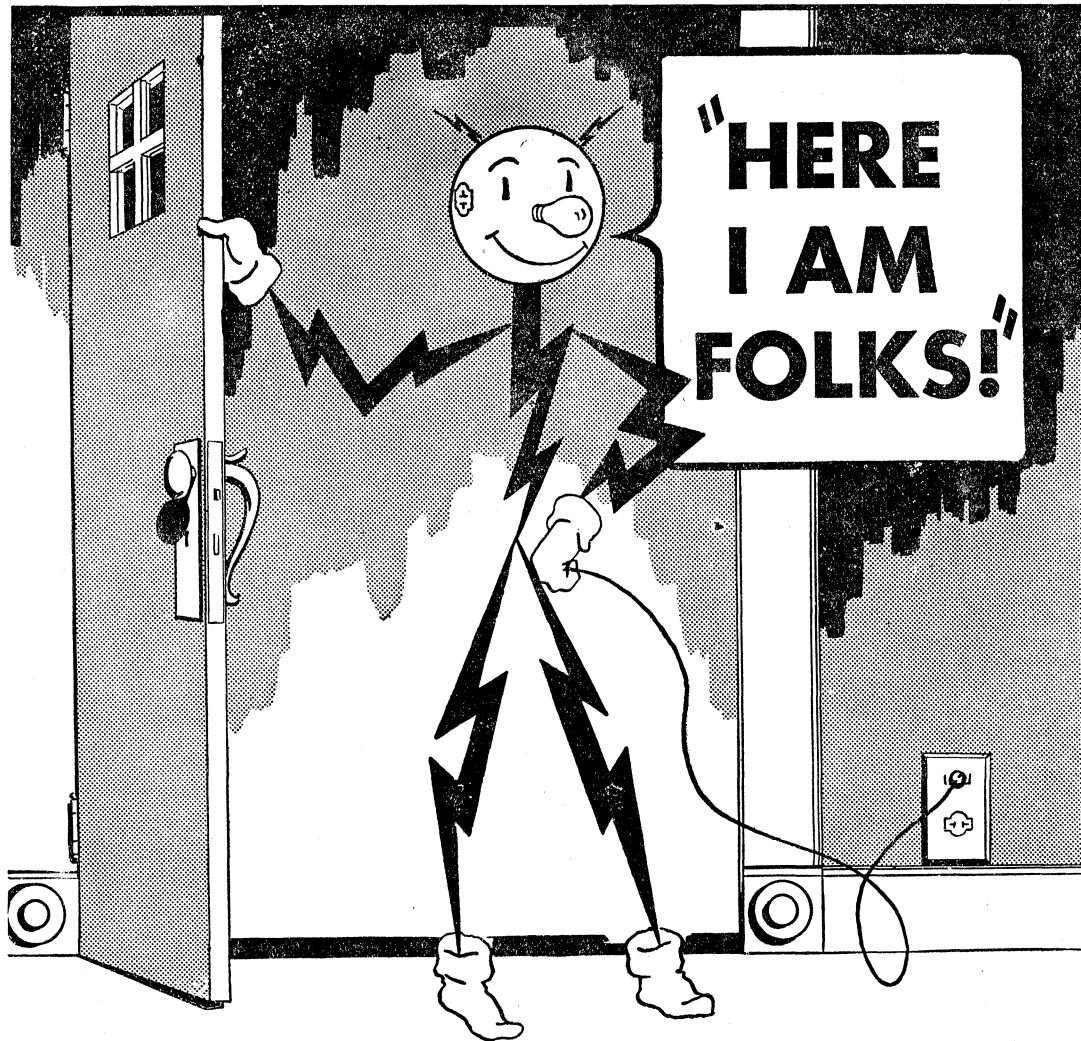
## PRICES LOW

Alcohol  
20-21% by volume

NEW YORK STATE

# Widmer's HILLSIDE Wines

Widmer's Wine Cellars, Inc., Naples, N. Y.



**MEET**  
**REDDY KILOWATT—**  
*Your Electrical Servant!*

We know you're going to like Reddy Kilowatt, the symbol of your Electric Service. He is a genius of accomplishment—capable, willing and wants but little in the way of wages. He gets things done in the home, in the store, in office or factory and on the farm. And what's more, he's at home wherever he is—toiling the same in cottage or mansion and for the same low wage. Sleep is a stranger to him. He works 24 hours a day, rain or shine, and never asks for a day off. Welcome Reddy Kilowatt as a constant friend—for none will serve you more faithfully.

**EMPIRE GAS & ELECTRIC CO.**

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., MARCH 25, 1937

## Baumgartner's Food Store

Quality Food - Chain Store Prices

FREE Salad Bowl with each Package of SUPER SUDS.....	21¢
FRESH EGGS, direct from farm.....	25¢
CREAM OF WHEAT, per pkg.....	23¢
MUSSELMAN'S PURE PRESERVES, 1-lb. jar.....	23¢
ALL GOOD PEACHES, Home Style Pack, large, 2 for.....	33¢
FANCY NIAGARA GOLDEN BANTAM CORN, 2 for.....	27¢
FRESH DRESSED DUCKS, per lb.....	25¢
FRESH DRESSED CHICKENS, per lb.....	24¢

Top of Bean's Hill at edge of city  
Phone 2546 We'll Deliver  
Plenty of Parking Space Always

## FINGER LAKES MUSIC FESTIVAL TO BE HELD MAY 18

Announcement has been made by Grace Wynne Tapley, Regional Director of the New York Federation of Music Clubs that the second annual Finger Lakes Music Festival sponsored by the New York Federation will be held at the Geneva High School Auditorium on Tuesday, May 18.

It is expected that all of the musical organizations, both local and from surrounding territory, which took part in the very fine Festival of last May, will again participate.

In addition the committee in charge of this year's Festival have been fortunate in securing Guy

(Continued on page 3)



MARFAK—the world's finest Grease Lubricant . . .

protects your car, makes it ride and steer easier. Lasts twice as long. Drive in today and let us show you why.

## RICKELS

SERVICE STATION

Lake Street Phone 2920

## HONEST VALUES in USED CARS and TRUCKS



1934 FORD CABRIOLET  
1935 FORD TUDOR  
1931 CHEVROLET COACH  
1929 CHEVROLET COACH  
1935 CHEVROLET COUPE  
1934 CHEVROLET COUPE

Some Nice Trucks . . .

1935 CHEVROLET 1½ TON STAKE  
1932 CHEVROLET 1½ TON STAKE  
1932 FORD STATION WAGON  
1932 CHEVROLET PICK-UP

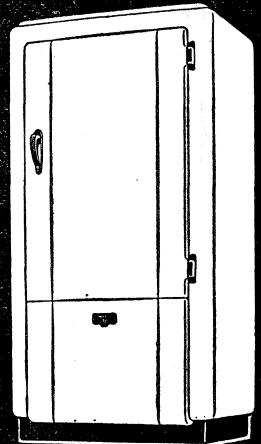
## RUSSELL-HART CHEVROLET, Inc.

South Exchange St. Phone 6621 Geneva, N. Y.

## U. S. Government Buys 16,697 WESTINGHOUSE Refrigerators for Greatest 10 Year Economy

Low operating cost of Westinghouse Refrigerator—enabled Westinghouse to win the largest refrigerator order ever placed, from the U. S. Public Works Administration Housing Division. The refrigerators were bought for PWA'S slum clearance and low-rent housing projects on the most economical basis Government experts could find . . . If a Westinghouse Refrigerator will save money for the Government, it will save money for you!!

Westinghouse  
*Kitchen-proved*  
REFRIGERATOR



## Dillingham & Son, Inc.

20-22 CASTLE STREET

GENEVA, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., MARCH 25, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - *Manager*

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

### "WILLYS" . . .

The Surprise Car of the year  
HALF THE GAS . . . up to 35 miles per gallon . . . TWICE THE SMARTNESS

### DODD & COLLINS

401 Exchange St.

Geneva, N. Y.

**NEW TIRES**  
FOR AS LITTLE AS

**IMMEDIATE INSTALLATION ON ANY CAR**

No waiting—no rec. tape—just select the tires you need.

**50¢**  
A WEEK

GOODRICH COMMANDER 4.40-28

**MAKE YOUR OWN TERMS**



### MARSHALL MOTORS

MAIN at SENECA ST.

Geneva, N. Y.

Phone 6556

## CONTEST NOTES

More and more interest is being displayed each week in our "Letter Writing Contest."

The winning letter about "Wheeler's" will be found on page 3 of today's issue. Next week the winning Geneva Baking Co. letter will be published.

See page 5. YOU are invited to write a letter this week about the business specified for the subject of this week's letter. Some contestant will win a CASH AWARD of \$3. A different advertiser is specified each week.

See page 9 for the list of the past week's winners in our "Star Counting Contest".

Yes, indeed, it PAYS to read THE COMMUNITY NEWS—every week, and the advertisers know that "It Pays to Advertise" in THE GENEVA COMMUNITY NEWS—every week.

### QUESTIONS . . .

- Q.-1: What American State has the longest coast line?  
Q.-2 Do more Irish live in America than in Ireland?  
Q.-3 What City furnished powder for all American Wars since 1802?

(The answers, with corresponding numbers, will be found on page 11)

Nothing that people can do can prevent them from being called boobys by those who don't like them.

You hear it everywhere . . .

"ARISTOCRAT  
WALL PAPERS

are the buy for 1937"

**W. C. DEMMING CORP.**

505 Exchange St.

*The Rexall* DRUG STORE

HAVILAND'S PHARMACY

Exchange St.

Opp. Temple Theatre

### Among Independence Signers

Twenty-three of the fifty-six men who signed the Declaration of Independence had attended college.

**FOR YOUR EASTER SUNDAY DRIVE . . . fill your tank with "ESSOLENE"**

**EXCHANGE ST. ESSO STATION**

J. W. BARNES

**EASTER WILL SOON BE OVER**  
House cleaning comes next.

We can give you expert

**RUG CLEANING SERVICE**

Also special attention to

**DRAPES and CURTAINS**

Just phone 2910 . . .

**FOOTE'S CLEANERS**

Harry D. Tarbell

78 Castle Street

Geneva, N. Y.

## MARCH SEEDING

IS THE BEST

Proper seeding . . . with best lawn seed . . . put on with spreader, and then covered with **SCREEN-COMPOST SOIL** will give the old lawn a wonderful chance for recovery.

**SPECIAL SPRING SALE**

Large quantity **FINEST PEAT MOSS**. We deliver one bushel, or any amount.

**ALL SEEDS and MATERIALS** ready for **PROMPT DELIVERY**

PHONE 6102

**L. E. HILTON**

Clover St.

Geneva, N. Y.

## FINGER LAKES MUSIC FESTIVAL TO BE HELD MAY 18

(Continued from page 1)

Fraser Harrison, nationally-known conductor of the Rochester Civic Orchestra, to conduct the massed choral and orchestral program.

Robert Wyatt, chairman of the Geneva Community Chorus invites all singers to join with them and report for rehearsals at St. Stephen's Parish House on South Main St. each Monday evening, beginning March 29, at 7:30.

## Many Lakes in Wisconsin

There are at least 7,500 inland lakes and 10,000 miles of streams in Wisconsin. These waters are not confined to any one section, but are spread out in a blanket form over the whole 56,006 square miles of the state.

## Grumblers in Life

They who complain of life as it is, have generally spoilt it through their own abuse of it.

## SECURITY —

... through a well planned  
Life Insurance Estate and  
Annuity Service

**LAVERNE F. DARLING**  
Geneva Trust Bldg. Phone 2184



**Firestone STANDARD TIRES**

SAFETY IN WET WEATHER

NO MONEY DOWN  
AS LOW AS  
**67¢ PER WEEK**

**Firestone** AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

# QUICK LOANS

IF YOU'RE WORKING

Quit Worrying!

CASH LOANS - FURNITURE

AUTOMOBILE OR CO-MAKERS

**\$50 to \$300**

Up to 20 Months  
to Repay

Payments to suit your income.

Balances on Autos refinanced on smaller payments

Drop us a line — our representative will call

Phone — or Call

## LOAN SERVICE CORPORATION

34 Seneca St., 2nd floor, over Keilty's Dry Goods Tel. 2334 Geneva, N. Y.

LOANS MADE IN NEARBY TOWNS

## HERE IS THE WINNING LETTER ABOUT "WHEELER'S"

Contest Editor  
GENEVA COMMUNITY NEWS

Dear Sir:

I am very glad to have the opportunity to write a letter about "Wheeler's", one of Geneva's leading Furniture Stores, which has been in business for 32 years.

There you'll find anything you desire in the line of Furniture, modern or period design.

Such nationally-known products as the Foster Bros. Mattresses, General Electric and Crosley Electric Refrigerators, Philco and Grunow Radios and the famous Magic Chef Gas Ranges.

Wheeler's also specialize in high grade Rugs.

Truly, a store of which the community of Geneva can be proud and where courteous service is extended to all.

(Signed)

Mrs. A. H., Sherrill St.

The weekly CASH AWARD OF \$3.00 in our "Letter Contest" (see page 5) has been sent to the writer of the above letter. Turn to page 5 ... write a letter about the business house specified for this week's letter.

BUY IN GENEVA

We can now align  
High Fidelity Radios  
with an

## OSCILLOSCOPE

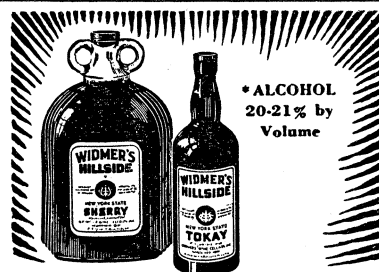
... the latest scientific method.

This is the only way High  
Fidelity Radios can be  
properly aligned.

## GEO. F. BRUZEE

"The Battery Man"

23 E. Castle St. Phone 6522



FOR MORE ENJOYMENT  
AND MORE ECONOMY

NEW YORK STATE

**Widmer's**  
HILLSIDE  
**Wines**

Widmer's Wine Cellars, Inc., Naples, N.Y.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## String Bean and Nut Loaf

- 1 cup celery (chopped fine)
- 2 cups soft bread crumbs
- 1 cup chopped walnut meats
- 1 cup canned string beans
- ¼ teaspoon each, thyme and pepper
- ½ teaspoon salt and 1 teaspoon onion juice
- 1 tablespoon melted butter
- 1 cup scalded milk
- 1 egg, slightly beaten

Combine ingredients, shape to put into buttered pan. Bake in moderate oven 350° for 45 minutes. Baste often with 2 tablespoons butter melted in ½ cup water.

A. M. F., Exchange St.

## Popovers with Beef in Gravy

- 2 eggs
- 1 cup sifted flour
- 1 cup milk
- 1 teaspoon salt
- 1 tablespoon melted butter

Beat eggs slightly, add flour, milk, salt and melted butter. Beat for 2 minutes and pour into hot greased popover pans. Bake in hot oven about 30 minutes, reduce heat and bake 15 minutes longer. Split open and fill with mixture made of 2 cups diced beef and 2 cups of well seasoned gravy. Serve immediately.

V. G., Hogarth Ave.

## California Chicken

- 1½ cups tender carrots (diced)
- 1 small onion, sliced thin
- 1½ cups potatoes (diced)
- 1 cup canned peas
- 1 small can white tuna fish
- Milk
- 4 tablespoons each butter and flour
- ½ teaspoon salt
- Buttered crumbs

Cook carrots, onions and potatoes in liquid from the can of peas. When vegetables are soft, add the peas. Drain off liquid into saucepan and add liquid from the can of tuna fish. Measure and add enough milk to make 1 pt. of liquid in all. Add to this the flour, butter, pepper and salt. Cook until thick and pour over alternate layers of vegetables and tuna fish in buttered casserole. Cover with buttered crumbs and bake in moderate oven, until crumbs are brown.

G. M. T., Hamilton St.

## Spinach Eaten in Middle Ages

Spinach was eaten by monks in the Middle ages as a food suitable for fast days.

It PAYS to read THE GENEVA COMMUNITY NEWS — every week.

Let us show you the "Coolerator" the conditioned-air refrigerator

## C. J. BRADY

### RE-FILTERED ICE CITY WATER

110 Lake Street Phone 2740

Tune in . . . Gladys Swarthout — and Robert Armbruster's Orchestra, Wednesdays, at 10:30 p. m., WEA and Red Network.

## PIANO TUNING

and Rebuilding

R. J. PARK

60 Lyceum St.

Phone 6165

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

AMERICAN COOLER CO.

Modern Beer Dispensing equipment

## Seneca Plumbing & Heating

68 Exchange St.

Phone 6574

Everything in

CUT FLOWERS  
and PLANTS  
FOR EASTER

Order early, for either local delivery or telegraphing . . . anywhere.

## HOWARD L. REEDER

(Member F.T.D.)

Phone 2109, all hours 303 Hamilton St.

For the BEST in

## MEAT and POULTRY

at reasonable prices  
PHONE 2127

## WILSON & JOHNSON

261 William St.

Five deliveries per day to all parts of the city

Also plenty of parking space

FUEL? Just phone 2393 or 2373

That superior 'BLUE COAL' at regular coal prices. Also "Semet-Solvay" Coke.

RANGE OIL - KEROSENE OIL - FUEL OIL

## P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle Street

261 Exchange Street

MOTOR STOKORS - MASON SUPPLIES

It isn't modern construction if it doesn't include . . .

## AIR-CONDITIONING

Cleaner, purer Winter heat . . . Cooler in Summer  
(May be applied to your present heating system)

## JOHN A. PONTIUS

(Air-Conditioning Specialist)

90 Elm Street

Phone 4575



YES, SIR . . .  
the new 1937 "ALL-STAR  
SERIES" of

## JOHNSON

*Sea-horse* OUTBOARD MOTORS

is some line.

. . . come in . . . let us SHOW you.

**CHARLES E. COOL**  
61 Geneva St. Phone 2050

## C. S. BURRALL & SON

DEPENDABLE INSURANCE  
SINCE 1829

"Goodbye Anxiety"

50 Linden St. Residence  
Phone 2443 Phone 6434  
Geneva, N. Y.

**EASY WASHDAYS**  
for only \$1.00 a week.

1937 EASY Washers clean clothes  
whiter, faster, gentler. Liberal al-  
lowance for your old washer.

**EASY WASHER SHOP**  
505 Exchange St. Phone 6323

You'll find the Best in  
**FURNITURE and RUGS**  
at . . .

**WHEELER'S**  
opposite Post Office

Also APEX WASHERS  
"Magic Chef" GAS RANGES  
Gen. Elec. REFRIGERATORS  
and the New 1937  
PHILCO and GRUNOW RADIOS

## "BUTTERFLY"

A name that has stood  
for "QUALITY" in BREAD  
for over 20 years.

Baked by Geneva Baking Co.  
(Independent Bakers) and sold in  
all Independent Stores.

# \$ \$ \$ CASH FOR LETTERS

EACH WEEK  
A CASH AWARD OF \$3.00

is given for the most interesting  
letter received about the store,  
business, products, or services of  
one of the merchants whose ads  
appear each week on this page.

This week the award will be giv-  
en for the most interesting letter  
about:

**RIGGS & JENSEN**  
475 Exchange St. Phone 2739

In what line of business is this  
firm engaged? What services do  
they render? What nationally-  
known products do they handle?  
These questions are just sugges-  
tions—not definite ones for you to  
answer.

If acquainted with Riggs & Jen-  
sen you can surely write an inter-  
esting letter about their services  
or the merchandise they handle.

If not acquainted with this fine  
store and stock, go in . . . look  
around . . . ask any questions you  
wish.

However, it isn't necessary to  
send any box tops nor wrappers  
with your letter . . . and you may  
write anything you want to pertain-  
ing to the above named business—  
(not too long a letter)—and your  
subject will be what will count,  
rather than correct grammatical  
expressions, spelling, etc.

You have until next Monday to  
mail your letter, but — don't put it  
off . . . do it as quickly as possible.  
However, it's the most interesting  
letter received . . . not necessarily  
the first one . . . that wins the  
award.

Here's your chance for CASH  
FOR A LETTER. Mail to "Let-  
ter Contest", Geneva Community  
News, Geneva, N. Y.

While we reserve the right to  
publish any letter, if writers, for  
any reason prefer we use only their  
initials, we will comply, but sign  
complete name and address when  
sending your letter to us.

Now on display  
The new 1937  
**STEWART-WARNER**  
REFRIGERATOR  
More Features for  
Your Money  
Runs Less — Costs Less

**Cooney, Watts & Cooney**  
HARDWARE  
513 Exchange St. Phone 2170

● HEADQUARTERS  
*for Painters  
and Paperhangers*

## FAIRFAX BROS. CO.

87 Castle St. Phone 2441



give  
**YOUR  
CHILD**  
this  
chance  
with a

**BALDWIN, HAMILTON  
OR HOWARD PIANO**  
**BOLIN MUSIC HOUSE**

## OUR BULK ICE CREAM

. . . any flavor, \$1.00 per gallon  
(5 gallons or over).

-: 14% butter fat :-

Compare our price with any competitor

FRESH FROZEN DAILY

## JACK & JILL

317 Main St. Geneva, N. Y.

We Suggest for Easter  
**R O S A R I E S**

Genuine Elephant Ivory - Amethyst -  
Crystal - Mother of Pearl - Sterling  
Silver - Genuine Onyx and Coca Beads.  
Also simulated stones in a variety of  
colors — priced from

25¢ to \$25.00

**S. A. GILBERT**  
JEWELER

510 Exchange St. Geneva, N. Y.

# \* DOROTHY GOES SHOPPING \*

Both miss and matron will find many charming **Dresses** to choose from at

**The Seneca Shop**  
45 Seneca St.

Silks and crepes in all colors and shades, and gay prints fashioned for Spring, yet practical for Summer. **Dresses** for all occasions.

—D—

Something beige is indispensable to every smart wardrobe this Spring.

—D—

Perhaps you'll never know how happy they were to receive an **Easter Greeting** from you. You will find a complete selection of **Greeting Cards** at

**McCarthy's Pharmacy**  
162 Castle St.

Also, **Gift Packages** of **Whitman** and **Schrafft** assorted **Chocolates**.

—D—

Take Spring with an air of "do and dare"! Fashions play right into your hands. If you've been wearing sombre colors, go in for brilliant hues. Brave the youth of a bolero or a short, boxy topper. Choose your hat because it's silly and covered with flowers. Be a bit rash about the new!

—D—

Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?  
**"Dorothy"**

—D—

**Call 2105 —**

Extend your Easter Greeting to those dear to you with

**Flowers**

Corsages . . . Cut flowers . . . Centerpieces . . . Potted plants . . . from

**The Staley Flower Shoppe**  
84 Castle St.

Easter Greeting Cards, also.

**For Easter — get your Ice Cream** at

**The Corner News**  
cor. of **Main** and **Castle St.**  
Special Easter Rolls . . . Bulk and  
Brick Fro-joy Ice Cream.

**Call 2515**

A complete selection of Easter and other **Greeting Cards**.

—D—

Does a glance at your watch require adding or subtracting minutes? Others know the advantage of a perfect timepiece . . . the advantage of having a watch cleaned, repaired, regulated by an expert. Why not you?

**Prince's Jewelry Store**  
20 Linden St.

—D—

Redingotes are smarter than they've been in years.

—D—

**International Clothes for Men** have an appeal not only to the man who wears them but to all who see them . . . They have **Quality** and **Charm** that appeal to others — **Price** and **Value** that appeal to you.

**A. P. Petersen**  
476 Exchange St.

—D—

A redingote is perfect for the shorter-than-average woman with larger-than-average hips.

—D—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

You and your jacket dress will be inseparable companions this Spring.

Going! Going! Not quite gone!

**A. C. Horn Paint**  
25% Discount

Inside - Outside - Enamel  
**Beard's**  
93 Castle St.

—D—

Accessories for Tots and Teens can be found at

**The Julia Elizabeth Shoppe**  
18 Linden St.

Children's **Fabric Gloves**, (beige, white, navy) . . . **Collar and Cuff Sets**, (white pique and linen) . . . **Vanta Socks** (infant sizes) . . . **Hats** (straw and felt).

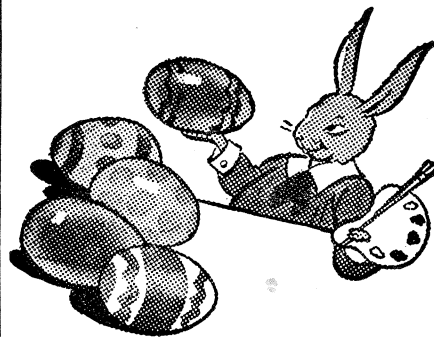
—D—

**Firoozi . . .**

for **Made-to-Fit**  
**Slip Covers**

59 Seneca St. Dial 2770

—D—



—O—

Do not laugh at children's fears, for this only makes them seem ridiculous, it does not help them to understand. A little girl afraid of her shadow was taught to inspect it while in her father's arms. Children need friendship and explanation, to rob them of their fears, impatience or condemnation will increase the trouble besides developing resentment.

—O—

Long before tobacco was introduced into England, smoking was commonly practiced. The favorite "smoke" was the dried leaves of coltsfoot.



## RADIO FLASHES

by Ralph Le Brun



**Frank Black,**  
NBC's  
musical director,  
negotiates  
a delicate passage  
with the  
NBC  
Symphony  
Orchestra.  
They are heard  
regularly  
on the  
"Magic Key of  
RCA"  
Programs  
over  
NBC-WHAM  
each Sunday,  
at 2 p.m.

Easter Sunrise Services will fill the air Sunday morning. Following are those to be heard on the networks:

- 5:00 A.M. Rome Italy, St. Peter's Cathedral followed by Papal Benediction. NBC-CBS.
- 7:00 A.M. Philadelphia Sunrise Service. CBS.
- 7:30 A.M. St. Louis. CBS—NBC-WEAF.
- 7:30 A.M. Soldiers' Field, Chicago. NBC-WJZ.
- 8:00 A.M. Hollywood Bowl, Los Angeles. MBS-WOR.
- 8:00 A.M. Salt Lake City, Utah. CBS.
- 8:00 A.M. Grand Canyon, Ariz. NBC-WEAF.
- 8:45 A.M. Glendale, Calif. CBS.
- 9:00 A.M. Mount Helix, San Diego, Calif. MBS-WOR.
- 9:00 A.M. Mount Davidson, San Francisco. NBC-WEAF.

Have your radio tubes tested on my new  
Mutual Conductance Tester.  
This is the standard test used by ALL tube and  
set manufacturers. The only 100% accurate  
method.

**RALPH LE BRUN**

Phone 3237

225 High St.

- 9:45 A.M. Waikiki Beach. CBS.
- 11:30 A.M. Services aboard U.S.S. Pennsylvania. CBS.
- 1:00 P.M. Mass from Plaza Mission, Los Angeles. CBS.

On Thursday, at 10:30 P.M., a dramatization of the Crucifixion, "Behold the Man", will be presented over NBC-WHAM. On Friday, at 10:30 P.M., also over NBC-WHAM, Rev. Fulton Shien will speak on "The Seventh Word". Music for both programs by the Paulist Choirters.

Lud Gluskin will be the musical pilot of the Ken Murray program when it replaces the Burns and Allen show on the Columbia network, Wednesday, March 31, at 8:30 P.M. Also to be heard on the program will be Ken Murray's stooge, "Oswald", the vocalizations of Shirley Ross, film singing sensation, and the petite blonde, Marilyn Stuart. George Burns and Gracie Allen will move to a new program over NBC-WEAF beginning April 12, at 8 P.M.

The tie that binds Bob Burns to Van Buren, Ark., is evidently a strong one. Overlooking no opportunity to boost the place, the Kraft Music Hall comedian, even advertises it on his stationery. Suspended from a drawing of his famous bazooka is an outline map of the State of Arkansas with Van Buren indicated in the northwest corner. It bears the legend, "Van Buren, The Home of the Bazooka."

## WELCH'S

494 Exchange St.

... where you'll find Men's Apparel in Styles to please all tastes and at Prices to fit all purses.

SUITS ..... \$15 to \$35  
TOPCOATS ..... \$15 to \$28.50  
SHIRTS ..... \$1.00 and up  
"MALLORY" HATS ..... \$4-\$5  
(Other Hats.....\$2.45 up)

WELCH'S . . . for Complete SPRING OUTFITS  
for Men.



**Smith's**

J. W. SMITH DRY GOODS CO.



**DELICIOUS EASTER  
CANDIES and Novelties**

*Temptingly Fresh*

THE BEST AT POPULAR PRICES

# CLASSIFIED BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK

Read each advertisement in this section. Look for the stars (\*). A number of them are scattered among the different ads. Make up a list of the firms in whose ads these stars appear.

Mail your list to "Directory Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

**FREE THEATRE TICKETS** will be mailed to persons sending correct list, as follows:

First three correct — Two tickets each to Regent Theatre.

Next four correct — One ticket each to Geneva Theatre.

**NOTE** — Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

## Auto Service

### FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## Auto Sales

SEE PHILLIPS . . .

for Good Used Cars

All Makes

PHILLIPS MOTOR CO.

Authorized FORD Dealer

230 Genesee St.

## Auto Tires

NORWALK TIRES . . .

5 ply instead of 4

7 ply instead of 6

Plus ply strength without sacrifice of riding comfort. Flat tread—greater road surface contact.

LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

## Auto Repairs

EXIDE BATTERIES

Battery Service

Charging and Rentals

PHONE 2028

STRATTON'S BRAKE SERVICE

Lake St. near Exchange St.

## Advertising

Advertise with . . .

**SIGNS** By  
MURRAY

Order your after-Easter Sale Cards  
and Signs now.\*

127 Lafayette Ave. Call 3681

MR. MERCHANT:

Can you afford to pass up the buying  
requirements of 25,000 people weekly?

ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS  
Phone 2108

## Body and Fender Work

BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the paint too, make 'em like new again. In fact we can repair the whole body, no matter how bad it's wrecked.

PETERSON (Seymour Alley)  
rear Geneva Loan & Savings Assn.

## Business Directory

If you would like a space in this

CLASSIFIED

BUSINESS DIRECTORY

SECTION

Dial 2108

## Coal and Coke

Exclusive Geneva Dealers for

"BRIQUETTS"

(100% hard coal) \*\$9.75 per ton

FRANK DWYER COAL CO.

Phone 2421

16 E. Castle St.

## Florists

FLOWERS FOR EASTER

Phone 2026

Orders delivered locally

or telegraphed anywhere

TRAUTMAN & SMITH

Greenhouse & Office - No. Exchange St.

## Valedictory

Angry Employer (to Irishman who insisted on leaving his service): "Well, good-by, Pat, and bad luck to you."

Pat: "Good luck to you, sir, and may neither of us be right."

## Gas and Oil

DELCO BATTERIES

50¢ RECHARGING  
SERVICE

CARROLL'S CENTRAL SERVICE

Opposite\*Armory

305 Main St.

Phone 2592

WINTER OIL and LUBRICATION

Makes Easy Starting

Adds Life to Your Car

OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

"Marfak" Lubrication - Star Pumps

Service that never fails to satisfy.

"Blue Ribbon Cakes" . . . always fresh

WEST END SERVICE

Mark Hopwood, Prop.

(formerly Rickerson's)

TEXACO GAS & OIL

COMPLETE LINE OF GROCERIES

Hamilton St. foot of Bean's Hill

## Groceries

BRENNAN'S GROCERY

31 John St.

UTICA CLUB

CANANDAIGUA

STANDARD

Beer \$1.99 case, plus

or Ale bottle charge

SCHMIDT'S ALE (12 oz),

.....15¢; quart, 35¢

Phone 4572

Free Delivery

Open until 9 every nite

## Hardware

EVERY HOUSE NEEDS

WESTINGHOUSE

See the 1937 Westinghouse Refrigerator and other Westinghouse Appliances at\*

DILLINGHAM & SON, INC.

20-22 Castle St.

—; BUY IN GENEVA :—

# Classified Business Directory Section (Continued)

## Insurance

Retirement Annuities & Life Insurance

**THE UNION CENTRAL LIFE INSURANCE CO.**

25 Seneca St. Geneva, N. Y.  
Richard F. Licht, Mgr.  
Merle H. Smith, Agt.

## Meat

### JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

#### SATURDAY SPECIALS

Italian Sausage.....25¢  
Hamburg Steak, 2 lbs.....25¢  
Tender Minute Steaks.....25¢

#### EASTER SPECIAL:

Armour StarHams.....27¢ lb.  
"The Ham What Am"

-: Order Early :-

Come in . . . we can save  
you money on Groceries.  
(Plenty of Parking Space)

#### WEEK-END SPECIAL

**MULVEY'S**  
FISH FILLETS.....}17c  
LEAN CHOPPED BEEF}

Phone 2712 — We Deliver  
70 No. Genesee

## Moving - Storage

WE'LL STORE YOUR FURNITURE  
or MERCHANDISE

Reasonable Rates. Move you, too, if you  
desire. Our vans go anywhere, any time.  
All loads insured.\* Also have few odd  
pieces furniture for sale.

**GENEVA MOVING & STORAGE CO.**  
C. A. Bissell, Pres.

99 Genesee Street Phone 2182

## Office Equipment

NOTICE . . .

PORTABLE TYPEWRITER  
PRICES ADVANCE APR. 1  
— Buy Now —

**GENEVA  
TYPEWRITER EXCHANGE**  
Phone 6500 17 E. Castle St.

## Optometrist

A NEW PAIR OF GLASSES  
or having the old lenses changed will  
help those with weak eyes to have a  
better outlook on 1937.

G. W. FLETCHER, OPTOMETRIST  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

## Publicity

The Geneva Community News  
has the largest local distribution of  
any advertising medium.

It costs but little to send YOUR MES-  
SAGE TO ALL of Geneva's residents  
. . . and many others . . . every week.

Phone 2108

## Parking

Day or Evening (outside).....15¢  
All night (outside) 25¢; (inside) 50¢  
Per week (outside) 50¢; (inside) \$1.00  
Car washing,\* \$1.00 up

**ANDERSON'S PARKING STA.**  
Opp. Armory Rear Central Service

## Papers - Magazines

SOMETHING TO READ? SURE!

That's our line — Daily and Sunday  
Papers, Magazines, Periodicals . . .  
Your Favorites, Ice Cream and a com-  
plete fountain service. Candy, Pipes,  
Cigars, Cigarettes, Stationery.

**THE CORNER NEWS**  
Cor. Main & Castle Sts. Phone 2515

## Sea Food

FRESH CHESAPEAKE BAY SHAD  
. . . now in season

**GENEVA FISH MARKET**  
Louis A. Boehm, Prop. We Deliver.  
Phone 6222 358 Exchange St.  
EVERYTHING IN SEAFOOD

## Sheet Metal Work

FURNACES \* ROOFING  
and AIR-CONDITIONING

**HOMER R. OSTRANDER**

Phone 3976 Rear 70 Colt St.

## Shoe Rebuilding

NEW SHOE APPEARANCE  
WORN SHOE COMFORT  
. . . with shoes rebuilt at . . .

**FRANK'S  
SHOE RENEW SERVICE**  
10 Castle St. Geneva, N. Y.  
Prompt Work - Reasonable Prices

## Smoker's Supplies

We handle only  
STRICTLY FRESH CANDIES  
Try "DURAND'S" for Easter  
H. F. FOX, Tobacconist (since 1870)  
Stop at the sign of the Indian  
next to Kirkwood Hotel

## Travel

**WEST INDIES - BERMUDA**  
and Mediterranean Trips. Book early  
for Summer European Trips.

**GENEVA TRAVEL BUREAU**

Genevieve McCarthy  
Main & Seneca\*Sts. Phone 2226

## Vocal Instruction

Special attention to beginners  
in VOICE TRAINING  
Spring Class now forming

**JAMES WENTWORTH, Tenor**  
225 Main St. Phone 5307

—No charge for audition—

**HERE ARE THE WINNERS**

. . . in our "Star Counting Contest"  
for the past week: (see page 8)

(Geneva)

Mrs. Geo. R. Lewis, 135 Exchange  
St.

Miss Louise M. Fahy, 80 Maxwell  
Ave.

Mrs. J. M. Horner, 14 N. Main St.  
Anita A. Veit, 186 Genesee St.

Mrs. Henry Butler, 12 Goodelle  
Ter.

(Outside Geneva)

Mrs. Zelta H. Long, R.D. 3, Water-  
loo

Marjorie Wadhams, Lyons

Theatre Tickets have been mailed.

Now turn to page 5. Someone  
will win a \$3.00 CASH AWARD  
for writing about the advertiser, or  
the products of the advertiser,  
specified as the one to write about  
this week. Why not YOU?

## Fred C. Garver

announces his connection with  
**Dunlop Tire & Rubber Co.**  
373 Exchange Street Phone 3163  
: Get his prices before buying Tires :

## CARPENTER and BUILDER

Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free

## TWO WEEK-END SPECIALS

"BALTIMORE CLUB"—(Two Year Old Whiskey).....pints, 99¢; quarts, \$1.90

"ROYAL BENGAL" RYE .....pints, 69¢ quarts, \$1.32

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

### Not Loud Enough

The man at the theatre was annoyed by conversation in the row behind.

"Excuse me," he said, "but we can't hear a word."

"Oh," replied the talkative one. "And is it any business of yours what I'm telling my wife?"

### Noted Figure

"Now there's a general for you. One day you read about him in Mexico, the next in Cuba and a day later you hear he's in Europe."

"To which general do you refer?"

"General Chaos."—*Wall St. Journal*.

### Missing Link

Instructor: "You say in this paper that you know the connecting link between the animal and vegetable kingdoms. What is it?"

Student: "Stew."

### Back in Circulation

A document reporting the seizure of counterfeit money was recently sent from a small town to the Treasury. When an official wrote back asking that this money should be forwarded, he received the following answer:

"The false money seized by me has already been forwarded by postal money order."

### The Weakling

She could swing a six-pound dumb-bell,

She could fence and she could box;

She could row upon the river,

She could clamber 'mong the rocks;

She could golf from morn till evening,

And play tennis all day long;

But she couldn't help her mother—'Cause she wasn't very strong.

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

Kerosene Oil - Fuel Oil - Range Oil  
Gasoline and Greases

## JOHNSON PETROLEUM PRODUCTS

Geo. Johnson, Mgr.

Distributor ARMUR Motor Oils  
86 Norwood Avenue Phone 5760



### FRIDAY-SATURDAY

The Funniest Comedy of  
His Career!

JOE E. BROWN in

### "WHEN'S YOUR BIRTHDAY"

Added: Cartoon, Pigs Is Pigs.  
Sylvia Froos in School for Swing.  
Peter Van Steeden & Band. News.

### STARTS SUNDAY — 3 DAYS



Plus  
Mickey's  
Circus  
Mickey Mouse Cartoon - News

Wed. LIONEL BARRYMORE  
Thur. CECILIA PARKER

"FAMILY AFFAIR"  
Wednesday may be your NITE!

BUY at  
**TODAY'S  
LOW PRICES**  
PAY ON  
**EASY TERMS**  
OUT OF YOUR  
FUTURE INCOME  
USE OUR

**GENERAL  
TIRE ACCEPTANCE  
CORPORATION  
PAYMENT PLAN**

**FINK'S  
SUPER-SERVICE STATION**  
Lake Street Phone 2448

**MR. FISHERMAN:—**

Lake Trout Season opens April 1  
Brook, Steelheads and Rainbow,  
April 3

Complete Line of Fishing Tackle

**O. K. News Corp.**

28 Castle Street Phone 2713  
GENEVA, N. Y.

## KEEP YOUR TRUCKS ON THE ROAD



### USE OUR BUDGET PLAN

**COMPLETE TRUCK  
SERVICE AND  
EQUIPMENT ON LOW  
WEEKLY PAYMENTS**

### NO MONEY DOWN

**Firestone**

THE ONLY TIRE BUILT WITH GUM-DIPPED CORDS

### COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

### REGENT THEATRE ATTRACTIONS

*Fri.-Sat., Mar. 26-27:* James Dunn and Jean Rogers in "Mysterious Crossing", plus Buck Jones and Lita Chevre in "Sandflow".

*Sun.-Mon.-Tues., Mar. 28-29-30:* Victor McLaglen and Preston Foster in "Sea Devils".

*Wed.-Thurs., Mar. 31-Apr. 1:* William Gargan and Binnie Barnes in "Breezing Home".

### Knew Sweet Potatoes

Fine quality sweet potatoes were raised in Hawaii 200 years ago. Even today this vegetable is more popular in Honolulu than in many other parts of the nation.

### THE ANSWERS . . .

Ans.-1: Michigan.

Ans.-2: Yes, four times more.

Ans.-3: Wilmington, Del.

(Questions on page 2)

### Naming "Rubber"

In 1770, when it was learned that a piece of elastic gum was useful for rubbing out pencil marks, it received the name "rubber."

A sandwich may be a balanced ration; but it may need less bread to complete the balance.

## WELDING . . .

FARMERS . . . ATTENTION!

Spring is "Just Around the Corner"

Have your broken machine  
parts welded . . . now!

## HARRY E. VAIL

24 Tillman St.

Phone 2682

BEFORE YOU BUY A USED CAR

## ... See PHILLIPS' Better USED CAR VALUES

Our better Used Cars and Trucks are in the pink of condition.

We ask you to

### Compare Our Prices Anywhere

Car. No. 625-U	only \$295.00
1934 FORD TUDOR SEDAN.....	
Car. No. 701-U	only \$395.00
1935 FORD DEL. FORDOR SEDAN. Radio.....	
Car. No. 679	only \$495.00
1936 FORD DEL. FORDOR SEDAN.....	
Car. No. 93-UT	only \$295.00
1934 DODGE DEL. PANEL. Excellent.....	
Car. No. 92-UT	\$595.00
1936 FORD 157" STAKE TRUCK. 10-ply tires. Helper springs. Gun metal. Looks like new	

Your choice of several 1936 Ford Coupes with Heaters. Excellent condition. Just at present we are overstocked on these 1936 Ford Coupes. Take your choice.

26 CARS AND TRUCKS	\$25.00 to \$95.00
Priced from.....	
48 CARS AND TRUCKS	\$115.00 to \$595.00
Priced from.....	

Nearly all Models and Makes.

YOUR CAR IN TRADE.

EASY TERMS.

Come in and let us make you a proposition.

## Phillips Motor Company

230 Genesee St.

Authorized FORD Dealer

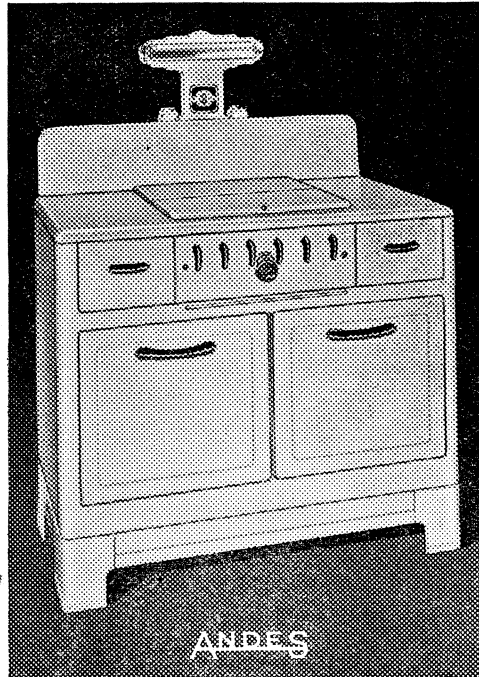
Geneva, N. Y.



## Announcement . . .

THE BEAUTIFUL NEW 1937 ANDES  
GAS RANGES ARE NOW ON DISPLAY

**5  
NEW  
1937  
MODELS**



**NEW  
FEATURES**



The Andes "Queen"

### NOTE BEAUTIFUL STREAMLINE BALANCED APPEARANCE

**TWO OVENS** — One at right — Large baking and roasting oven.

One at left — Combined pastry oven and broiler. This pastry oven has great speed  
— just the oven for a few baked potatoes, cakes, pies, etc.

Beautiful streamlined lumiline lighting fixtures. Furnished either with minute minder or fully automatic.

Equipped with the new Andes "THERMAL EYE"—the greatest advancement in 10 years in gas range development.

**CENTER** cooking top—note the convenient working space each side of this cooking top.

The last word—to see this range in new beautiful color combinations is to want one.

—: SEE THEM AT OUR DEALERS :—

**MAYTAG SALES & SERVICE**

431 Exchange St.

**DILLINGHAM & SON, INC.**

20-22 Castle St.

### EMPIRE GAS AND ELECTRIC COMPANY

The new Andes Ranges will be demonstrated at the Cooking School — tonight — Thursday, March 25,  
Empire Gas and Electric Co. display room, Castle Street.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., APRIL 1, 1937

## Auto Loans \$50 to \$300

Let Your Car PULL YOU OUT

Your car will go security for you. Continue to use it while repaying loan.

Ready Cash for — Purchasing New or Used Car — Refinancing to smaller monthly payments — or other worth while Purposes.

- Reasonable Rates
- No Insurance Required
- 1-20 Months To Pay

3 OTHER LOAN PLANS  
Furniture, Co-Makers and Combination

---

YOU'LL LIKE OUR COURTEOUS, CONFIDENTIAL AND FRIENDLY SERVICE.  
COME IN TODAY — PHONE — WRITE.

---

## Loan Service Corp.

34 Seneca St., 2nd Floor . . . over Keilty's Dry Goods

PHONE 2334

“LOANS MADE IN NEARBY TOWNS”

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., APRIL 1, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

## CONTEST NOTES

The winning letter—and a very good one, too—about the Geneva Baking Co. will be found on page 6 of today's issue. See next week's issue for letter about Riggs & Jensen.

See page 9. YOU are invited to write a letter this week about the business specified for the subject of this week's letter. Some contestant will win a CASH AWARD of \$3. A different advertiser is specified each week.

See page 11 for the list of the past week's winners in our "Star Counting Contest".

Yes, indeed, it PAYS to read THE COMMUNITY NEWS—every week, and the advertisers know that "It Pays to Advertise" in THE GENEVA COMMUNITY NEWS—every week.

When a President is impeached, the United States senate sits as a court of impeachment, but the chief justice of the Supreme Court presides.

## GENEVA COMMUNITY CHORUS CARD PARTY

Wednesday, April 7  
MASONIC TEMPLE

Prizes

Entertainment - Refreshments

8 p.m.

Tickets, 50¢

## THREE PIANO RECITALS By MR. THOMPSON'S STUDENTS

The piano students of William H. Thompson, well known pianist and instructor, are to be presented in three recitals, as follows:

Junior group on Sunday afternoon, April 4, at 3:30; Intermediate group on Monday afternoon, April 12, at 3:30 and the Senior group on Monday evening, April 12, at 8:15.

All three recitals will be given in the Woman's Club Building and the public is cordially invited.

## GENEVA COMMUNITY CHORUS INVITES SINGERS TO JOIN

The Geneva Community Chorus, under the direction of Grace Wynne Tapley, urges all who like to sing to join with them for preparation of the Spring Festival, which is to be given Tuesday, May 18. A splendid program, both musically and socially has been arranged by the chorus, and a good time will be assured all who care to join. Mr. Robert Wyatt is president; Mr. John Pryor, vice-president; Miss Elizabeth Rhodes, secretary, and Mr. Geo. Fairfax, treasurer.

Rehearsals for the Festival are held each Monday evening, at 7:30, at St. Stephen's Parish House, So. Main Street, second door south of Trinity Church.

## PANCAKE SUPPER

Division B of the Methodist Church will serve a Pancake Supper in the Church parlors on Monday, April 5, from 5 to 7:30 p.m. Tickets, adults, 35¢; children, 20¢.

An oyster never produces more than one masterpiece, but it is a pearl.

*The Rexall* DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

CO-OPERATION with your  
Life Insurance Representative  
... May increase the  
Value of your Life Insurance Estate

LAVERNE F. DARLING

Geneva Trust Bldg. Phone 2184

## "WILLYS" . . .

The Surprise Car of the year  
HALF THE GAS . . . up to 35 miles per  
gallon . . . TWICE THE SMARTNESS

## DODD & COLLINS

401 Exchange St. Geneva, N. Y.

IT'S NOT TOO EARLY to plan that  
vacation trip.

Ask us about our  
"ESSO TOURING SERVICE"

EXCHANGE ST. ESSO STATION

J. W. BARNES

## L. E. HILTON

SERVICE TO THE HOME

Ashes and Rubbish removed in any  
quantity.

Building and repairing Lawns and  
Driveways.

Rich Top Soil for Lawns or  
Gardens.

-: ALSO :-

Fine Rotted Manure, Peat Moss, Harvey's  
Finest Lawn Seed and Compost Soil.

Phone 6102 14 Clover Street  
Geneva, N. Y.

## DON'T WORRY ABOUT HOUSE CLEANING

We are doing the work  
for many thrifty housewives

We can help with all these items:

Blankets - Pillows

Rugs - Furniture - Slip Covers

Just phone 2910 . . .

## FOOTE'S CLEANERS

Harry D. Tarbell

78 Castle Street Geneva, N. Y.



—: ON OUR STAGE :—

**THIS FRIDAY, APRIL 2nd ONE DAY ONLY**

THE KING OF JAZZ!

# PAUL WHITEMAN

## IN PERSON!

## --: PRICES :--

## MATINEE

Adults . . . . . 40¢  
Children . . . . . 25¢

## EVENING

Adults . . . . . 55¢  
Children . . . . . 25¢

with his band

25 - ARTISTS - 25

on the Screen "They Wanted to Marry", Betty Furness

CONTINUOUS  
PERFORMANCE

From 2:00 P.M.

## Y. M. C. A. NOTES

Following is the present membership of the various clubs affiliated with and meeting at the "Y":

Friendly Indians.....	89
Junior Comrades.....	49
Jr. Hi-Y.....	33
Sr. Hi-Y.....	38
O. Q. Girls.....	32
Youth Club.....	176
Rural Hi-Y.....	28
Girls' Hi-Y .....	18
O. Q. Alumnae.....	18
First Aid .....	36
Calumet .....	28

Total.....543

The present "Y" schedules are as follows:

## Monday

12:00-1:00, Rural Boys' Club  
2:30-4:30, Mothers' Meeting  
4:00-5:00, First Aid  
3:30-5:00, Sr. Comrades in Gym  
5:15-6:30, Business Men's Club in Gym  
6:30-7:30, Jr. Hi-Y in Gym  
7:30-9:00, Senior Gym Class  
7:00-11:00, Calumet Club

## Tuesday

12:00- 1:00, Rural Boys' in pool  
3:30- 5:00, Jr. Comrades in Gym  
5:15- 6:00, Jr. Leaders' Class  
6:30- 7:30, Sr. Hi-Y in Gym  
7:00- 9:30, Sr. Hi-Y in Club room  
7:00- 9:30, Girls' Hi-Y Club (Alumnae O. Q. Club every 2 wks.)

7:30-10:00, Sr. Church Basketball League  
8:00-10:00, Stamp Club in Dining room  
8:00-10:00, Ping Pong demonstration in lobby

## Wednesday

12:00- 1:00, Rural Boys in Gym  
3:30- 5:00, Friendly Indians in Gym  
4:00- 5:00, Life Saving and Scout tests  
5:15- 6:30, Business Men's Club in Gym  
6:30- 7:30, Jr. Comrades Basketball League

7:15- 9:00, Jr. Hi-Y Club in Dining Room  
7:30-10:00, Sr. Church League in Gym  
(To be continued)

### GRACE WYNNE TAPLEY

TEACHER OF VOICE  
Spring Term starts April 5

Private and Class Lessons for beginners and advanced singers.

Children's Class Saturday Morning, 9 to 10.

Rhythm Band, Sight Singing and Ear Training

Studio, 81 Maxwell Ave. Phone 6229

## Buy Everything for Your Car on Sears Convenient 12 PAYMENT PLAN

You pay Sears regular low prices,  
plus a small carrying charge . . .  
instead of the usual higher time  
payment prices asked elsewhere.

Payments as Low as **50¢** a Week

## SEARS, ROEBUCK AND CO.

479 EXCHANGE STREET

GENEVA, N. Y.

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Ham Salad Canapes

$\frac{3}{4}$  cup finely chopped ham  
1 tablespoon pickle relish  
Mayonnaise to blend

Finger lengths of whole wheat bread

Combine ingredients and spread smoothly on the finger lengths of bread.

Mrs. S. M. B., Brook St.

## Orange Candied Sweet Potatoes

1 cup orange juice  
 $\frac{1}{2}$  teaspoon grated orange peel  
1 cup water  
 $\frac{1}{2}$  cup sugar  
3 tablespoons light corn syrup  
 $\frac{1}{2}$  teaspoon salt  
 $\frac{1}{4}$  cup butter  
6 to 8 sweet potatoes

Peel sweet potatoes and arrange in medium size pieces in baking dish. Combine all other ingredients and pour over potatoes. Cover dish and bake in moderate oven (350°) until tender. Baste occasionally and remove lid for last 10 minutes.

L. J., West Avenue

## Pecan Brownies

2 egg whites  
1 cup pecans (broken up)  
1 cup brown sugar  
 $\frac{3}{4}$  cup fine bread crumbs, vanilla flavoring

Beat egg whites stiff, add sugar

and flavoring. Add bread crumbs and nut meats. Drop from teaspoon on greased cookie sheet and bake in moderate oven (325°) until light brown.

Mrs. F. G., Highland Avenue

## Rice Griddle Cakes

1 pint milk  
2 cups cold boiled rice  
2 cups flour  
3 eggs,  
1 tablespoon melted butter  
2 heaping teaspoons baking powder

Put rice through sieve, add the well beaten eggs. Add melted butter, flour and milk. Beat until smooth, add baking powder, mix thoroughly and bake at once on hot griddle.

Mrs. L. B. McM., William St.

## Sausage Surprise

2 cups cooked spinach  
1 medium onion (chopped)  
1 egg slightly beaten  
1 cup dry bread crumbs  
 $\frac{1}{2}$  lb. pork sausage  
1 teaspoon salt  
 $\frac{1}{2}$  teaspoon pepper  
 $\frac{1}{2}$  cup grated cheese

Combine all ingredients except

Let us show you the "Coolerator"  
the conditioned-air refrigerator

## C. J. BRADY

RE-FILTERED  
CITY WATER ICE

110 Lake Street Phone 2740

Tune in . . . Gladys Swarthout  
— and Robert Armbruster's Orchestra,  
Wednesdays, at 10:30 p. m.,  
WEAF and Red Network.

cheese and place in greased casserole. Sprinkle the top generously with the cheese. Bake in moderate oven (350°) degrees for 40 minutes.

B. G., Hogarth Ave.

## Room for More

When a man heaves a sigh and says he has done his best, he is usually trying to fool his conscience.

## PIANO TUNING

and Rebuilding

**R. J. PARK**

60 Lyceum St.

Phone 6165

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

ELKAY STURDIBILT

Metal Products

cabinet sinks, cabinet tops, sink bowls.

**Seneca Plumbing & Heating**

68 Exchange St.

Phone 6574

For the BEST in

## MEAT and POULTRY

at reasonable prices

PHONE 2127

## WILSON & JOHNSON

261 William St.

Five deliveries per day to all parts  
of the city

Also plenty of parking space

## REDUCED PRICES on COAL

Starting April 1

Phone 2393 or 2373

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle Street

261 Exchange Street

RANGE OIL - KEROSENE OIL - FUEL OIL

It isn't modern construction  
if it doesn't include . . .

## AIR-CONDITIONING

Cleaner, purer Winter heat . . . Cooler in Summer  
(May be applied to your present heating system)

**JOHN A. PONTIUS**

(Air-Conditioning Specialist)

90 Elm Street

Phone 4575

## A HIDDEN TREASURE CHEST

In the heart of Geneva there is hidden a treasure chest. Many people know of its existence but a vast majority have no knowledge of it, and if they have heard of it, have given it so little credence they are still going blindly on missing all the adventure that might be theirs.

A Treasure Chest! A great strong box containing the wealth that will bring luster to the eye, that will send the blood coursing with the thrill of discovery, that will fill the mind and soul with satisfaction, that will make the heart swell with pride and give to living that feeling of security that doubles courage and joy.

Where is this magic chest? Where indeed. Were it known to every person its glamour would soon be gone, it would not long be a treasure chest in very fact. Was any treasure chest you ever heard of a thing that could be easily found, gained, or possessed? No indeed, as every schoolboy knows.

The road to discovery of any treasure chest that ever existed is fraught with adventure, adventure that is shot through with the will to seek, to undergo difficulties, to carry on. You have to give something of yourself, your ingenuity, your courage, your eagerness to learn, in order to gain most things, and that's probably why you didn't know that in the heart of Geneva

there exists a treasure chest holding all the traditional lures.

Given the directions of how to find Geneva's treasure chest, many people still would not exert themselves enough to find "what it's all about" as they say on the street. The treasure chest is there, but if you never look its way you never see it, and never seeing you never possess it, and never possessing, you miss adventure, pride and security, to mention just a few of the joys locked within the bounds of every treasure chest extant.

Next week's COMMUNITY NEWS will tell you more about the treasure chest that rests in the very heart of Geneva.

### Just Make It

"Mama," said little Johnny, "don't men ever go to Heaven?"

"Why of course, dear. What makes you ask?"

"Because I never see any pictures of angels with whiskers."

"Well," said mother thoughtfully, "some men go to Heaven, but they get there by a close shave."

## Baumgartner's Food Store

Specials for Friday and Saturday

FRESH DRESSED CHICKENS,	
per lb. ....	24¢
DEMING'S PINK SALMON,	
2 cans for .....	23¢
MISS LOU SHRIMP, per can.....	13¢
NIAGARA PORK & BEANS,	
large can .....	10¢
ORCHARD FARM RED SOUR	
CHERRIES, 2 cans for.....	25¢
QUEEN BESS TOMATO JUICE,	
2 cans for .....	15¢
QUEEN BESS GOLDEN BANTAM	
CORN, per can .....	10¢
KING DOG FOOD, 4 cans for.....	25¢

Top of Bean's Hill at edge of city

Phone 2546

We'll Deliver

25th

25th

# Anniversary

## -- SALE --

### Starting Thursday April 1st

SOME REAL BARGAINS IN EVERY DEPARTMENT.

CURTAINS — Lace, Ruffled, Cottage Sets. 88¢  
Priced to \$1.39 — on Sale for.....

BRIDGE SETS — Regularly 79¢ 49¢  
Sale price .....

TURKISH TOWELS — 8¢ - 17¢ - 21¢ - 32¢ - 43¢ each  
Bargains at .....

CRETONNES — Values to 49¢. 14¢  
Now .....

COTTON BED BLANKETS — \$1.34  
\$1.69 quality .....

Just a few samples of the  
bargains waiting for you.

## HOWARD DRY GOODS CO.

25th

25th

GENEVA COMMUNITY NEWS  
LETTER CONTEST

GENEVA BAKING CO.

Our Own Home Industry

Why buy out-of-town Bread, when we have good old "Butterfly"—made right here at home.

The ingredients used in making "Butterfly" Bread are so pure and wholesome that you can smell its goodness right thru the wrapper, and all their other products, Rolls, Cookies, and Fried Cakes, are equally good.

The different varieties of bread include Vienna, Half and Half, Health, Sesame, Potato and Raisin.

Established in 1911 in the old Silk Mill on North Street, the Geneva Baking Co. in 1916 built their present plant on Exchange Street. They use the best materials obtainable to make their products and maintain a most modern and sanitary bakery.

I have used "Butterfly" Bread ever since the first loaf came out of the oven and will continue to do so, for to me it is the best and most wholesome loaf on the market. It has held its own for 26 years against all comers, and why? Because it is the "tops", so to speak.

So let us say "BUTTERFLY" for its own sake, for our sake and for the sake of our own home town.

(Signed) M. J. B., Main St.

The weekly CASH AWARD of \$3.00 in our "Letter Contest" (see page 9) has been sent to the writer of the above letter. Why not write a letter about the business house specified for this week's letter? Perhaps you, too, may win a Cash Award.

**In More Ways Than One**

"Do you know anything about people who travel in trailers, Pop?" asked the young hopeful.

"Well, I know one thing about them," replied Pop. "They detest flats."

Get  
**FRED GARVER'S**

prices on DUNLOP  
... before buying TIRES

373 Exchange Street Phone 3163



**COAL  
PRICES**

**HIT BOTTOM!! BUY NOW!!**

Domestic sizes of D & H Cone Cleaned Anthracite  
are the lowest in 20 years.

**RAPALEE COKE & COAL CORP.**

Phone 2221

30 Gates Ave.

**BETTER FOOD PROTECTION**

*Kitchen-proved*

... food kept safely for days  
past any usual requirement!

**GREATER CONVENIENCE**

*Kitchen-proved*

... Triple Storage ... Triple  
Food Saver ... Adjusto-Shelf!

**FULL POWER**

*Kitchen-proved*

... Economizer Unit runs small  
part of time ... saves money!

**FASTER FREEZING**

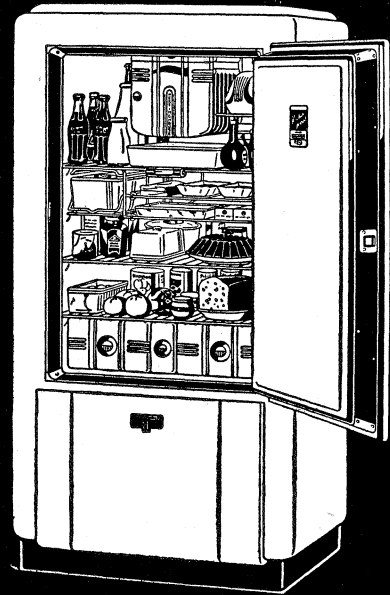
*Kitchen-proved*

... Sanalloy Froster freezes  
up to 50% more ice per day.

**GREATER ECONOMY**

*Kitchen-proved*

Running cost, only a few cents  
a day ... certified.



**Westinghouse**   
*Kitchen-proved* **REFRIGERATOR**

**Dillingham & Son, Inc.**

20-22 CASTLE STREET

GENEVA, N. Y.



## \* DOROTHY GOES SHOPPING \*

Planning to "do over" the Living Room, this spring—a Bedroom—the children's room? Be sure to see

### "Aristocrat Wallpapers"

which are Washable and Sunfast, at

**W. C. Demming Corp.**  
505 Exchange St.

—D—

An attractive table is as important as what you serve. One of the new centerpieces began with one of those new transparent hat boxes in which a bouquet of large white tulips was placed. The satin-bowed lid leaned rakishly against one side. Perhaps this will be an inspiration to you, next time you entertain.

—D—

For Suits and Coats for both men and women . . . for Pressing, Repairing, Altering, and Relining,

**A. P. Petersen**  
476 Exchange St.

New Trousers matched to your old coat and vest.

—D—

You seldom hear the word "shirt-waist" in connection with tailored dresses. New edgings have taken away that look. Such dresses now have contrasting piping, braid, rickrack and binding.

—D—

Going! Going! Not quite gone!

**A. C. Horn Paint**  
25% Discount

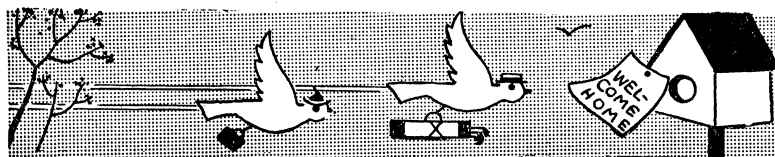
Inside - Outside - Enamel

**Beard's**  
93 Castle St.

—D—

Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

**"Dorothy"**



Stitching, either the machine or hand-run type—saddle stitching, turns up on practically every other frock.

—D—

Others know, it pays in the long run to entrust their watch or clock to a reliable jeweler—one you can depend on for expert cleaning and repairing. We recommend

**Prince's Jewelry Store**  
Linden St.

—D—

White accents are ever so good looking with dark prints.

—D—

Printed accents make a plain fabric look quite different.

—D—

In a few words, the "jigger coat" is a loose boxy coat, three-quarter length, that can be worn, over almost anything.

—D—

Cleanliness is the secret of radiant beauty.

—D—

For those informal snacks after bridge or for cozy twosome meals, the little square cloth that just fits the top of a card table is always in demand. New designs are unusual and interesting. Only two colors are used on many sets . . . Fringe, done in the same colors as the embroidery is the popular trend.

—D—

For the woman with an average figure but larger-than-average hips, the bolero style of dress is recommended. Wide sleeves and short

jacket length tend to add width above the waist, giving a well-proportioned silhouette.

—D—

A smart coiffure will flatter your new Spring hat. The pill box, glamorous in shiny black straw with a stiffened veil and of course, a cluster of flowers, looks twice as charming with a swept back and upward coiffure, formed into rolls at each side in back.

—D—

Take a good plain-colored costume and make merry with accessories.

—D—

With a gay print, you need simply designed accessories.

—D—

Nightly brushing done correctly with the brush held loosely in the hand and worked upward (never down) from scalp to ends, enhances the beauty of a good fingerwave or marcel.

—O—

**Phone 3529 . . .**

or address **Miss Dorothy Frautz**, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

—O—

### Variety

"And what kind of pie have you?" inquired the diners who had stopped at the eating house in a country town.

"We got three kinds," the waitress replied. "We got open-top, lattice-top, and kivered pie—but it's all apple."

—O—

### Cliff Dwellers in Colorado

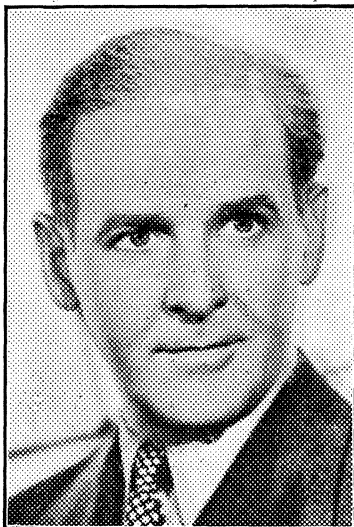
As far back as 1000 B. C., apparently, men were living in caves of what is now the Mesa Verde National park.





## RADIO FLASHES

by Ralph Le Brun



Walter Winchell  
is  
back on Broadway  
having  
completed  
his  
motion picture  
in Hollywood.  
He continues  
to be heard  
every  
Sunday evening,  
at 9:30,  
over  
NBC-WHAM.

Clark Gable will make one of his rare microphone appearances when he stars in a radio adaptation of Ernest Hemingway's novel and subsequent film, "Farewell to Arms", on the "Radio Theater" program broadcast over the nation-wide Columbia network, Monday, April 5, at 9 P.M. He will be supported by Adolphe Menjou, in his original picture role of Major Renaldi, and Josephine Hutchinson as the nurse. Gable will play the part of Lieutenant Frederick Henry, the American ambulance driver serving with the Italian forces during the World War.

Ray Noble, whose smooth music has won an unusual following in radio for the young British composer-conductor, will return to regular broadcasting providing the musical background for Burns and Allen. The nitwits of the networks start their new series on NBC, April 12, and will be heard Mondays, at 8:00 P.M., over the NBC-Red network. During the past season Noble has been on the air but little, the major portion of his time having been taken by a personal appearance tour.

On Sunday, at 1:30 P.M., Columbia will broadcast the 20th anniversary commemoration of the United

States' entrance into the World War. Government officials will participate in an hour panorama of events leading to great decision in 1917.

Edgar Bergen, the ventriloquist whose duologues with "Charlie McCarthy" have become one of the highlights of the Rudy Vallee show on NBC, has been practicing his art since a high school boy. In those days he amused himself and his classmates and confounded his teachers by answering for his fellows in classes when they faltered. Later, he put himself thru a medical course at Northwestern University by playing Chautauqua circuits in the Summer with his ventriloquist act.

(Continued on page 14)

## SALE OF REAL ESTATE PUBLIC AUCTION

APRIL 15th, 1937, 10:00 A. M., at CITY HALL  
Business Block 216-218 Exchange Street.  
House & Lot, No. 13 South Side of Jackson St.  
House & Lot No. 17 South Side of Jackson St.  
To Settle Estate of Emilio DeRaddo  
By Order of Surrogate's Court.  
GEORGE F. DITMARS, Attorney.

## Phillips says:

**"Used Cars Cost Less  
Where New Cars Sell Fast!"**

And the

**FORD V-8 for 1937 SURE DOES SELL  
FASTEST.**

See us at once for the Best Deal on a New Car  
and the largest assortment of Good Used Cars in  
Geneva. Come right here for the Best Bargains.

**YOUR CAR IN TRADE. EASY TERMS.**

## PHILLIPS MOTOR COMPANY

230 Genesee Street

Geneva, N. Y.

**EXTRA SPECIAL — April 1-2-3**

**One Car on Sale Each Day.  
25% Reduction in Price.**

**Sylvania**  
RADIO TUBES

"Set tested"—for use in a Radio like yours.

**RALPH LE BRUN**

Phone 3237

225 High St.

Today . . April 1 . . may be  
**"APRIL FOOL'S DAY"**  
 but we're not fooling  
 when we say the new  
 1937 "All-Star Series" of

**JOHNSON**  
**OUTBOARD MOTORS**  
 is some line.

Come in . . . see for yourself.

**CHARLES E. COOL**  
 Automotive Electrician  
 61 Geneva St. Phone 2050

**C.S. BURRALL & SON**  
 DEPENDABLE INSURANCE  
 SINCE 1829

"Goodbye Anxiety"

50 Linden St. Residence  
 Phone 2443 Phone 6434  
 Geneva, N. Y.

**BARGAINS . . .**  
 in used **EASY Washers.**  
 Carefully reconditioned for years  
 of trouble-free **EASY** service,  
 washing clothes whiter,  
 faster, gentler. As low  
 as 15¢ a day.

**EASY WASHER SHOP**  
 505 Exchange St. Phone 6323

You'll find the Best in  
**FURNITURE and RUGS**  
 at . . .

**WHEELER'S**  
 opposite Post Office  
 Also **APEX WASHERS**  
 "Magic Chef" **GAS RANGES**  
 Gen. Elec. **REFRIGERATORS**  
 and the New 1937  
**PHILCO and GRUNOW RADIOS**

**BUTTERFLY**  
**BEST**  
**READ**

Baked by  
 Geneva Baking Co.,  
 Independent Bakers  
 and sold in all  
 Independent Stores.

## \$ \$ \$ CASH FOR LETTERS

**EACH WEEK**  
**A CASH AWARD OF \$3.00**  
 is given for the most interesting  
 letter received about the store,  
 business, products, or services of  
 one of the merchants whose ads  
 appear each week on this page.

This week the award will be given  
 for the most interesting letter  
 about:

**S. A. GILBERT**  
 510 Exchange St. Phone 2241

What line of business is conducted by S. A. Gilbert? What special services are rendered? What nationally-known products are handled? These questions are just suggestions—not definite ones for you to answer.

If you are acquainted with the Gilbert store you can surely write an interesting letter about the merchandise handled or services rendered.

If not acquainted with this fine store and stock, go in . . . look around . . . ask any questions you wish.

However, no purchases are necessary as you are not asked to send any box tops or wrappers with your letter . . . and you may write anything you want to pertaining to the above named business—(not too long a letter)—and your subject will be what will count, rather than correct grammatical expressions, spelling, etc.

You have until next Monday to mail your letter, but — don't put it off . . . do it as quickly as possible. However, it's the most interesting letter received . . . not necessarily the first one . . . that wins the award.

Here's your chance for **CASH FOR A LETTER.** Mail to "Letter Contest", Geneva Community News, Geneva, N. Y.

While we reserve the right to publish any letter, if writers, for any reason prefer we use only their initials, we will comply, but sign complete name and address when sending your letter to us.

## ACME QUALITY INTERIOR GLOSS PAINT

is Ideal for Kitchen and Bathroom,  
 Walls, Ceilings, and Woodwork.  
 Semi-lustre, durable, washable.  
 Special for Friday and Saturday,  
 1 quart, 98¢.

**Cooney, Watts & Cooney**  
**HARDWARE**

513 Exchange St. Phone 2170

● **HEADQUARTERS**  
*for Painters*  
*and Paperhangers*

**FAIRFAX BROS. CO.**

87 Castle St. Phone 2441

## "THE AEOLIAN"

Every Piano requirement in the  
 Smallest Space.

Price \$245

**BOLIN MUSIC HOUSE**

## OUR BULK ICE CREAM

. . . any flavor, \$1.00 per gallon  
 (5 gallons or over).

-: 14% butter fat :-

Compare our price with any competitor

**FRESH FROZEN DAILY**

**JACK & JILL**

317 Main St. Geneva, N. Y.

## FRIGIDAIRE

Commercial Equipment  
 Refrigerator Display Cases  
 Milk Coolers  
 Meat Coolers  
 Water Coolers  
 Air Conditioning

Sold only by

**RIGGS & JENSEN**

475 Exchange St. Phone 2739



## THE FUNNYBONE



### Went Too Far

Doctor: "There's the original prescription, I can't imagine how you made that mistake in putting it up."

Druggist: "Humph! I must have mixed your signature in with the other ingredients."

### Right This Way

Willy: "My dad is an Elk, a Moose, a Royal Tiger, and an Eagle."

Nilly: "How much does it cost to see him?"

### Usual Regulations

"I suppose," said the lady to the street car conductor, "if I pay the fare of my dog he will be treated the same as other passengers and be allowed to occupy a seat?"

"Of course, madame," the conductor replied politely, "he will be treated the same as other passengers and can occupy a seat, provided he does not put his feet on it!"

### Accommodating

Old Lady (to newsboy): "You don't chew tobacco, do you, little boy?"

Newsboy: "No mum; but I ken give you a cigarette."

### Have to Stand the Strain

"I want a box of cigars, please."

"Yes, madam, a strong cigar?"

"Oh, yes; my husband bites them terribly."

### Distance Without Destination

A denizen of the hills of east Tennessee, who was appearing as a witness in a law suit, was being questioned as to his educational qualifications by the plaintiff's lawyer.

"Can you write?" asked the lawyer.

"Nope."

"Can you read?"

"Wa'al, I kin read figgers pretty well, but I don't do so good with writin'."

"How is that?"

"Wa'al, take these here signs along the road when I want to go somers; I kin read how fur, but not whurto."

### Knew the Signs

Mother: "Clara, what are you doing with all that jam on your lips? What would you say if you saw me looking like that?"

"I'd think you were going to a dance, mother."

### Arithmetic Class

The teacher was trying to make Elsie understand subtraction, and she said: "You have ten fingers; now, supposing there were three missing, what would you have then?"

"No music lessons," said Elsie promptly.—*Boston Transcript*.

## HARRY M. MOYER

—: PRINTER —

69 Oak Street

Phone 4189

Kerosene Oil - Fuel Oil - Range Oil  
Gasoline and Greases

## JOHNSON PETROLEUM PRODUCTS

Geo. Johnson, Mgr.

Distributor ARMUR Motor Oils  
86 Norwood Avenue Phone 5760

### Told the Truth

A tired English traveler in France was thankful to see a cafe whose sign bore the words: "Here-in is spoken French, English, Spanish and German."

Upon entering he asked for the interpreter.

The waiter answered, "We have no interpreter, M'sieur."

"Then who speaks the languages?"

"The travelers, M'sieur," answered the waiter.

## GENEVA

ON OUR STAGE, one day only,  
this Friday, April 2nd —

IN PERSON

PAUL WHITEMAN  
and BAND

25 — ARTISTS — 25

Continuous Performance  
from 2:00 P. M.

Prices: Matinee — Evening

Adults .....40¢ ..... 55¢

Children ..... 25¢

### SATURDAY

Allison Skipworth - Polly Moran

"TWO WISE MAIDS"

Plus: Short Features.

Sat. Nite may be your Nite!

STARTS SUNDAY — 3 DAYS

*It's a Lulu...  
From Honolulu!*

**"WAIKIKI WEDDING"**

with  
BING CROSBY  
BOB BURNS  
MARTHA RAYE  
SHIRLEY ROSS  
A PARAMOUNT PICTURE

Plus: Pete Smith Oddity

Popeye Cartoon  
"Organ Grinder's Swing"

- News -

### Complete Line of FISHING TACKLE

Tennis and Baseball  
Equipment

Roller Skaes — Kodak  
Developing

## O. K. News Corp.

28 Castle Street Phone 2713  
GENEVA, N. Y.

**EASY  
TERMS**

**GENERAL**

*Dual*  
**10**

You can equip with the amazing quick-stopping Dual-10's and we'll arrange payments to suit you. No interest or extras.

**FINK'S  
SUPER-SERVICE STATION**

Lake Street Phone 2448

### REGENT THEATRE ATTRACTIONS

Fri.-Sat., April 2-3: Ray Mil-land and Heather Angel in "Bulldog Drummond Escapes". Also Charles Starrett in "Cowboy Star."

Sun.-Mon.-Tues., April 4-5-6: Jack Holt and Mae Clark in "Trouble in Morocco."

Wed.-Thurs., April 7-8: Miriam Hopkins in "Men Are Not Gods."

By diligence and patience, the mouse bit the cable in two.

Kindness—the greatest thing in the world.

Chief menace to man on earth is still man.

We can now align High Fidelity Radios with an

**O S C I L L O S C O P E**

... the latest scientific method.

This is the only way High Fidelity Radios can be properly aligned.

**GEO. F. BRUZEE**  
"The Battery Man"

23 E. Castle St. Phone 6522

### HERE ARE THE WINNERS IN OUR "STAR COUNTING CONTEST"

... for the past week:

(See Classified Business Directory Section, page 12).

(Geneva)

Mrs. Harold F. Lane, 780 So. Main St.

Miss Jennie Felice, Box 7, No. Genesee St.

Miss Helen Tracy, 135 North St.  
Clara B. Griner, P. O. Box 317.

Jane McCready, 40 Copeland Ave.

(Outside Geneva)

Karl E. West, R. D. 2, Phelps

Mrs. N. S. Lohr, R. D. 3, Waterloo

Theatre Tickets have been mailed to the above.

The "Star Counting" contest is very popular with our readers. Have YOU tried it? Why not do so this week?

Then, too, don't overlook the "Letter Writing Contest" on page 9. Someone wins \$3.00 in CASH, each week.

### The Good Provider

The young bride was extolling the virtues of her husband to a friend.

"George is just the most generous man in the world," she declared. "He gives me everything credit can buy."

### WELDING . . .

FARMERS . . . ATTENTION!

Spring is "Just Around the Corner"

Have your broken machine parts welded . . . now!

**HARRY E. VAIL**

24 Tillman St.

Phone 2682



Most cars are lubricated every 1,000 miles. But most greases don't stand up for the full period. Rain washes them out. Heat melts them out. Road shocks wear them out.

MARFAK lasts TWICE as long.

**RICKELS**

SERVICE STATION

Lake Street

Phone 2920

### COLONEL & CHEERIO

—: Says :—

We have . . .

"PEMBROOK" Straight Rye, 90 proof.....75¢ pt.  
"CEDARBROOK" Straight Whiskey.....\$1.79 qt.  
Seagram's "SILVER DOLLAR" Bourbon.....\$1.00 pt.  
"SILVER PHEASANT" Gin.....69¢ pt.; 99¢ 5th  
CALIFORNIA WINE.....49¢ qt. up

Brandies, Rums, Cordials, and Ready-made Cocktails

Free Delivery

**Geo M Peters Liquor Store**  
148 CASTLE ST. Phone 2054

# CLASSIFIED BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK

Read each advertisement in this section. Look for the stars (\*). A number of them are scattered among the different ads. Make up a list of the firms in whose ads these stars appear.

Mail your list to "Directory Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

**FREE THEATRE TICKETS** will be mailed to persons sending correct list, as follows:

First three correct — Two tickets each to Regent Theatre.

Next four correct — One ticket each to Geneva Theatre.

**NOTE** — Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

### Auto Service

#### FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

### Auto Sales

SEE PHILLIPS . . .

for Good Used Cars  
All Makes

PHILLIPS MOTOR CO.  
Authorized FORD Dealer

230 Genesee St.

### Auto Tires

NORWALK TIRES . . .

5 ply instead of 4

7 ply instead of 6

Plus ply strength without sacrifice of riding comfort. Flat tread—greater road surface contact.\*

LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

### Auto Repairs

MOTOR OVERHAULING

Now is the Best Time . . .  
before the Spring Rush.

We have the latest in valve and clutch equipment.

STRATTON'S BRAKE SERVICE  
Lake St. near Exchange Phone 2028

### Advertising

MR. MERCHANT:

Can you afford to pass up the buying requirements of 25,000 people weekly?

ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS  
Phone 2108

Fun is something you forget.  
Joy is something you remember.

He who laughs last—too far last  
—gets laughed at.

### Body and Fender Work

BENT FENDERS . . .

Look bad, but we'll fix 'em. Match the paint too, make 'em like new again. In fact we can repair the whole body,\* no matter how bad it's wrecked.

PETERSON (Seymour Alley)  
rear Geneva Loan & Savings Assn.

### Business Directory

If you would like a space in this

CLASSIFIED

BUSINESS DIRECTORY

SECTION

Dial 2108

### Coal and Coke

BUY COAL NOW

At the season's  
lowest prices.

FRANK DWYER COAL CO.

Phone 2421 16 E. Castle St.

### Displays

Advertise with . . .

**SIGNS** By  
MURRAY

Window and Truck Lettering  
Posters - Cards - Banners, etc.

127 Lafayette Ave. Call 3681

### Florists

PHONE 2026 . . . for

FLOWERS for Every Occasion

Orders delivered locally  
or telegraphed anywhere

TRAUTMAN & SMITH

Greenhouse & Office \* No. Exchange St.

### Fuel Oil Service

Esso Kerosene

Range Oil — Esso Heat  
Gas, Oil, and Grease\*

Write or phone orders to

CHAS. F. HAGEN

237 Castle St.

Phone 3798

### Gas and Oil

DELCO BATTERIES

**50¢** RECHARGING  
SERVICE

CARROLL'S CENTRAL SERVICE

Opposite Armory

305 Main St. Phone 2592

WINTER OIL and LUBRICATION

Makes Easy Starting  
Adds Life to Your Car

OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

"Marfak" Lubrication - Star Pumps  
Service that never fails to satisfy.

Make This Your Neighborhood Station

WEST END SERVICE

Mark Hopwood, Prop.  
(formerly Rickerson's)

TEXACO GAS & OIL

COMPLETE LINE OF GROCERIES

Hamilton St. foot of Bean's Hill

### Groceries

**B. B. B.**

Brennan's Best Beverages

Beverwyck Burke's Beck's

**BRENNAN'S GROCERY**

31 John St.

Phone 4572

Free Delivery

Open until 9 every nite

—: BUY IN GENEVA :—

# Classified Business Directory Section (Continued)

## Groceries

If it's GROCERIES you'll find\*  
Quality and Reasonable Prices at

**GEORGE PHILLIPS'**

Red & White Store

111 Pulteney St. Open Evenings  
... and no Parking Problem here ...

## Hardware

EVERY HOUSE NEEDS  
WESTINGHOUSE

See the 1937 Westinghouse Refrigerator and other Westinghouse Appliances at ...

**DILLINGHAM & SON, INC.**

20-22 Castle St.

## Insurance

Retirement Annuities & Life Insurance

**THE UNION CENTRAL LIFE INSURANCE CO.**

25 Seneca St. Geneva, N. Y.

Richard F. Licht, Mgr.

Merle H. Smith, Agt.

## Laundry Service

SAVE - SAVE - SAVE

Time ... Work ... Money

Send the Wash to

**GENEVA STAR LAUNDRY**

Phone 2112

We call ... and ... Deliver

## Meat

## JOE'S MARKET

226 Exchange St., \*next Geneva Baking Co. Phone 2027 Free Delivery

### SATURDAY SPECIALS

Chopped Meat, 2 lbs. ....25¢  
Italian Sausage .....25¢  
Home-made Head Cheese.....25¢  
Round Steak .....25¢  
Shoulder Steak.....19¢  
Big Star Washing Fluid, gal., 15¢  
Crescent Toilet Tissue, 6 rolls, 19¢

Come in ... we can save  
you money on Groceries.  
(Plenty of Parking Space)

### WEEK-END SPECIAL

## MULVEY'S

Boneless Beef Stew.....  
Veal Loaf.....  
Pure Pork Sausage.....

**20c**

Phone 2712 — We Deliver  
70 No. Genesee

## Moving - Storage

**WE'LL STORE YOUR FURNITURE  
or MERCHANDISE**

Reasonable Rates. Move you, too, if you desire. Our vans go anywhere, any time. All loads insured. Also have few odd pieces furniture for sale.

**GENEVA MOVING & STORAGE CO.**  
C. A. Bissell, Pres.

99 Genesee Street

Phone 2182

## Office Equipment

**TYPEWRITERS** (Sales and  
**ADDING MACHINES** Service)

Duplicators, Desks, Filing Cabinets,  
Typewriter Supplies, etc.

**GENEVA**

**TYPEWRITER EXCHANGE**

Phone 6500

17 E. Castle St.

## Optometrist

**A NEW PAIR OF GLASSES**

or having the old lenses changed will help those with weak eyes to have a better outlook on 1937.

**G. W. FLETCHER, OPTOMETRIST**  
Castle Street Opp. City Hall

Office Phone 2292 Residence 2044

Phone for Appointment

## Publicity

**The Geneva Community News**

has the largest local distribution of  
any advertising medium.

It costs but little to send YOUR MESSAGE TO ALL of Geneva's residents  
... and many others ... every week.

Phone 2108

## Parking

Day or Evening (outside).....15¢

All night (outside) 25¢; (inside) 50¢

Per week (outside) 50¢; (inside) \$1.00

Car washing, \$1.00 up

**ANDERSON'S PARKING STA.**

Opp. Armory Rear Central Service

## Papers - Magazines

**SOMETHING TO READ? SURE!**

That's our line — Daily and Sunday Papers, Magazines, Periodicals ... Your Favorites. Ice Cream and a complete fountain service. Candy, Pipes, Cigars, Cigarettes, Stationery.

**THE CORNER NEWS**

Cor. Main & Castle Sts. Phone 2515

Of a distinguished general it was said that "he could hold his tongue in ten languages."

## Sea Food

**FRESH CHESAPEAKE BAY SHAD**  
... now in season\*

**GENEVA FISH MARKET**

Louis A. Boehm, Prop. We Deliver.

Phone 6222 358 Exchange St.

**EVERYTHING IN SEAFOOD**

## Sheet Metal Work

**FURNACES - ROOFING**

and **AIR-CONDITIONING**

**HOMER R. OSTRANDER**

Phone 3976

Rear 70 Colt St.

## Shoe Rebuilding

**FRANK SURE KNOWS HOW**

... to make those worn shoes look new  
And at reasonable prices, too.

**FRANK'S**

**SHOE RENEW SERVICE**

10 Castle St.

Geneva, N. Y.

## Smoker's Supplies

**A \$6 ENGLISH**

**HAND-MADE PIPE**, Lionshead  
for \$1.50

(Ask to see them)

**H. F. FOX**, Tobacconist (since 1870)  
476 Exchange — next Kirkwood Hotel

## Travel

**BERMUDA — NORTH CAPE**

Book now for  
Summer European Trips

**GENEVA TRAVEL BUREAU**

Genevieve McCarthy

Main & Seneca Sts. Phone 2226

## Vocal Instruction

Special attention to beginners

in **VOICE TRAINING**

Spring Class now forming

**JAMES WENTWORTH**, Tenor

225 Main St. Phone\*5307

—No charge for audition—

## Watch Repairing

Phone

5566

Work Called for

and Delivered

**GEORGE E. DURKEE**

Expert Watch, Clock, and

Jewelry Repairing

22 Madison St.

Geneva, N. Y.



## BUY ON OUR BUDGET PLAN

IT'S SO EASY  
TO PAY

NO  
MONEY  
DOWN

3  
MONTHS  
TO PAY

TIRES • BATTERIES  
AUTO SUPPLIES

**Firestone**

AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323. J. H. Bindeman, Mgr.

### IN PERSON AT SCHINE'S GENEVA



Paul Whiteman

"The King of Jazz" will appear IN PERSON with his company of 25 entertainers at Schine's Geneva Theatre, Friday, April 2. (Continuous performance from 2 p.m.) One day only.

**YOUR TASTE  
WILL  
RECOGNIZE  
THE  
DIFFERENCE**

NEW YORK STATE  
**Widmer's**  
HILLSIDE  
**Wines**

Widmer's Wine Cellars, Inc., Naples, N.Y.

### CARPENTER and BUILDER

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given — free

### RADIO FLASHES

(Continued from page 8)

Louella Parsons, the fashions writer, appeared during Columbia's broadcast of the Fashion Academy Award Luncheon in New York to interview Jessica Dragonette, Dorothy Kilgallen, Eve Symington, and Helen Gleason on important factors in being well dressed. Louella ad-libbed extensively and put in a few jokes of her own. Then she heard Bob Trout say "This is the Columbia Broadcasting System" and she came forward to correct her script. Then she was startled to learn that the whole thing had gone on the air. "Gosh!" she cried, "my watch stopped. I thought that was just the dress rehearsal!"

Bob Burns, bazooka virtuoso and champion booster of Van Buren, Ark., on the NBC airwaves, plans an important development for his home town. He is creating a recreational center on a 20-acre tract of land he recently purchased in the nearby Ozarks. The plot is to be open, without fee, to campers and tourists.

### GENEVA WOMAN'S CLUB EVENTS

Friday, April 2—Bridge Tea.

Tuesday, April 6, 2:30 p.m.—Dr. J. W. Nixon, "Current Events". (Public Welfare Dept.)

Friday, April 16, 8:15 p.m.—Program of Music for two Pianos. Pianists: Mrs. S. H. Edsell, Mrs. Theo. Odell; Mrs. Launt Lindsay, Mrs. Sidney Smith, Mrs. Walter Durfee, Mrs. Wm. Eddy, Mrs. Harold Soper.

Wednesday, April 21, 8:15 p.m.—Concert, Woman's Club Chorus.

### HONEST VALUES in



## and TRUCKS

Not many . . . but good

1936 CHEVROLET COACH

1935 CHEVROLET COUPE

1934 CHEVROLET COUPE

1931 CHEVROLET COUPE

1929 CHEVROLET COACH

Here are three good Trucks . . .

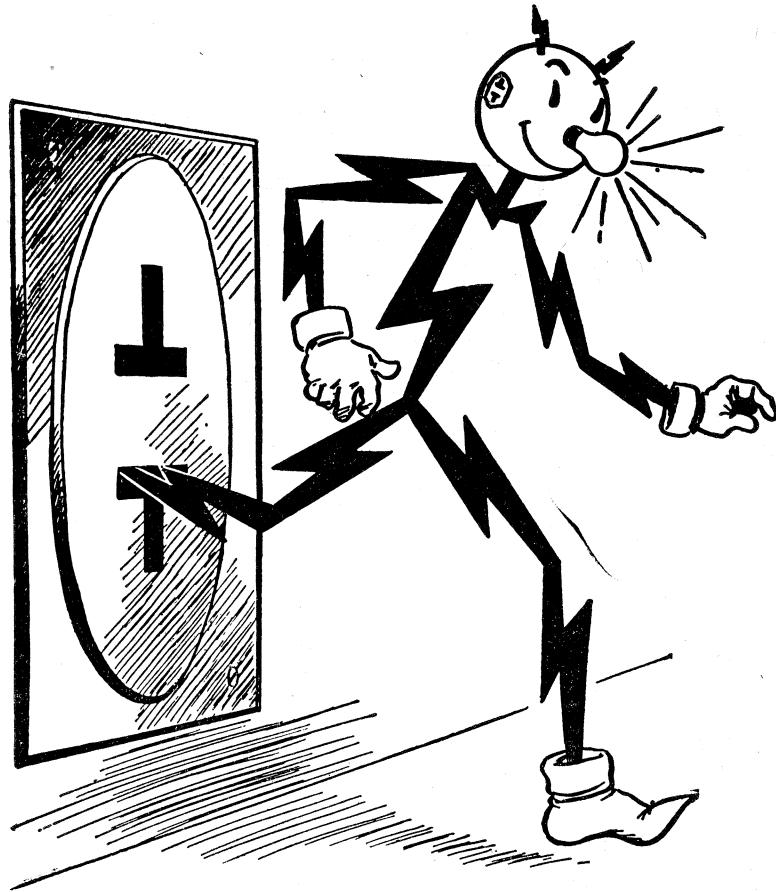
1935 CHEVROLET 1½ TON STAKE

1932 CHEVROLET 1½ TON STAKE

1932 CHEVROLET PICK-UP

**RUSSELL-HART CHEVROLET, Inc.**

South Exchange St. Phone 6621 Geneva, N. Y.



**"I'LL BE A BIG HELP, FOLKS!"**

**—REDDY KILOWATT**

*Your Electrical Servant*

REDDY KILOWATT numbers millions—billions, even—but he's always the same—capable, infinitely willing, *infinitely powerful*.

He gets things done—this Reddy Kilowatt—in the home, store or office. He is at home everywhere. Apartment and mansion, city and country dwelling, club and hunting lodge—all know and welcome him for his versatility—for his many-sided personality of LIGHT—HEAT—POWER and their numberless applications.

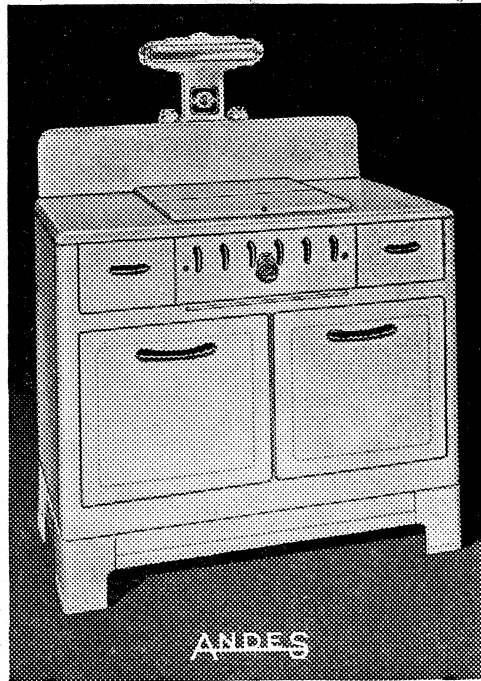
Reddy Kilowatt is your servant, seasoned, proved—established! And his wages are modest.

**EMPIRE GAS & ELECTRIC CO.**

# BY ALL MEANS . . .

SEE THE NEW LINE OF ANDES GAS RANGES . . .  
ABSOLUTELY 1937's MOST OUTSTANDING VALUES!

**5  
NEW  
1937  
MODELS**



**NEW  
FEATURES**



The Andes "Queen"

## NOTE BEAUTIFUL STREAMLINE BALANCED APPEARANCE

**TWO OVENS** — One at right — Large baking and roasting oven.

One at left — Combined pastry oven and broiler. This pastry oven has great speed  
— just the oven for a few baked potatoes, cakes, pies, etc.

Beautiful streamlined lumiline lighting fixtures. Furnished either with minute minder or fully automatic.

Equipped with the new Andes "THERMAL EYE"—the greatest advancement in 10 years in gas range development.

**CENTER** cooking top—note the convenient working space each side of this cooking top.

The last word—to see this range in new beautiful color combinations is to want one.

A new fuel-saving ANDES may be purchased at terms to suit you . . . from these dealers:

**MAYTAG SALES & SERVICE**

431 Exchange St.

**DILLINGHAM & SON, INC.**

20-22 Castle St.

**EMPIRE GAS AND ELECTRIC COMPANY**

TRADE IN YOUR OLD WORN OUT RANGE FOR A NEW FUEL-SAVING ANDES.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., APRIL 15, 1937

START TODAY!

START TODAY!

## YOUR \$ OPPORTUNITY \$ TO WIN CASH

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$

Up to \$50.00 in cash for a few  
minutes of your spare time!

Prizes of \$50.00 - \$25.00 - \$10.00 - and three of \$5.00 will be awarded by Loan Service Corporation of Geneva for the six best lists of . . .

**"10 ADVANTAGES TO BE GAINED BY  
CONSOLIDATING YOUR BILLS WITH A  
LOAN FROM LOAN SERVICE CORPORATION."**

Here are a few simple rules . . .

1. All residents of New York State are eligible; age, nationality, sex, or race, are not factors. Children as well as adults are eligible.
2. All entries are to be made on regulation entry blanks obtainable at the offices of Loan Service Corp., 34 Seneca St., Geneva. We will also furnish you, free of charge, a booklet entitled "Solving the Money
3. Entrants need not have been borrowers from this corporation to share in the awards.
4. The contest will be judged by independent judges. Decisions of judges are final. Entries must all be in by May 15th midnight.

Problem", which explains our Loan Service in detail.

## LOAN SERVICE CORPORATION

34 SENECA ST., GENEVA, N. Y.

SECOND FLOOR over Keilty's Dry Goods Store

PHONE 2334

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., APRIL 15, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

There are no elevators to carry you to success. Every step must be climbed.

Smiles are like shock absorbers—they ease you over the bumps.

A Truly Remarkable

- SALE -

of New Patterns in

**STERLING SILVER**

(26 Piece Sets)

6 Hollow handle knives.....	Value \$61.25
6 Forks.....	SALE PRICE <b>\$39.75</b>
6 Cream soup spoons.....	
6 Teaspoons.....	
Butter knife.....	
Sugar spoon.....	

Exclusive with

**S. A. GILBERT**

JEWELER

510 Exchange Street Geneva, N. Y.

Ask about our divided payment plan.

## FUR SAFETY

Protect your fur garments during the summer months by placing them in a cold storage vault at a temperature of 22 degrees above zero. Garments insured against Fire, Theft and Moths to amount of declared value.

**LE BRUN'S FUR SHOP**

REPAIRING and REMODELING  
Coats Made to Order a Specialty

38 Linden Street Phone 3461

— Work Called For and Delivered —

## WHAT'S DOING AT THE "Y"?

**Ladies' Auxiliary:** There will be a Mothers' Meeting Thursday at 2:30 in the "Y" parlor. Speaker, Dr. Albert P. VanDeusen, formerly of Syracuse University, now teaching at Hobart; subject, "Parents and Youth as Sociology Sees Them". Mrs. R. W. Morris, president of the Auxiliary cordially invites all mothers to attend.

**Youth Club:** A banquet and appropriate program is being planned for the formal closing Saturday, Apr. 24. However, informal meetings will be held Saturday evenings following the 24th. The average attendance at the club this season has been 108.

**Annual Meeting:** Chairman John R. Houston of the annual meeting committee, is making plans for a very worthwhile program at the 51st annual meeting Wednesday evening, May 5. Fred Warder, Jr., chairman of the ticket committee, expects to mail out tickets this week. The Ladies' Auxiliary will serve the dinner and a new and novel plan of making the annual report is being worked out.

**Trip to Washington:** Considerable interest has been shown in the proposed trip. If enough boys are interested arrangements will be made. The present plan is to spend five days on the trip, by railroad, stopping at Philadelphia for part of one day. The estimated cost is \$25.00, but this is not definite. Parents and boys interested should confer with Secretary Warr at once. The trip would be immediately before school opening.

**Girls' Trip to Niagara Falls:** Any girl 12 years or older may sign up with Miss Booth for the trip on May 15. The trip will include visiting the Shredded Wheat

Plant; the Power Plant and going over into Canada. The cost will be \$2.50 at the most . . . \$1.50 with

(Continued on page 11)

**13 YEARS EXPERIENCE**  
in planning

Life Insurance Estates

**LAVERNE F. DARLING**

Geneva Trust Bldg. Phone 2184

**"WILLYS" . . .**

The Surprise Car of the year  
**HALF THE GAS . . . up to 35 miles per gallon . . . TWICE THE SMARTNESS**

**DODD & COLLINS**

401 Exchange St. Geneva, N. Y.

It's time for that Spring

**OIL CHANGE**

We recommend "Essolube"  
25¢ per quart

**EXCHANGE ST. ESSO STATION**

J. W. BARNES



**RICKELS**

SERVICE STATION

Lake Street

Phone 2920

*The Rexall* DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

**Born That Way**

Prof., to student who has been late often—"When were you born?"

Stude—"The second of April."

Prof.—"Late again."

**VENETIAN BLINDS**

All Colors

FREE ESTIMATES

W. C. DEMMING CORP.

505 Exchange St. Phone 2998

**Baumgartner's Food Store**

WEEK-END SPECIALS

VALLEY BROOK BUTTER,  
2 lbs. ....73¢

FRESH EGGS, direct from farm,  
per doz. ....25¢

MOTHER'S OATS, small pkg. ....9¢

WHEATIES, free bowl with 2 pkgs.,  
for .....25¢

QUEEN BESS GOLDEN BANTAM  
CORN, per can .....10¢

NIAGARA PORK & BEANS,  
large can .....10¢

LANG'S DILL PICKLES, qts. ....18¢

IVANHOE WHOLE BEANS, 2 cans  
for .....27¢

Top of Bean's Hill at edge of city

Phone 2546

We'll Deliver



Nothing else like it. Cleans walls, woodwork, etc. like magic. Makes mopping as effective as scrubbing. Scores of other uses. Try it.

**DICA'DOO**  
**Paint Cleaner**

NO RUBBING—NO SCRUBBING

**JACK AND HIS DAD ARE GOING FISHING!**

In fact, the happy pair have planned a whole series of outings and good times for this summer. They are real pals.

To see Jack today, you wouldn't recognize him as the backward, queer-acting child who was referred to the Social Service League last fall as a "mental" case. There was nothing wrong with Jack's mind, despite the experiences he has been through.

First his parents had quarreled, separated and finally were divorced. While the boy was living with his Mother, she developed a serious illness and was committed to a state institution. The Mother's brother had placed the boy in a children's home and had kept his whereabouts a secret from his Father, who, in the meantime, had remarried.

The trained caseworker from the Social Service League was able to convince the Uncle that the boy should be with his Father, and after some investigation located the parent. After many conferences, the Father and his new wife accepted Jack as their own child and he is re-acting wonderfully to the normal home atmosphere into which he has at last been placed.

If this little piece of work had been the only thing accomplished during the year with Community Chest funds—who would say that the entire effort wasn't worthwhile? But we know that all of the agencies are doing jobs like this every week in the year in great fields of social service.

**Celebrating**

"Isn't it awful? I refused to marry Bob last month and he's been drinking ever since."

"Seems to me that's carrying a celebration too far."

Paper towels are indeed a blessing. They are always clean.

**RUMMAGE SALE**

440 Exchange St.  
(next to Thing's Shoe Store)

APRIL 16 & 17

**TIME EXTENSION!****BOYS & GIRLS**

By popular request the time for registration in the

**CORONATION CONTEST**

has been extended to  
SAT., APRIL 17

So be sure and register at the K. of C. Home, 484 S. Main St. between 11 a.m. and 1 p.m.

**FREE PONY  
FREE BICYCLES  
HUNDREDS of  
VALUABLE PRIZES**

**Every Contestant Gets  
A Prize**

*Who Will Wear the*



*of King or Queen of the  
K of C Convention*

Prizes will be awarded on the closing day of the

**K of C CIRCUS**

STATE ARMORY

APRIL 28-29-30-MAY 1

# \* DOROTHY GOES SHOPPING \*

Phone 3529 . . .

or address Miss Dorothy Frautz,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.



Friday-Saturday

Sing! Swing! Youth has its fling.

RUBY KEELER  
LEE DIXON in

"READY, WILLING  
AND ABLE"

Plus: Star Reporter with Vincent  
Lopez - News.

Sat. may be your nite!

3 DAYS — STARTS SUNDAY

TOGETHER NOW... and imagine  
the fun and thrills!

JEAN  
**HARLOW**  
ROBERT  
**TAYLOR**



"Personal  
Property"

Extra — MARCH OF TIME.  
Popeye Cartoon, "Hospitaliky"  
News.

Wed. "CLOISTERED"  
Thur. 2000 years of mystery  
revealed - First time in history.

The Chi-Namel Store  
Beard's  
93 Castle St.

—D—

A complete selection of **Greeting Cards** appropriately worded and appropriately designed for each and every occasion can be found at  
**McCarthy's Pharmacy**  
162 Castle St.

Convalescent, Sympathy, Anniversary, etc — all **Hallmark Cards**.

—D—

Brushing is the very best treatment for any and all hair and scalp ailments. It stimulates circulation, makes oil glands function normally, cleans and polishes the hair, eliminates dandruff. Brushing never hurt a permanent, or a good fingerwave or marcel.

—D—

**For Mother's Day**—the one Gift that will have your mother's lasting appreciation—**your photograph** . . . Send it to her on her day—**May 9 . . . Dial 2183** for an appointment.

The Stewart Studio  
41 Seneca St.

—D—

You will see combinations of these contrasting colors often: pink with blue; pink with black; pink with gray. But pink is the important color. It may be any shade of pink—from faded lavender to apricot.

—D—

Others know it pays in the long run to entrust their watch or clock to a reliable jeweler—one you can depend on for expert cleaning and repairing. I recommend

**Prince's Jewelry Store**  
20 Linden St.

—D—

Color in a room can make a room appear larger or smaller, sunny or cool, dignified and formal or gaily informal, luxurious or simple. Color schemes should be adopted to the personalities of the people who must live with them.

Does your **Living Room Furniture** need **Re-Covering**? If so, call at the **Showroom** of

**The Seneca Furniture Mfg. Co.**  
Middle St.

See the new Spring styles and covers. You'll be surprised at the **low cost** of having your furniture made to look like new.

—D—

Lace worn over a brilliant hue gives the effect of a gorgeous brocade.

—D—

**International Clothes for Men**  
appeal

not only to the man who wears them but to all who see them . . . They have **Quality** and **Charm** that appeal to others — **Price** and **Value** that appeal to you.

**A. P. Petersen**  
476 Exchange St.

—D—

A brief peplum tends to give a slenderizing effect.

—D—

The print plot thickens in silk, tailored, street wear for spring.

—D—

At the neckline for sports — a gay kerchief; for street-wear — a silly boutonniere.

—D—

Will you kindly mention the "Dorothy Goes Shopping" pages of **THE GENEVA COMMUNITY NEWS** when making purchases from any of the advertisers in these columns?

"Dorothy"

—O—

## CARD PARTY

The Women's Division of the Columbian Republican League will hold a card party at Victor Emmanuel Hall on Tuesday evening, April 20, at 8 o'clock. Everyone is invited; refreshments will be served. Tickets, 30¢.

—O—

You'll never have indigestion from swallowing your pride.





## RADIO FLASHES

by Ralph Le Brun



Babe Ruth,  
"the Sultan of Swat",  
dopes  
America's  
favorite sport  
for  
Columbia network  
listeners  
twice weekly,  
at  
10:30 p.m.  
each  
Wednesday  
and  
Friday  
evenings.

A blow-by-blow description of the 12-round battle between Max Baer, former world heavyweight champion, and Tommy Farr, British Empire champion, will be brought to American listeners from London on Thursday, at 4:30 p.m., over the Columbia network.

The Voice of Experience (Dr. Marion Sayle Taylor) is the son of a minister and his childhood ambition was to become a church organist. As a boy he served as pianist and organist with evangelists and later earned his way through college with pipe organ concerts while studying medicine. An accident which broke his hands in 32 places silenced his organ playing and ended his hopes of a career as a surgeon.

Lowell Thomas, NBC's veteran news commentator, will broadcast a complete description of the coronation ceremonies of King George VI, from London on Coronation Day, Wednesday evening, May 12, during his Sun Oil program over NBC-WSYR, at 6:45 p.m. The NBC commentator sails on the S.S. Europa on Wednesday, April 28, to attend the coronation. While  
(Continued on page 11)

### STROMBERG-CARLSON

I have engineering data and service notes on all models, supplied to me by Stromberg-Carlson. For tubes and correct repair service phone 3237.

**RALPH LE BRUN**  
225 High Street



# Smith's

J. W. SMITH'S DRY GOODS CO.

## COLORFUL PEASANT ART HOMESPUNS

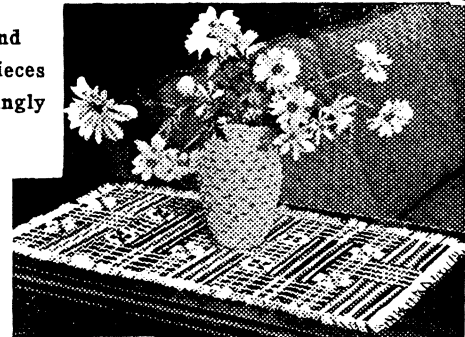
Beautiful! Colorful! Unusual!

Doilies, Dresser Scarfs, Tablecloths, Napkins, Scatter Pieces. Unique and colorful, so reasonable in price, washable.

9 x 13 Scarf.....	10¢	12 x 12 Napkins.....	10¢
9 x 19 Scarf.....	15¢	11 x 17 Doilies.....	19¢
13 x 19 Scarf.....	25¢	19 x 19 Squares.....	29¢
14 x 25 Scarf.....	29¢	3 pc. Chair Set.....	39¢
16 x 45 Scarf.....	59¢	Pillow Covers.....	59¢

Tablecloths and  
other large pieces  
at correspondingly  
low prices.

See our  
attractive  
counter  
display.



— made in America —

# Look! NO CASH NEEDED!

## to buy one of Phillips' BETTER USED CARS

PROMPT DELIVERY EASY TERMS

No matter how old your car is — it will make the down payment on one of our better used cars.

● 10 DAY SPECIAL SALE ●

Over 60 Cars to choose from . . .

Buy Now before Prices Advance

## PHILLIPS MOTOR COMPANY

Authorized FORD Dealer

232 Genesee Street

Geneva, N. Y.

—: Prompt Delivery on A New Ford V8 :—

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Butter Tarts

- 2 eggs
- 1 cup brown sugar
- 1 tablespoon butter
- ½ cup nut meats
- 1½ cups raisins

Combine ingredients. Line muffin tins with pie pastry and fill with mixture. Bake in moderate oven.

Mrs. G. L. W., Jefferson Ave.

## Prune Cake

- 1 cup stewed prunes
- 1 cup sugar
- ½ cup sour milk
- 1 teaspoon soda
- 1 teaspoon each cinnamon, nutmeg and cloves
- ¾ cup shortening
- 2 eggs (beaten)
- 2 cups flour
- 1 teaspoon baking powder

Cream shortening and sugar, add beaten eggs, sour milk and soda and flour sifted with spices and baking powder. Lastly add stewed prunes. Bake in loaf in moderate oven.

Mrs. C. L., R. D. No. 1

## Orange Marshmallow Dessert

- 3 cups orange juice
- 1 scant lb. marshmallows

Heat orange juice, add marshmal-

lows and when marshmallows become fluffy about 2 or 3 minutes, remove from fire. Beat until marshmallows are dissolved, pour into dish and set in ice box until ready to serve.

Mrs. W. C. R., R. D., Geneva

## Butterscotch Cake

- ½ cup shortening
- 1⅓ cups brown sugar
- 2 eggs
- 1¾ cups pastry flour
- 2½ teaspoons baking powder,
- 1 teaspoon vanilla
- ¼ teaspoonful soda
- ½ cup cold strong coffee

Cream shortening, add sugar slowly. Add unbeaten eggs, one at a time, beating well after each addition, add flavoring, then flour sifted with baking powder and soda and alternated with coffee. Bake in greased square baking tin in moderate oven about 50 minutes.

Mrs. A. J. B., Madison St.

## Economic Strategy

"I see she's let her hair go dark again."

"Yes—off the gold standard."

Let us show you the "Coolerator" the conditioned-air refrigerator

## C. J. BRADY

### RE-FILTERED CITY WATER ICE

110 Lake Street Phone 2740

Tune in . . . Gladys Swarthout — and Robert Armbruster's Orchestra, Wednesdays, at 10:30 p. m., WEA and Red Network.

## DON'T WORRY ABOUT HOUSE CLEANING

We are doing the work for many thrifty housewives

We can help with all these items:

- Blankets - Pillows
- Rugs - Furniture - Slip Covers

Just phone 2910 . . .

## FOOTE'S CLEANERS

Harry D. Tarbell  
78 Castle Street Geneva, N. Y.

## PIANO TUNING and Rebuilding

**R. J. PARK**

60 Lyceum St. Phone 6165

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing and Picture Framing

## M Y E R S

Power Water Pumps, Water Systems, Cylinders & Accessories.

## Seneca Plumbing & Heating

68 Exchange St. Phone 6574

For the BEST in

## MEAT and POULTRY

at reasonable prices

PHONE 2127

## WILSON & JOHNSON

261 William St.

Five deliveries per day to all parts of the city

Also plenty of parking space

## COAL PRICES LOWEST IN YEARS

Phone 2393 or 2373 and SAVE MONEY by having your bins filled NOW!!

## P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle Street 261 Exchange Street  
RANGE OIL - KEROSENE OIL - FUEL OIL

It isn't modern construction if it doesn't include . . .

## AIR-CONDITIONING

Cleaner, purer Winter heat . . . Cooler in Summer (May be applied to your present heating system)

## JOHN A. PONTIUS

(Air-Conditioning Specialist)  
90 Elm Street Phone 4575

The average person believes only half he hears, and in so many cases it's the wrong half.

—o—  
Steam is nothing but water crazy with the heat.

**SPECIAL!! SPECIAL!!**

Save \$10.00

Guaranteed Brand New

**EUREKA  
VACUUM CLEANERS**

Sale Price  
\$29.95

**EASY WASHER SHOP**  
505 Exchange Phone 6323

**SPRING SHOWING  
HIGHTSTOWN  
AXMINSTER RUGS**

275 sizes to fit regular and odd sized rooms.

Moderns, Modern Textures, Persians and Orientals, Colonial Hooks, Allovers, Plaids.

**WHEELER'S**  
opp. Post Office

**SPECIAL**

Trade in your old Radio for a new 1937 Stromberg-Carlson.

**MODEL 130-L**

Regular Price - - \$95.00

Allowance - - - - \$25.00

**YOU PAY ONLY \$70.00**

**BOLIN MUSIC HOUSE**

**NOW** is the time to put your boat in shape for the coming season.

We carry a full line of Marine finishes.

**FAIRFAX BROS. CO.**

87 Castle St.

Phone 2441

**HERE IS THE  
WINNING LETTER**

... about S. A. Gilbert

Letter Contest

Geneva Community News

To me there is no more delightful store in Geneva than that of S. A. Gilbert. It is a complete jewelry store in the true sense of the word.

If one wishes silver in any form, either sterling or plated, it is to be found in Gilbert's; beautiful glassware is on display; rings and bracelets in exquisite designs and clocks and watches of such well known makes as Seth Thomas, Gruen, Waltham, Elgin are sold, and also expertly repaired.

For gifts for the baby, for the boy and girl graduate, for weddings and other events one is sure to be satisfied at Gilbert's.

It is a pleasure not only to look at the articles of beauty, design and workmanship so tastefully displayed, but it is a pleasure to buy. One is assured of courteous and attentive treatment and the utmost in service is cheerfully given. With this courtesy and service Mr. Gilbert's help and advice in selecting a diamond, a silver pattern or a simple little gift is invaluable because of his long association with the jewelry business and his knowledge of glass and metals.

Here is a modern, up-to-date jewelry store, the name of which for years has stood for integrity and service to the public; in fact it is truly a store of which Geneva may well be proud.

(Signed)

Mrs. W. A. K., Hillcrest Ave.

—o—  
The above letter won the writer a \$3.00 CASH AWARD in our letter writing contest, which ended last week.

**REGENT THEATRE  
ATTRACTIONS**

Friday-Saturday, April 16-17 — Roscoe Karns and Marsha Hunt in "Murder Goes To College"; also Gene Autry in "The Big Show".

Sun.-Mon.-Tues., April 18-19—20—Preston Foster and Jean Muir in "The Outcasts of Poker Flat".

Wed.-Thurs., April 21-22—Geo. Arliss in "Man of Affairs".

See page 1 for announcement of a new Contest to be conducted by the Loan Service Corporation.

—o—  
An old timer is one who can remember when the town grocery gave a treat when you paid your store bill.

We can now align  
High Fidelity Radios  
with an

**OSCILLOSCOPE**

... the latest scientific method.

•  
This is the only way High  
Fidelity Radios can be  
properly aligned.

**GEO. F. BRUZEE**  
"The Battery Man"

23 E. Castle St. Phone 6522

**SPECIAL CASH SALE**

—: APRIL 15 to 22 —:

**RICH LOAM TOP SOIL ...**

3 bushels, delivered.....	60¢
6 bushels, delivered.....	\$1.00
1 cubic yard, delivered.....	2.35
2 cubic yards, delivered.....	4.50

**SCREENED COMPOST SOIL**—made of mixed soils, manure and fertilizer blended together ...

3 bushels, delivered.....	90¢
6 bushels, delivered.....	\$1.75
½ cubic yard (about 11 bu.).....	2.90

Just right for flower boxes, top dressing lawns, etc.

**FINE ROTTED MANURE ...**

Best for Shrubs and Gardens ...

3 bushels, delivered.....	65¢
6 bushels, delivered.....	\$1.10
1 cubic yard, delivered.....	3.00
2 cubic yards, delivered.....	5.75

**CLEAR COW MANURE ...**

Best for Roses ...  
(Quantity limited)

3 bushels, delivered.....	\$1.00
6 bushels, delivered.....	1.90

**BEST GERMAN PEAT MOSS ...**

3 bushels, delivered.....	60¢
6 bushels, delivered.....	\$1.10
½ bale, delivered.....	1.75
Per bale, delivered.....	3.50

—: ORDER EARLY —:

**LESLIE E. HILTON**

14 Clover Street

Phone 6102

# CLASSIFIED BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK

Read each advertisement in this section. Look for the stars (\*). A number of them are scattered among the different ads. Make up a list of the firms in whose ads these stars appear.

Mail your list to "Directory Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct — Two tickets each to Regent Theatre.

Next four correct — One ticket each to Geneva Theatre.

NOTE — Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

## Auto Service

### FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts. Phone 2323

## Auto Tires

### NORWALK TIRES . . .

5 ply instead of 4

7 ply instead of 6

Plus ply strength without sacrifice of riding comfort. Flat tread—greater road surface contact.

LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

## Auto Repairs

### MOTOR OVERHAULING

Now is the Best Time . . .  
before the Spring Rush.

We have the latest in valve and clutch equipment.

STRATTON'S BRAKE SERVICE

Lake St. near Exchange Phone 2028

## Advertising

### MR. MERCHANT:

Can you afford to pass up the buying requirements of 25,000 people weekly?

ADVERTISE — every week — in the  
GENEVA COMMUNITY NEWS

Phone 2108

## Auto Laundry

### CARS WASHED, POLISHED

and SIMONIZED

Washings, \$1.00 up

JERRY'S AUTO LAUNDRY

rear of Carroll's Central Service

Main St., opp. Armory

Phone 2592

We Call and Deliver

The reason men don't hesitate to tell their age, is that they are proud of the fact to be alive after all they have gone through.

## Body and Fender Work

### BENT FENDERS . . .

\*Look bad, but we'll fix 'em. Match the paint too, make 'em like new again. In fact we can repair the whole body, no matter how bad it's wrecked.

PETERSON (Seymour Alley)

rear Geneva Loan & Savings Assn.

## Business Directory

If you would like a space in this

### CLASSIFIED

### BUSINESS DIRECTORY

### SECTION

Dial 2108

## Coal and Coke

### BUY COAL NOW

At the season's  
lowest prices.

FRANK DWYER COAL CO.

Phone 2421

16 E. Castle St.

## Displays

Advertise with

# SIGNS

By  
MURRAY

Window and Truck Lettering  
Prompt Work . . . Reasonable Prices

127 Lafayette Ave.

Call 3681

## Florists

PHONE 2026 . . . for

FLOWERS for Every Occasion

Orders delivered locally

or telegraphed anywhere

TRAUTMAN & SMITH

Greenhouse & Office No. Exchange St.

## Fuel Oil Service

### Esso Kerosene

Range Oil — Esso Heat

Gas, Oil, and Grease

Write or phone orders to

CHAS. F. HAGEN

237 Castle St.

Phone 3798

## Gas and Oil

### DELCO BATTERIES

50¢ RECHARGING  
SERVICE

### CARROLL'S CENTRAL SERVICE

Opposite\*Armory

305 Main St.

Phone 2592

### WINTER OR SUMMER

"Marfak" Lubrication

Adds Life to Your Car

OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

Stop at our "Star" Pumps for

Service that never fails to satisfy.

### THAT WINTER OIL

. . . is no longer safe

### WEST END SERVICE

Mark Hopwood, Prop.

(formerly Rickerson's)

### COMPLETE LINE OF GROCERIES

Hamilton St. foot of Bean's Hill

## Groceries

### BRENNAN'S

31 John St. Phone 4572 Free Delivery

Open nights 'til 9

### UTICA CLUB

OLD TOPPER

STANDARD

IRISH CREAM ALE

AMSTERDAM

CANANDAIGUA

**\$1.99**

CASE  
plus  
deposit

SCHMIDT'S ALE, 35¢ qt., plus 5¢

SCHMIDT'S ALE, 15¢ pt., plus 2¢

—; BUY IN GENEVA —;

# Classified Business Directory Section (Continued)

## Insurance

Retirement Annuities & Life Insurance

### THE UNION CENTRAL LIFE INSURANCE CO.

25 Seneca St. Geneva, N. Y.  
Richard F. Licht, Mgr.  
Merle H. Smith, Agt.

## Meat

### JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

#### SATURDAY SPECIALS

Shoulder Steak .....20¢  
Veal Cutlets .....28¢  
Veal, ground .....23¢  
Tender, Minute Steaks.....28¢  
Hamburg, 2 lbs. ....29¢  
Big Star Washing Fluid, gal., 15¢  
Clean Quick Soap Chips, 5 lbs., 35¢

Come in . . . we can save  
you money on Groceries.  
(Plenty of Parking Space)

### WEEK-END SPECIAL MULVEY'S

SWIFT'S PREMIUM HAM } 27c  
Whole, or String Half.....

Phone 2712 We Deliver  
70 No. Genesee

### HERE ARE THE WINNERS IN THE "STAR COUNTING" CONTEST

. . . for the past week  
(Geneva)

Miss Mary L. Hickey, 27 Elmwood Ave.

Mary E. McDermott, 259 William St.

J. M. DeBolt, 106 High St.

Helen T. Carroll, 37 Middle St.

Ruth W. Whedon, 72 Madison St.

(Outside Geneva)

Isabel Maloney, Stanley

Mrs. P. Harris, RD 3, Waterloo

Theatre Tickets have been mailed.

Don't overlook the announcement made on page 1 of today's "News". Just think of it, \$100.00 IN CASH AWARDS.

## Moving - Storage

WE'LL STORE YOUR FURNITURE  
or\*MERCHANDISE

Reasonable Rates. Move you, too, if you desire. Our vans go anywhere, any time. All loads insured. Also have few odd pieces furniture for sale.

GENEVA MOVING & STORAGE CO.  
C. A. Bissell, Pres.

99 Genesee Street Phone 2182

## Office Equipment

TYPEWRITERS (Sales and  
ADDING MACHINES Service)  
Duplicators, Desks, Filing Cabinets,  
Typewriter Supplies, etc.

GENEVA  
TYPEWRITER EXCHANGE  
Phone 6500 17 E. Castle St.

## Optometrist

A NEW PAIR OF GLASSES  
or having the old lenses changed will help those with weak eyes to have a better outlook on 1937.

G. W. FLETCHER, OPTOMETRIST  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

## Publicity

The Geneva Community News  
has the largest local distribution of  
any advertising medium.

It costs but little to send YOUR MES-  
SAGE TO ALL of Geneva's residents  
. . . and many others . . . every week.  
Phone 2108

## Parking

PARKING IS CHEAPER  
THAN NEW FENDERS

You can park here  
ALL DAY for.....15¢

ANDERSON'S PARKING STA.  
Opp. Armory Rear Central Service

## Papers - Magazines

DAILY AND SUNDAY PAPERS  
Magazines, Periodicals, Complete Foun-  
tain Service. Enjoy a Soda or Sundae  
made with Fro-joy Cream in our new  
booths. Also\* Cigars, Cigarettes, Candy,  
Gum, School Supplies.

THE CORNER NEWS  
Cor. Main & Castle Sts. Phone 2515

It PAYS to advertise in THE GE-  
NEVA COMMUNITY NEWS — every  
week.

## Sea Food

FRESH CHESAPEAKE BAY SHAD  
. . . now in season

GENEVA FISH MARKET  
Louis A. Boehm, Prop. We Deliver.  
Phone 6222 358 Exchange St.  
EVERYTHING IN SEAFOOD

## Sheet Metal Work

FURNACES - ROOFING  
and AIR-CONDITIONING

### HOMER R. OSTRANDER

\*Phone 3976 Rear 70 Colt St.

## Shoe Rebuilding

WE CAN'T REPAIR AUTOS  
. . . but we can rebuild worn shoes to  
look like new . . . and reasonably, too.

FRANK'S  
SHOE RENEW SERVICE  
10 Castle St. Geneva, N. Y.

## Smoker's Supplies

Get the SLICKEST  
CIGARETTE ROLLER yet  
On display in our window  
H. F. FOX, Tobacconist (since 1870)  
476 Exchange \* next Kirkwood Hotel

## Used Cars

SEE PHILLIPS . . .  
for Good Used Cars\*

All Makes  
PHILLIPS MOTOR CO.  
Authorized FORD Dealer  
230 Genesee St.

## Vocal Instruction

Prepare for  
RADIO, CONCERT STAGE, Etc.  
Private Coaching Only  
WENTWORTH  
Teacher of Voice  
225 Main Street Phone 5307  
— No charge for audition —

## Watch Repairing

Phone 5566 Work Called for  
and Delivered  
GEORGE E. DURKEE  
Expert Watch, Clock, and  
Jewelry Repairing  
22 Madison St. Geneva, N. Y.

## A NEW SEAGRAM PRODUCT . . .

"SILVER DOLLAR" Bourbon.....pint, \$1.00; quart, \$1.95  
 "CHELSEA" Gin.....pint, 69¢; quart, \$1.35      "OLD RESERVE" Champagne, large bot., \$1.89  
 "G. & W.—2-STAR" Blended Whiskey.....pint, 99¢; quart, \$1.94  
 "McALLISTER" Imported Scotch (14 yrs. old), pinch bottle.....fifth, \$3.25  
 "GREAT WESTERN" Vermouth.....large bottle, 85¢; small, 47¢

## T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver



## THE FUNNYBONE



### Bringing Home the Bacon

Judge: "Mose, is your wife dependent upon you?"

Mose: "She sho is jedge. If I didn't go out and get de washin's she'd plumb starve to death."

—Florida Times Union

### A Bit o' Scotch

Sandy: "Say mon, when is Annie McTavish goin' to let you marry her?"

Andy: "It's very uncertain, mon. Some fool gave her a big box of letter paper with her name printed on it. She won't get married 'til it's used up, and she writes very few letters on account of the postage."

### Oh, Yeah!

"We don't care what you think; we want to know what you know!" shouted the lawyer.

"Well, I may as well get off the stand then," said the witness. "I can't talk without thinking. I ain't no lawyer."

### Just Like Him

Tombstone Dealer (after several futile suggestions): How would just a simple "Gone Home" do for an inscription?

The Widow: I guess that will be all right. It was always the last place he ever thought of going.

### An Owl, of Course

Englishman: "What's that bloom-in' noise I 'ear outside this time of night?"

American: "Why, that's an owl."

Englishman: "Of course it is, but 'oos 'owling?"

### Homespun

Mountaineer — Listen, woman, who's wearin' th' pants 'round here, anyhow?

His wife—Joe's wearin' 'em to-day, Paw. You'll will have ter stay in th' cabin.

The man who brags, "I run things at my home" usually refers to the lawn mower, furnace, baby carriage and errands.

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4189

Kerosene Oil - Fuel Oil - Range Oil  
Gasoline and Greases

**JOHNSON PETROLEUM PRODUCTS**

Geo. Johnson, Mgr.

Distributor ARMUR Motor Oils  
86 Norwood Avenue Phone 5760

A man is like a tack; he can go only as far as his head will let him.  
—Hixson.

It PAYS to advertise in THE GENEVA COMMUNITY NEWS — every week.

## JACK & JILL

We brought you  
GENEVA'S RICHEST  
ICE CREAM

Double Dips ..... 5¢  
Quart Bricks ..... 25¢

JACK & JILL DAIRY STORES

IT'S TIME to condition  
your car for SPRING

Our Expert

## LUBRICATION SERVICE

prevents costly repair bills and insures proper car operation.

And, don't forget our

CAR WASHING

Department

**FINK'S**  
SUPER-SERVICE STATION  
Lake Street Phone 2448

## D. E. MARTIN - ICE -

105 Phone  
Oak St. 2706

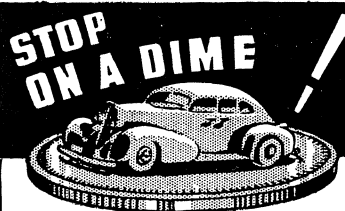
## CARPENTER and BUILDER

Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free



RELINE WITH  
**Firestone**  
BRAKE LINING

AS LOW AS **66¢** PER WEEK

**BUDGET PLAN**  
**NO MONEY DOWN**

**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323. J. H. Bindeman, Mgr.

## GENEVA WOMAN'S CLUB EVENTS

Fri., Apr. 16:

2:00—Bridge Tea

8:15—Two Piano Concert Pianists: Mrs. Samuel H. Edsall, Mrs. Sidney Smith, Mrs. Wm. Eddy, Mrs. Launt Lindsay, Mrs. Harold Soper, Mrs. Theodore Odell, Mrs. Walter Durfee

Mon., Apr. 19:

1:30—Chorus

2:00—Bowling

Wed., Apr. 21:

8:15—Concert, Woman's Club Chorus

Mon., Apr. 26:

8:00—Public Card Party. Make reservations with Mrs. James Leamy

## WHAT'S DOING AT THE "Y"?

(Continued from page 2)

registration and balance in weekly installments. For further information call 2143.

"Learn to Swim": Plans are now being made for the annual Spring "Learn to Swim Campaign". Parents of boys and girls who cannot swim should contact Physical Director Jenkins and Girls' Work Secretary Miss Evelyn Booth at once. Last year 468 boys and girls learned to swim at the "Y".

We do not stop playing because we grow old. We grow old because we stop playing.—*Spencer.*

The worst thing we can do for our health is to think too much about it.

## SPECIAL FOR APRIL

SHOES REPAIRED at old prices . . . while our present leather supply lasts. Leather prices going up.

**JOE IOCOLANO**  
14 MIDDLE ST.

## WELDING . . .

## FARMERS . . . ATTENTION!

Spring is "Just Around the Corner"

Have your broken machine parts welded . . . now!

## HARRY E. VAIL

24 Tillman St.

Phone 2682

QUALITY  
HIGH



PRICES  
LOW

Alcohol  
20-21% by volume

NEW YORK STATE

**Widmer's**  
HILLSIDE  
**Wines**

Widmer's Wine Cellars, Inc., Naples, N. Y.

## RADIO FLASHES

(Continued from page 5)

he is away Thomas will broadcast twice from at sea, twice from London and once from Paris during his regular Sunoco broadcast period.

A new series of Ford sponsored programs entitled "Universal Rhythm" and starring Richard Bonelli, Metropolitan Opera baritone; Alex Templeton, blind English pianist; the Landt Trio and Curly Mahr, and Rex Chandler's orchestra, will have its premiere broadcast over a nationwide Columbia network Saturday, at 7:30 p.m.

Don Ameche, NBC and screen actor; Werner Janssen, American born symphonic conductor, and Edgar

Bergen, radio's only ventriloquist, will form the nucleus of a new all-star radio show that will replace the "Do You Want To Be An Actor?" program heard over the NBC-Red network Sunday evening, at 8 p.m. beginning May 9. The new series will be broadcast from the NBC Hollywood studios.

Sidelights on Irene Wicker, NBC's "Singing Lady": A Quincey, Ill. girl christened Irene Seaton . . . She acquired the Wicker by marriage and the extra "e" in Irene on the advice of a numerologist . . . Five feet, two inches tall, and weighing 102 pounds, she buys her clothes in the girl's department of stores . . . Has been a professional entertainer since the age of 12 . . . Is the mother of two children.



## Spring is Here . . .

Now is the time to start your Lawn and Garden Work.  
Lawn Mowers, Rollers and Rakes. Grass Seed —  
Flower and Garden Seed. Vigoro - Lime.

Wheel Barrows - Spading Forks - Ornamental Fence  
Flower Guards.

Visit our store and see our selection  
of the latest in Garden Equipment.

### COONEY, WATTS & COONEY

HARDWARE

513 Exchange Street

Geneva, N. Y.

## OPEN EVENINGS

and SUNDAYS

### MEATS

GROCERIES - FRUIT - VEGETABLES

-: BEACON FEEDS -:

### W. J. MILLER

Lyons Road

Phone 2657

Independent Merchant — Chain Store Prices

OPEN EVENINGS

## 16c per week

. . . was the actual  
average operating  
cost of a Model F.

D. 60, WESTINGHOUSE REFRIGERATOR  
in a recent authentic "Home-Test" in the home  
of Mrs. J. F. Cooper, 38 Jefferson Ave., Geneva.

That is what "kitchen-proved" means . . . an  
official test—in a home—under average condi-  
tions of use.

In the WESTINGHOUSE you get . . .  
BETTER FOOD PROTECTION  
GREATER CONVENIENCE  
FULL POWER FASTER FREEZING  
and GREATER ECONOMY

The U. S. Government bought 16,697 Westing-  
house Refrigerators for greatest 10 yr. economy.

If a Westinghouse will save money for the  
Government, it will save money for you!

### Dillingham & Son, Inc.

20-22 Castle Street

Geneva, N. Y.

**Westinghouse**  
*Kitchen-  
proved*  
**REFRIGERATOR**

## OUR ANNIVERSARY SALE

CLOSES SATURDAY, APRIL 17

Friday and Saturday will be big bargain days

One lot SILK PRINTS —	44¢ yd.
Closing Out at.....	
Odd lots of FABRIC GLOVES	39¢ pr.
Closing Out at.....	
HANDBAGS, values to \$2.50	25¢
Closing Out at .....	
NECKWEAR - SCARFS	25¢
.....	
CLIPS - EARRINGS	25¢
COMPACTS .....	
RAYON UNDIES	65¢
2 for .....	
MEN'S SOCKS —	19¢
Closing Out at .....	
PATEX TOWELS	59¢
Box of 5 .....	
And CURTAINS —	88¢
Special for .....	

## HOWARD DRY GOODS CO.

HONEST VALUES in



## and TRUCKS

You'll be pleased with any one of these . . .

1937 CHEVROLET SPORT SED. (DeLuxe)  
1937 CHEVROLET TOWN SEDAN  
1935 CHEVROLET COACH (DeLuxe)  
1935 CHEVROLET COUPE (DeLuxe)  
1934 CHEVROLET COUPE (DeLuxe)  
1931 CHEVROLET COUPE

Two Good Trucks . . .

1935 CHEVROLET 1½ TON STAKE  
1932 FORD SUBURBAN

Our stock is constantly changing. Tell us what  
you want, if it is not listed above.

Lesser priced cars, with down payments  
as low as \$20.00.

### RUSSELL-HART CHEVROLET, Inc.

South Exchange St. Phone 6621 Geneva, N. Y.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., APRIL 29, 1937

## \$100.00 IN CASH PRIZES

An Excellent Opportunity for You to Win a Prize of  
\$50 - \$25 - \$10 and three of \$5

Offered by Loan Service Corporation of Geneva for the Six best lists of

"10 ADVANTAGES TO BE GAINED BY CONSOLIDATING

YOUR BILLS WITH A LOAN FROM LOAN SERVICE CORP."

Call or write to our office for a regulation entry blank. It only has to be filled in and will take but a few minutes of your time. To help you further we will give you a free booklet entitled "Solving the Money Problem" which explains our Loan Service in detail. All are eligible.

## LOAN SERVICE CORPORATION

34 Seneca St., Geneva, N. Y.

SECOND FLOOR over Keilty's Dry Goods Store

Phone 2334

## FREE ICE ... *Beginning May 1st*

And through the month we are offering old and new patrons a very special premium with the CASH PURCHASE of our COUPON BOOKS.

50 Lbs. FREE ICE with each 500 lb. book at \$ 3.00

100 Lbs. FREE ICE with each 1000 lb. book at \$ 6.00

200 Lbs. FREE ICE with each 2000 lb. book at \$12.00

### STOP THE DRIVER OF THE WHITE TRUCK

for information regarding

### "COOLERATOR" REFRIGERATION

... which insures COLD - WASHED - HUMIDIFIED CIRCULATED AIR

"COLD ALONE IS NOT ENOUGH" ... Ice Cubes in 5 Minutes

## C. J. BRADY

REFILTERED CITY WATER

## I - C - E

110 LAKE STREET

PHONE 2740

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., APRIL 29, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - *Manager*

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Also Ovid, Willard, Waterloo, Phelps, Stanley, Hall and Seneca Castle.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

### A DEPENDABLE

Life Insurance and Annuity  
SERVICE

LAVERNE F. DARLING

Geneva Trust Bldg.

Phone 2184



Goodrich  
**CREDIT  
PLAN**

**MARSHALL MOTORS**

MAIN at SENECA ST.

Geneva, N. Y.

Phone 6556

### K. OF C. CIRCUS

Tonight (Thursday) is "Rochester Night" at the big K. of C. Circus, which opened last evening in the State Armory and is to continue thru Saturday. Talent for tonight's acts will be furnished by the visiting Rochester Fraternal Societies.

Tomorrow night will be "Auburn and Canandaigua Night", with fine entertainment furnished from those cities.

The grand finale of the Circus will be Saturday night, when the winners will be announced and prizes awarded in connection with the "Coronation Contest" which has been conducted during the past few weeks. It will then be known who is to be crowned King or Queen of the K. of C. State Convention to be held in Geneva, starting Thursday, May 27.

### CARD PARTY

The Ladies of the Parish Aid will hold a card party at St. Peter's Parish House on Monday evening, May 3, at 8 o'clock. Refreshments will be served.

Always read the  
"Dorothy Goes Shopping" page!

Hem bands in color, make a print dress much more interesting.

## FUR SAFETY

Protect your fur garments during the summer months by placing them in a cold storage vault at a temperature of 22 degrees above zero. Garments insured against Fire, Theft and Moths to amount of declared value.

### LE BRUN'S FUR SHOP

REPAIRING and REMODELING  
Coats Made to Order a Specialty

38 Linden Street Phone 3461  
— Work Called For and Delivered —

## GLASSWARE . . .

We have some very fine patterns . . . ranging in price from \$2.50 per ½ doz. to \$12.00 doz.

Glasses for every occasion:

Goblets	Wines
Hi Sherbets	Old Fashioned
Low Sherbets	Hi Ball
Iced Tea	Pilsner.
Footed Tumblers	Also, Sherbet,
Mineral	Salad and
Orange Juice	Luncheon
Fruit Cocktail	Plates

### S. A. GILBERT

JEWELER

510 Exchange Street Geneva, N. Y.

**NO RUBBING • NO SCRUBBING**



## DICA'DOO Paint Cleaner

Quickly Removes Dirt, Grease and Grime . . No Rubbing—No Scrubbing.

Think of it! . . you merely put it on, and then wipe it off and *all* the dirt is *completely* removed! And because it's a *creel* preparation, it keeps your hands lovely. Cleans all washable surfaces. Try it also for mopping floors.

*Just Put it on—Then Wipe it off*

A casual coat in yellow is a very good choice—yellow goes with almost every color.

All soft dresses have flared skirts.

### BARGAINS!

EASY WASHER  
FLOOR SAMPLES and  
DEMONSTRATORS

... at greatly reduced prices  
— See them today —

Also USED WASHERS

... from \$5.00 up

**EASY WASHER SHOP**

505 Exchange Phone 6323

### CONGOLEUM - NAIRN

Adhesive Inlaid Linoleum

Adhesive right on the back

\$1.69 sq.  
yd.

Large variety of new patterns  
to choose from

**WHEELER'S**  
opp. Post Office

### BEFORE BUYING See NORGE

Refrigerators  
Ranges

Ironers

Washers

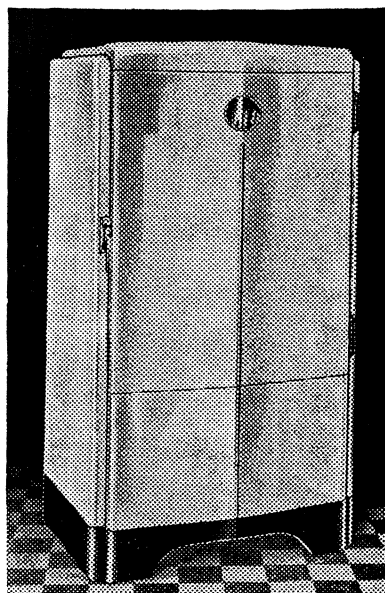
**BOLIN MUSIC HOUSE**

**NOW** is the time to put  
your boat in shape for the coming  
season.

We carry a full line of  
Marine finishes.

**FAIRFAX BROS. CO.**

87 Castle St. Phone 2441



YOU OWE IT TO YOURSELF  
TO COMPARE

## DAYTON ELECTRIC REFRIGERATOR

Values . . . Point by Point

- Space for Quart Milk Bottles
- Ample Height for Tall Bottles
- Quick Chilling of Beverages
- Sliding Shelf Sections
- Vegetable Freshener
- Drawer Type Tray
- Dry Vegetable Bin
- QUIET OPERATION.

Come in . . . see this Refrigerator  
... made by America's oldest refrigerator manufacturer.

The right size to fit your family,  
at a price to fit your pocketbook.

-: CONVENIENT TERMS :-

## DORCHESTER & ROSE

543-545 EXCHANGE ST.

(HARDWARE)

GENEVA, N. Y.

### REGENT THEATRE ATTRACTIONS

Friday and Saturday, April 30,  
May 1—Two features: "Her Husband Lies" with Ricardo Cortez, and  
"Left Handed Law" with Buck Jones.

Sun., Mon., Tues., May 2-3-4—  
"The Soldier and the Lady" with  
Anton Walbrook and Margot Gra-hame.

Wed., Thurs., May 5-6—"Men in  
Exile" with June Travis and Dick  
Purcell.

Put a ring around these four days  
on your calendar. Wednesday,  
Thursday, Friday and Saturday,  
April 28-29-30, May 1. It's the  
date of the Rexall ORIGINAL One  
Cent Sale. Two items for the price  
of one, plus only 1¢. 250 bargains to  
to choose from. HAVILAND'S  
PHARMACY, the Rexall Drug  
Store, 418 Exchange St.

Here lies the body of Samuel Jay,  
Who died maintaining his right-of-  
way;

He was right—dead right—as he  
sped along;

But he's just as dead as if he'd been  
wrong.

Cut a major item  
in your  
household budget!



ORDER  
NEXT WINTER'S COAL  
at the present low prices  
For D & H ANTHRACITE  
Phone 2221

**RAPALEE'S**

THE Solid Fuel for Solid Comfort

It PAYS to advertise in THE GENEVA COMMUNITY NEWS — every week.

# \* DOROTHY GOES SHOPPING \*

Phone 3529 . . .

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

## Mother's Day is May 9

So it's none too early to select a Greeting Card for Mother.

**McCarthy's Pharmacy**  
162 Castle St.

has a complete assortment — all beautifully designed and worded . . . A Gift suggestion — "Whitman" or "Schrafft" Assorted Chocolates. Place your order now.

Your nails should curve gradually inward from each side and the tips should be an oval rather than a pencil-point.

Many people who have purchased

**1937 Westinghouse Refrigerators**  
from  
**Dillingham's**  
22 Castle St.

have "traded-in" their Ice Refrigerator . . . Kelvinator . . . Copeland . . . Coldspot . . . Frigidaire.

**Dillingham's**  
offer you several "good bargains."  
**Ice Refrigerators . . . \$3.00 up**  
**Used Electrics . . . \$30.00 up**

Does your **Living Room Furniture** need **Re-covering**? If so, see the new Spring Styles and Coverings at

**The Seneca Furniture Mfg. Co.**  
Middle St.

You'll be surprised at the low cost of having your furniture made to look like new.



Something else Free  
Half-Gallon of  
Chi-Namel Floor Enamel  
or

Durite Floor Varnish  
with a purchase of 5 gallons  
Chi-Namel House Paint  
**Beard's** 93 Castle St.

Maybe your dress isn't brand-new this season, but it will look mighty gay with a bright new belt or a giddy new scarf.

Having trouble with your watch or clock? You can do no better than to have a time-piece cleaned, repaired and regulated by an expert. I recommend

Mr. G. H. Prince  
**Prince's Jewelry Store**  
20 Linden St.

Dress for Day and Evening should always be

Made-to-Measure  
**Ask for an International!**  
Match your old coat and vest with new Trousers.

**A. P. Petersen**  
476 Exchange St.

Your hair should follow an upward movement. Curls brushed up! Waves should be laid in lines upward from the ears toward the crown of your head.

Let **Flowers** express your sentiments to **Mother** . . . Perhaps a charming nosegay . . . a corsage . . . plant . . . bouquet of cut flowers . . . **Dial 2105.**

**The Staley Flower Shoppe**  
84 Castle St.  
Flowers telegraphed — **Bonded F. T. D. Members** . . . Also, Mother's Day Greeting Cards.

The new **Boys' Department** at  
**Baker & Stark**  
should interest all Mothers, whose Pride and Joy is 2 years or older. Splendid assortment of wearables at very attractive prices. All merchandise selected personally by a young mother who is in charge of this Department.



Grumpy dispositions brighten in a cheerful room!

**Aristocrat Wallpapers**  
are designed to give rooms new life . . . the color schemes are cheerful and practical, for

**Aristocrat Wallpapers**  
are **Washable** and **Sunfast**. See them at

**W. C. Demming Corp.**  
505 Exchange St.

The **Fourth Anniversary Sale** at  
**The Seneca Shop**  
45 Seneca St.

continues through Saturday. Prices have been greatly reduced on

**Coats - Suits - Dresses**  
to celebrate this event.

For **Mother's Day**—the one Gift that will have your mother's lasting appreciation—**your photograph** . . . Send it to her on her day — **May 9 . . . Dial 2183** for an appointment.

**The Stewart Studio**  
41 Seneca St.

Prices of **Boys' and Girls' Coats** have been greatly reduced at

**The Julia Elizabeth Shoppe**  
18 Linden St.

<b>\$11.95 Coats</b> .....	<b>\$9.95</b>
<b>9.95 Coats</b> .....	<b>8.95</b>
<b>7.95 Coats</b> .....	<b>6.95</b>
<b>5.95 Coats</b> .....	<b>4.95</b>

Checks - Solid Colors - Navy

Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

"Dorothy"



## RADIO FLASHES

by Ralph Le Brun



The nitwit  
of the  
networks,  
**Gracie Allen,**  
is  
now hunting  
crazy relatives  
for her  
NBC programs  
with  
Georgie Porgie  
Burns.  
You can  
hear them  
any Monday,  
at 7 P.M.,  
over the  
Red-NBC  
network.

Coronet—on the Air, is that sophisticated new radio show featuring Deems Taylor, composer, critic and commentator, with Robert Armbruster's Orchestra heard Friday evenings over NBC-WHAM, at 9:30 P.M. The program brings to the air an entirely fresh treatment of short stories, articles and even pictures from the pages of the magazine sponsoring the series, interpreting them through music and dramatizations

The first forty addresses, pro and con, on the President's court plan delivered over CBS during February and March have been published in a special Supreme Court edition of "Talks," the quarterly digest of speeches broadcast over CBS. The book, containing 200 pages, can be secured for 25¢ by addressing the Columbia Broadcasting System, 485 Madison Ave., New York.

Gertrude Berg, author of the famous NBC serials, The Goldbergs and the House of Glass, is at present in Hollywood, in the capacity of technical advisor to RKO pictures.

I'll be seeing you at the

## K. of C. CIRCUS

State Armory - Wed., Thurs., Fri., Sat.

**RALPH LE BRUN :: Radio Service**  
225 High Street Phone 3237

Off the air, Judy Canova and her colleagues, Annie and Zeke, aren't anything like they sound when they come through your loud speaker on NBC's Rippling Rhythm Revue. They are college graduates and are hillbillies for professional purposes only.

Notes from the NBC-Red network—Bert Lahr, comic star of many Broadway hits, is now the humor interest in Manhattan-Merry-Go-Round every Sunday evening, at 8 . . . Chas. Winniger will return to his  
(Continued on page 12)

## Mighty Fine Values

. . . in SPRING CLOTHES

SUITS \$17.50 to \$35.00

TOPCOATS \$15.00 to \$28.00

Attractively Styled by Dependable Makers

And Spring demands a New Hat  
MALLORY HATS, \$4 & \$5 OTHERS at \$2.45 & \$2.95

**WELCH'S**  
494 Exchange St.

## A Flood of Bargains

For the last two days of April

## At PHILLIPS' Better USED CARS & TRUCKS

SPECIAL SALE

**\$5.00 BUYS ONE OF 5 CARS**  
DOWN . . . \$2.00 Per Week

OVER 60 CARS AND TRUCKS TO CHOOSE FROM  
PRICED FROM \$25.00 to \$595.00

Small Down Payment

Easy Terms

Now is the time to buy one of our Better Used Trucks

1936 Ford Stake

1934 Chevrolet Stake

1934 Dodge Panel

1936 Chevrolet Pick-Up

1931 Ford Stake

1934 Chevrolet Panel

## PHILLIPS MOTOR COMPANY

232 Genesee Street

Geneva, N. Y.

Authorized FORD Dealer

—: Prompt Delivery on A New Ford V8 :—

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Sour Cream Cookies

- 1 cup shortening
- 2 cups brown sugar
- 2 eggs
- 1 cup sour cream or 1 cup evaporated milk
- ½ teaspoon nutmeg
- 1 tablespoon vinegar
- 3 tablespoonfuls preserves
- 4 cups sifted flour
- 1 teaspoon baking soda
- 1 teaspoon baking powder

Cream shortening sugar and eggs together until light and fluffy. Add sour cream and preserves. Sift dry ingredients together and add to first mixture. Drop by tablespoonfuls on greased cookie sheet and bake 15 minutes in hot oven.

R. McD., Exchange St.

PHONE 2127

or stop at 261 William St.  
for the BEST in

## MEAT and POULTRY

at reasonable prices

## WILSON & JOHNSON

Five deliveries per day to all parts  
of the city

## Curried Shrimps

- 1 cup raw shrimps, cleaned
- 1 tablespoon butter
- 1 tablespoon flour
- 1 teaspoon curry powder
- 1 cup chicken broth
- Few drops of onion juice
- 1 teaspoon tomato sauce
- Salt and pepper to taste
- Steamed rice

Flour the shrimps and fry lightly in butter. Add another tablespoon butter, the flour, and curry powder, and stir until well blended. Add the broth and seasonings, and simmer until sauce thickens. Serve over steamed rice. Whole oranges simmered to juicy tenderness in sirup (1 cup sugar to one cup water) make an edible garnish. (When canned shrimps are used, fry quickly to keep firm.) A bouillon cube and 1 cup of hot water may be used for broth.

Mrs. A. F., Genesee St.

## Potato Hamburg

Put through the food-chopper enough raw potato to make twice the bulk of 1 lb. of hamburger. Mix potato and hamburger, add salt, pepper and 1 small onion chopped fine. Put 2 tablespoons lard in frying pan, add meat and potato mixture and cook until brown, adding more lard if necessary to prevent sticking. Pan should be covered while cooking and mixture stirred frequently.

Mrs. C. B. J., R.D. No. 1

Whatever your figure fault, a Spencer, individually designed for you will correct it. Phone 5539, Mrs. Nettie Wykoff, Spencer Corsetiere, 314 Hamilton St., Geneva.

**SAN-EQUIP** Septic Disposal  
Systems  
and waterless toilets

**Seneca Plumbing & Heating**  
68 Exchange St. Phone 6574

**JACK & JILL**  
— Freezer Fresh Daily —

## ICE CREAM

No skimmed milk powder nor melted butter used in our Ice Cream.

Can others say that?  
**BRICKS** ..... 25¢

**THE EVENT YOU  
HAVE BEEN  
WAITING FOR!**

**Rexall**  
ORIGINAL RADIO  
**ONE  
CENT  
SALE**

**LISTEN TO THE RADIO  
BROADCAST. LEARN WHAT  
YOUR PENNIES WILL DO**

## 4 BIG DAYS

Wednesday - Thursday  
Friday - Saturday  
April 28-29-30 and May 1

## Haviland's Pharmacy

418 Exchange St.

SAVE with SAFETY at  
**The Rexall DRUG STORE**

## HAVE YOUR BINS FILLED--NOW!

Phone 2393 or 2373 and SAVE MONEY  
ON COAL at present low prices.

## P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle Street 261 Exchange Street  
RANGE OIL - KEROSENE OIL - FUEL OIL

## BE COOLER THIS SUMMER

Enjoy AIR-CONDITIONING

(May be applied to your present heating system)

## JOHN A. PONTIUS

90 Elm Street

Phone 4575

By the way . . . "How's Your Roof?" If it isn't good,  
better have a new one NOW . . . before prices advance  
further.



"There is only one way to accomplish anything—go ahead and do it."

## G. H. PRINCE

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture Framing

D. E.  
MARTIN

105  
Oak St.

**ICE?**  
PHONE 2706

## BAUMGARTNER'S FOOD STORE

Quality Foods . . . Chain Store Prices

BOSCU COFFEE, "It's the Flavor",  
2 lbs. for .....59¢

BEAN HILL COFFEE,  
Our own blend .....19¢

QUEEN BESS TOMATO JUICE,  
No. 1½ ..... 8¢

QUEEN BESS SWEET PEAS,  
No. 2, 2 for .....25¢

KELLEY BRAND TOMATOES,  
No. 2, 2 for .....17¢

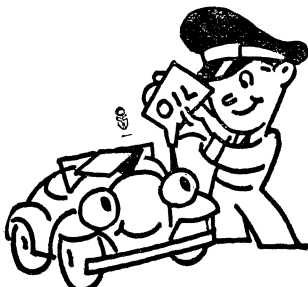
FANCY FOWLS, per lb. ....27¢

KIRKMAN'S SOAP CHIPS, 1ge.;  
KIRKMAN'S CLEANSER, both, 21¢

SNOWFLAKE SHORTENING,  
per lb. ....17¢

Top of Bean's Hill at edge of city  
Phone 2546 We'll Deliver

**Don't Delay!**



WINTER LUBRICANTS  
ARE NO LONGER SAFE

Drive in Today!

**RICKELS**

SERVICE STATION  
Lake Street Phone 2920

## KNOW YOUR GENEVA MERCHANTS



News Photo Engraving  
George F. Bruzee

At 23 E. Castle St., Mr. Bruzee conducts a completely equipped Radio Service Shop, with the latest scientific equipment for carrying on all sorts of tests and servicing all makes of radios. A complete library of up-to-the-minute service books, containing diagrams and explanations of hundreds of radio "hook-ups", is maintained as guides in working on radios of all makes and models.

Mr. Bruzee has appointments from several of the leading radio manufacturers to act as their official service representative in this territory.

In connection with his radio department Mr. Bruzee also builds public address systems of the highest quality, which are for sale or for rent.

In another department of his business Mr. Bruzee deals in National Auto Batteries and conducts a well organized, prompt and efficient battery service.

—o—  
**BUY IN GENEVA**

## "WILLYS" . . .

The Surprise Car of the year  
HALF THE GAS . . . up to 35 miles per  
gallon . . . TWICE THE SMARTNESS

## DODD & COLLINS

401 Exchange St. Geneva, N. Y.



Clean Rugs and Carpets are most important to your Health, and the Durability and Beauty of your floor coverings. Our Hild System will help provide all these comforts and conveniences. Just phone 2910 . . .

## FOOTE'S CLEANERS

Harry D. Tarbell  
78 Castle Street Geneva, N. Y.

**FOR SUPER TRACTION  
ON UNIMPROVED ROADS**



**Firestone**  
GROUND GRIP  
TIRES

AS LOW AS

**84¢**  
PER WK.

**ON OUR  
BUDGET PLAN  
NO MONEY DOWN**

**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.  
Phone 2323, J. H. Bindeman, Mgr.

# CLASSIFIED BUSINESS DIRECTORY SECTION

WHAT  
YOU  
WANT  
AND  
WHERE  
TO  
GET  
IT

## FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK

Read each advertisement in this section. Look for the stars (\*). A number of them are scattered among the different ads. Make up a list of the firms in whose ads these stars appear.

Mail your list to "Directory Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct — Two tickets each to Regent Theatre.

Next four correct — One ticket each to Geneva Theatre.

NOTE — Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

REMEMBER  
THESE  
FIRMS —  
THEY  
WILL  
SERVE  
YOU  
WELL

### Auto Service

#### FIRESTONE AUTO SUPPLY & SERVICE STORES

Complete 24-Hour Car Service

J. H. Bindeman, Mgr.

See Our Special Ad on Another Page  
Lake & Exchange Sts.\* Phone 2323

### Auto Tires

#### NORWALK TIRES . . .

5 ply instead of 4

7 ply instead of 6

Plus ply strength without sacrifice of riding comfort. Flat tread—greater road surface contact.

LERKIN'S GARAGE

16 Davis St. (off High) Phone 6782

### Auto Repairs

#### MOTOR OVERHAULING

Now is the Best Time\* . . .  
before the Spring Rush.

We have the latest in valve and clutch equipment.

STRATTON'S BRAKE SERVICE

Lake St. near Exchange Phone 2028

### Advertising

#### MR. MERCHANT:

Can you afford to pass up the buying requirements of 25,000 people weekly?

ADVERTISE — every week — in the

GENEVA COMMUNITY NEWS

Phone 2108

### Auto Laundry

CARS WASHED POLISHED,  
and SIMONIZED  
Washings, \$1.00 up

JERRY'S AUTO LAUNDRY

rear of Carroll's Central Service

Main St., opp. Armory

Phone 2592 We Call and Deliver

Plea

"Judge," said the funny prisoner, "give me a sentence with the word 'freedom' in it."

### Body and Fender Work

#### LITTLE DENTS . . . BIG DENTS

. . . fenders bent, or body badly damaged. We can fix . . . match the paint, too . . . look like new again.

Just Phone 2257

PETERSON (Seymour Alley)  
rear Geneva Loan & Savings Assn.

### Business Directory

If you would like a space in this

CLASSIFIED

BUSINESS DIRECTORY

SECTION

Dial 2108

### Coal and Coke

MAY WE  
FILL YOUR COAL BINS  
NOW . . . at the present

low Spring prices?

FRANK DWYER COAL CO.

Phone 2421 16 E. Castle St.

### Displays

Advertise with\*

**SIGNS** By  
MURRAY

Posters - Cards - Banners, etc.

Prompt Work . . . Reasonable Prices

127 Lafayette Ave. Call 3681

### Florists

PHONE 2026 . . . for

FLOWERS for Every Occasion

Orders delivered locally

or telegraphed anywhere

TRAUTMAN & SMITH

Greenhouse & Office No. Exchange St.

### Fuel Oil Service

Esso Kerosene

Range Oil — Esso Heat

\*Gas, Oil, and Grease

Write or phone orders to

CHAS. F. HAGEN

237 Castle St.

Phone 3798

### Gas and Oil

#### DELCO BATTERIES

**50¢ RECHARGING  
SERVICE**

CARROLL'S CENTRAL SERVICE

Opposite Armory

305 Main St. Phone 2592

#### WINTER OR SUMMER

"Marfak"\*Lubrication

Adds Life to Your Car

OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

Stop at our "Star" Pumps for

Service that never fails to satisfy.

We now have

"FRO-JOY" ICE CREAM

Bulk - Brick - Cones - Novelties

WEST END SERVICE

Mark Hopwood, Prop.

COMPLETE LINE OF GROCERIES

Hamilton St. foot of Bean's Hill

### Groceries

#### BRENNAN'S GROCERY

31 John St.

Open nights 'til 9

Phone our Beverage

Department - 4572

for Free Delivery of

BEER and ALE

**\$1.99**

per case

(plus deposit)

—: BUY IN GENEVA :—

# Classified Business Directory Section (Continued)

## Meat

### JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

#### SATURDAY SPECIALS

Boneless Veal Stew.....	22¢
Veal Cutlets .....	28¢
Veal Chops, 2 lbs.....	35¢
Boneless Veal Roast.....	25¢
Hamburg, 2 lbs.....	29¢
Home Made Bologna.....	20¢
Round Steak .....	25¢
Boneless Beef .....	22¢

Come in . . . we can save  
you money on Groceries.  
(Plenty of Parking Space)

## WEEK-END SPECIAL MULVEY'S

Fresh Ground Hamburg.....  
Cala Hams.....  
Fish Fillets.....

18c

Phone 2712 We Deliver  
70 No. Genesee

## Moving - Storage

WE'LL STORE YOUR FURNITURE  
or MERCHANDISE

Reasonable Rates. Move you, too, if you  
desire. Our vans go anywhere, any time.  
All loads insured. Also have few odd  
pieces furniture for sale.

GENEVA MOVING & STORAGE CO.  
C. A. Bissell, Pres.

99 Genesee\*Street Phone 2182

## Optometrist

A NEW PAIR OF GLASSES  
or having the old lenses changed will  
help those with weak eyes to have a  
better outlook on 1937.

G. W. FLETCHER, OPTOMETRIST  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044  
Phone for Appointment

## Papers - Magazines

DAILY AND SUNDAY PAPERS  
Magazines, Periodicals, Complete Foun-  
tain Service. Enjoy a Soda or Sundae  
made with Fro-joy Cream in our new  
booths. Also Cigars, Cigarettes, Candy,  
Gum, School Supplies.

THE CORNER NEWS  
Cor. Main & Castle Sts. \*Phone 2515

Naturalness is the key to beauty.

## Parking

YOU DON'T HAVE TO  
"HURRY BACK" . . .

to avoid a Parking Fine  
when you park here . . .

ALL DAY for.....15¢

ANDERSON'S PARKING STA.

Opp. Armory Rear Central Service

## Sea Food

FRESH CHESAPEAKE BAY SHAD  
. . . now in season

GENEVA FISH MARKET

Louis A. Boehm, Prop. We Deliver.  
Phone 6222 358 Exchange St.

EVERYTHING IN SEAFOOD

## Sheet Metal Work

FURNACES - ROOFING  
and AIR-CONDITIONING

HOMER R. OSTRANDER

Phone 3976 Rear 70 Colt St.

## Shoe Rebuilding

WE CAN'T SAVE YOUR SOUL  
. . . but we know how to put on  
new soles. Prices reasonable.

FRANK'S

SHOE RENEW SERVICE

10 Castle St. Geneva, N. Y.

## Smoker's Supplies

FRESH CANDIES  
for MOTHER'S DAY  
We handle the best . . .  
DURAND'S

H. F. FOX, Tobacconist (since 1870)  
476 Exchange next Kirkwood Hotel

## Used Cars

SEE PHILLIPS . . .

for Good Used Cars

All Makes

PHILLIPS MOTOR CO.

Authorized FORD Dealer

230 Genesee St.

## Vocal Instruction

Prepare for  
RADIO, CONCERT STAGE, Etc.  
Private Coaching Only

WENTWORTH  
Teacher of Voice

225 Main Street Phone 5307

— No charge for audition —

## Watch Repairing

Phone  
5566

Work Called for  
and Delivered

GEORGE E. DURKEE

Expert Watch, Clock, and  
Jewelry Repairing

22 Madison St. Geneva, N. Y.

## HERE ARE THE WINNERS

in our "Star Counting Contest"  
. . . for the past week:

(Geneva)

Mrs. Nettie Kelley, 12 Goodelle  
Terrace

Carlos Strouse, 131 E. North St.  
Mrs. Sarah Griffin, 12 Twomey Pl.  
Margaret Hefferon, 113 Lyceum St.  
B. G. Burke, 168 Lafayette Ave.

(Outside Geneva)

Miss Mary Coggins, 127 Main St.,  
Waterloo

Floyd Tharp, Ovid, N. Y.

## \$100.00 IN CASH AWARDS

Have you secured your contest  
entry blank from the Loan Service  
Corporation? (See page 1.)

## CARPENTER and BUILDER

Weatherstripping and Caulking

Frank M. Mowers

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free

YOUR TASTE  
WILL  
RECOGNIZE  
THE  
DIFFERENCE

NEW YORK STATE  
Widmer's  
HILLSIDE  
Wines

Widmer's Wine Cellars, Inc., Naples, N.Y.

First instruction in first aid was proposed by George Ryerson Fowler and given in 1885 at the annual encampment of the New York State militia at Peekskill, N. Y.

Mistress (to new maid): "Now, Norah, when you wait on guests at dinner, please don't spill anything." Norah: "No, Ma'am, I won't say a word."


**☆ SCHINE'S**  
**GENEVA**

Friday - Saturday

THEY ASKED FOR  
NOTHING MORE THAN  
TO LOVE EACH OTHER!

**SIMONE SIMON**  
**JAMES STEWART**  
in  
**"SEVENTH HEAVEN"**

with  
**JEAN HERSHOLT**  
**GALE SONDERGAARD**  
Gregory  
**RATOFF**




Plus  
Mickey Mouse  
Cartoon  
Latest News

Sunday - Monday - Tuesday

It's Swelegant!  
— Yowsah! —

**WINCHELL... King of Broadway**  
and **BEN (Yowsah) BERNIE**  
**ON THE SCREEN AT LAST!**




**WAKE UP and LIVE**  
WITH **WALTER WINCHELL**  
**BEN BERNIE**  
ALICE FAYE  
PATSY KELLY  
NED SPARKS  
JACK HALEY  
Grace BRADLEY  
and all the lads

Plus! Popeye  
Cartoon,  
"Twister Piteifer"  
Travelog - News



## RISING COSTS Assure HIGHER PAINT PRICES

Place your order with us — NOW  
— and we'll protect you on price.

**MASTER QUALITY HOUSE PAINT (\$3.65 value).....gal., \$2.98**  
All colors and white

**FLOOR AND DECK ENAMEL.....gal., \$2.75; qt., 75¢**  
**FLAT WALL PAINT.....gal., \$2.10; qt., 60¢**  
**GLOSS WALL PAINT.....gal., \$2.75; qt., 80¢**

**LIMITED TIME ONLY**

**DILLINGHAM & SON, Inc.**

20-22 Castle Street

Phone 2278

### A LESSON IN DIVISION

"Divide by twelve; then divide by fifty-two."

That's what you should do to your Community Chest pledge which serves the needy for twelve months, fifty-two weeks. Of course, if you would like to know what your contribution amounts to each day, you can divide your gift by 365, the number of days it must serve those who are depending on you through the Chest.

Another bit of figuring that will prove interesting is to divide your daily gift by six to see just how generous you are being to each of the six agencies. If you are a determined statistician you can figure it all out in percentages and know just how much help you are giving each agency. Here's the code:

Out of every dollar you give the General Hospital gets 32 cents a year, the Social Service League gets 19 cents; the Salvation Army gets 17 cents; the Boy Scouts get 9 cents; the Girl Scouts get 4 cents and the Women's Rest Room gets 5 cents a year.

When you feel particularly peevish because you are giving to an agency for which you have no particular fancy, just figure out how much you are giving it a year and the smallness of the amount is pretty apt to be a big surprise to you and it will, no doubt, lessen your chagrin to an infinitesimal degree. Figures don't lie. Start figuring for May 10-13.

### Concern

He (at the movies)—Can you see all right?

She—Yes.

He—Is there a draught on you?

She—No.

He—Is your seat comfortable?

She—Yes.

He—Well, will you change places with me?

### PIANO TUNING and Rebuilding

**R. J. PARK**

60 Lyceum St.

Phone 6165

### CHEAP (So Called) GREASE JOBS

Cost you plenty of  
Real money — in the  
long run.

### PROPER LUBRICATION

... may cost a few cents  
more —at the time —  
but saves you many dollars  
in costly repair bills.

Bring your car to us for  
"LUBRICATION"

### FINK'S SUPER-SERVICE STATION

Lake Street

Phone 2448

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street Phone 4189

IS THE BEST TOO GOOD FOR  
YOU? . . . If not . . .

Buy Quality Merchandise from

**L. E. HILTON****FINE ROTTED MANURE**

Per cubic yard (about 22 bu.).....\$3.25

**FINE COMPOST SOIL**

Per cubic yard .....\$5.75

**FERTILE LOAM SOIL**

Per cubic yard .....\$2.50

Large quantities discounted  
according to amount

—: We deliver a bushel or a load :—

Phone 6102

14 Clover Street Geneva  
(Drive up and inspect our stock)**INSURANCE**... IN ALL ITS BRANCHES  
(except Life)Let us make a survey  
of your Insurance  
needs . . . without obligation  
to you.You may be assured of  
dependable service.**F. A. SNYDER**

43 Pulteney St. Phone 6359

We can now align  
High Fidelity Radios  
with an**OSCILLOSCOPE**

... the latest scientific method.

This is the only way High  
Fidelity Radios can be  
properly aligned.**GEO. F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522

**Announcing a 10% Discount . . .**

on ICE COUPON BOOKS—during the month of MAY (only)

2000 lb. Book—regular \$12.00—NOW \$10.80

500 lb. Book—regular \$ 3.00—NOW \$ 2.70

(Cash with order)

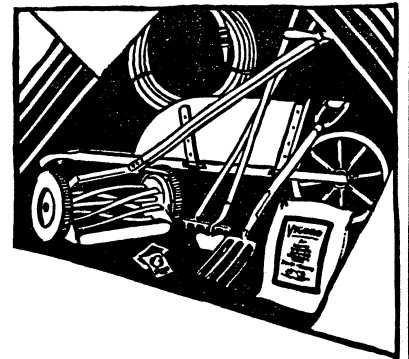
**SPECIAL**—Let us install a McKEE DUO-DRAFT REFRIGER-  
ATOR in your home—10-day FREE TRIAL**GENEVA REFRIGERATING CORP.**

"The Red Trucks"

Phone 2404

**GENEVA FREE LIBRARY**The following are some of the  
new books recently added to the  
library:*Adult Fiction*—"Busman's Hon-  
eymoon" by D. L. Sayers; "East  
Wind" by Compton MacKenzie;  
"We Are Not Alone" by James Hil-  
ton; "None Shall Look Back" by  
Caroline Gordon; "Sea of Grass"  
by Conrad Richter.*Adult Non-fiction*—"Plan Your  
Own Security" by William Law;  
"Something of Myself" by Rudyard  
Kipling; "A Woman Surgeon" by  
R. S. Morton; "How to Make More  
Sales" by Harry Simmons; "The  
Country Kitchen" by Della T. Lutes.*Juvenile Fiction*—"Ol' Paul, the  
Mighty Logger" by Glen Rounds;  
"Ghost Ship" by Nora Burdlon;  
"Salar, the Salmon" by Henry Wil-  
liamson; "Oaktree House" by Kath-  
rine Gibson; "The Yellow Cat" by  
Mary Grigs.*Juvenile Non-fiction*—"On the  
Air" by J. W. Floherty; "How  
They Sent the News" by J. W. Mc-  
Spadden; "Phantom King" by H.  
Hawthorne; "Dirigible Book" by  
W. C. Pryor.Can you imagine getting three 25¢  
tubes of Mi31 Tooth Paste for only  
26¢? It's only one of the many bar-  
gains at the Rexall ORIGINAL  
One Cent Sale, Wednesday, Thurs-  
day, Friday and Saturday, April  
28-29-30, May 1. HAVILAND'S  
PHARMACY, the Rexall Drug  
Store, 418 Exchange St.**Reverse English**"So your son started talking at  
last?""Yes—we're teaching him to  
keep quiet now.""The longer some people live the  
more unpopular they are with  
themselves."**SPECIAL FOR MAY****SHOES REPAIRED** at old prices  
. . . while our present leather supply  
lasts. Leather prices going up.**JOE IOCOLANO**

14 MIDDLE ST.

**Gardening Time**We have a complete stock of quality  
hardware and gardening supplies at  
reasonable prices. Seeds, grass seed,  
garden tools; rubber garden hose, lawn  
sprinklers, lawn mowers, and Vigoro,  
the complete, scientifically prepared  
plant food. Come in and inspect our  
stock, or phone your order; it will have  
our careful attention. Order enough  
Vigoro for everything you grow.**VIGORO**  
Complete plant food**COONEY, WATTS & COONEY**

HARDWARE

513 Exchange St. Phone 2170

## RADIO FLASHES

(Continued from page 5)

old role of Captain Henry when the Thursday evening Show Boat moves to Hollywood in May . . . Rudy Vallee's Variety hour will have Chas. McCarthy (that's Eddie Bergen's dummy) as master of ceremonies during Rudy's absence this week. The Show will originate in London, May 6 and 13. Rudy, as you probably know is off to the Coronation and will have British stars on these two programs.

The wise presumption is that all guns are loaded.

All young people compliment snow white hair in their elders, but do any of them wish to have it?

## Our Message

Presenting a large array of the finest and newest in Men's Clothing and Furnishings.

"Timely" — SUITS and TOPCOATS

"Mallory" — HATS

"Wilson" — SHIRTS and HOSE

"Superba" — NECKWEAR

. . . all bearing the Trade Marks of the leading manufacturers, whose merchandise is displayed in the largest stores of every city.

**CASEY & SON** 71 SENECA STREET

## \$ -- MONEY -- \$

deposited ON OR BEFORE

Tuesday, May 4

Will Earn Dividends from April 1

**Geneva Savings Bank**  
24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —

**Yes-**  
**it's planting time**

for

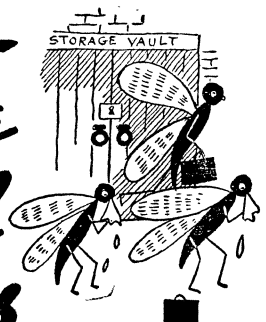
ROSES, EVERGREENS, PERENNIALS,  
ROCK PLANTS, SHRUBS, ORNAMEN-  
TALS and FRUIT TREES.

—: Open Sundays :—

**FINGER LAKES NURSERIES, INC.**  
404 Washington Street Geneva, N. Y.

*We Grow, Design and Plant*

*Call on Us  
Before the  
Moths Call  
On Your Furs*



★ **Smith's**  
J. W. Smith Dry Goods Co.

Phone 2357

Will you kindly mention . . .

## GENEVA COMMUNITY NEWS

When making purchases from Our Advertisers.

## Complete Motor Car Service

Washing	Motor Tuneup
Lubrication	Body and Fender Work
Motor Wash	Chassis Repair
Simonizing	Brake Service
	Power Radiator Flush

Official Alemite Lubrication Station

PENNZOIL, KENDALL, MOBILOIL,  
and EMBLEM OILS

—: STORAGE :—

## RUSSELL-HART CHEVROLET, Inc.

South Exchange Street

Geneva, N. Y.

Phone 6621

OPEN 24 HOURS

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., JUNE 24, 1937

## *It's Housecleaning Time:*



When Redecorating,  
Remodeling and  
Repairs to the Home  
are in Order . . .

We will gladly loan you money in order that you may do the necessary things to your home without immediate outlay of cash. Your plans may call for a new driveway, new paint job, new roof, interior decorating, or perhaps a new refrigerator or kitchen equipment.

Consult us or your local dealer or contractor about our easy convenient way of financing when discussing repairs or modernization of your home.

All we ask is that you meet our simple business-like requirements. To borrow \$100 for one year, to be paid in equal monthly installments, costs \$5.26. We welcome a visit from you to discuss these matters.

*Insist on  
Financing with  
This Bank thru  
Your Local Contractor or Dealer*

## THE NATIONAL BANK OF GENEVA

Member Federal Deposit Insurance Corp.





# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., JUNE 24, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Deliveries also  
made in Ovid, Willard, Waterloo,  
Phelps, Stanley, Hall, Seneca Castle,  
and on R.F.D. routes out of Geneva,  
Phelps, Stanley, and Waterloo.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

### THIS AND THAT

1938 version: "What is so rare  
as a [sunny] day in June?"

The Buffalo weather bureau re-  
ported last Thursday that only two  
Thursdays this year have failed to  
bring rain.

St. Theresa's Church at Stanley  
will hold its annual field day on  
Saturday, July 3. This year it is  
also to be "Old Home Day" for  
former residents now living in Ge-  
neva, Canandaigua, Penn Yan and  
other surrounding communities.  
There will be ball games, tugs of  
war, and other events during the  
day, followed by a dinner in the  
evening. A good time is assured  
for all.

### "MAKE WAY FOR TOMORROW"

... thru a well planned  
Life Insurance Estate

LAVERNE F. DARLING

Geneva Trust Bldg. Phone 2184

The Rexall DRUG STORE

HAVILAND'S PHARMACY

Exchange  
St.

Opp.  
Temple Theatre

Take advantage of J. W. Smith's  
90th Anniversary Sale.

Since our issue of two weeks ago  
a number of people have said to us:  
"That's what we were wondering  
— 'What's happened to car track  
elimination'?"

J. J. Pryor, former manager of  
the Geneva Credit Bureau is now  
associated with the local Sears  
store.

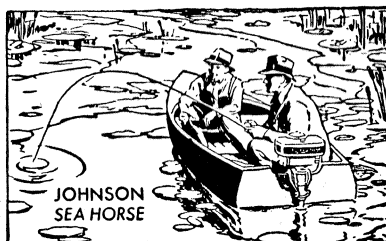
More than 130,000 pianos will  
be sold this year, according to  
estimates made by makers at the  
annual meeting of the National Pi-  
ano Manufacturers held in New  
York recently. This was said to be  
the largest volume of business in  
12 years either from the standpoint  
of dollar or unit volume.

Geneva - on - Seneca Lake Out-  
board Motor Boat Regatta—Sat-  
urday and Sunday, July 10 and 11.

To Horace Greeley, the famous  
editor, a woman once wrote: "Our  
church is in dire financial straits.  
We have tried every device to keep  
it going—fairs, strawberry festi-  
vals, oyster suppers, a donkey par-  
ty, turkey banquets, Japanese wed-  
dings, mock marriages, and box  
sociables. Will you please tell us,  
Mr. Greeley, what we can do to  
keep our struggling church from  
disbanding?"

The editor replied: "Try relig-  
ion."

### OUTBOARD MOTORS



- Sales and Service -

CHARLES E. COOL

61 Geneva St.

Phone 2050

The Mississippi delta covers an  
area of 7,232 square miles.

### HOW MUCH

#### Is A Neat Appearance Worth?

We all know how essential and valuable  
a neat appearance is . . . Keep our  
skilled cleaners, finishers and tailors on  
the job and you will look your best.  
It pays in business and in social life.

## FOOTE'S CLEANERS

Harry D. Tarbell

78 Castle Street

Phone 2910

## PLATED SILVER PRICES WILL ADVANCE JULY 1

Your last chance to buy  
at present prices.

We carry Gorham, Towle, Wal-  
lace and Manchester Sterling  
Silver\*Patterns.

We carry, or can get for you, any  
piece in the plated patterns.  
See us before it is too late.

S. A. GILBERT  
JEWELER

510 Exchange Street, Geneva, N. Y.

## BE SAFE . . . NOT SORRY

Do not start a  
vacation trip  
without making  
sure your

BRAKES and  
HEADLIGHTS  
are OK.

Come in . . . let us  
check them for you.

FINK'S  
SUPER-SERVICE STATION  
Lake Street Phone 2448



## RADIO FLASHES

by Ralph Le Brun

故國に放送致しマス。播磨ラヂオに於ては、  
 貴米次来、各地ニテ、我々一行ニ対シ、心カラ  
 歡迎接待ヲ要ス。是リマス。兩用ノ報喜、  
 丁儀ノ表、微デ、モトレテ、在リマス。  
 一行ニテ、人ハ、所、馳、走、攻、メ、モ、メ、  
 デ、ス。壯健デ、ス。所、花、ハ、事、ウ、カ、知、  
 我々、色々ノ、思、ハ、既、ウ、テ、在、リ、マ、  
 以上、報告、即、後、ヤ、マ、ス、リ、ウ、ナ、  
 S. M. K.

Here you see  
 the first radio script  
 in Japanese  
 to go to the  
 master files  
 of NBC.

It was written  
 by  
 Chokyuro Kadono,  
 of the  
 Japanese  
 Economic Commis-  
 sion now visiting  
 in the  
 United States,  
 and was heard  
 on an NBC-Blue  
 program

that was short-waved to Japan.

It appears that the old rivalry between NBC and CBS is "at it" again. Both announce a streamlined Shakespearean series, both on Mondays. CBS from 8 to 9 P.M. starting July 12, NBC from 8:30 to 9:15 P.M., the series having started last Monday. Next on the NBC series will be "Richard, the Third", then "Macbeth", "King Lear" and "Richard the Second". John Barrymore is playing the lead. More on the CBS series, later.

The singing husband and wife microphonic team of Jane Froman and Don Ross will pinch-hit for the family team of Jack Benny and Mary Livingstone, when the comedians head for foreign shores and a well earned rest. Don and Jane will celebrate Independence Day by taking over the program Sunday, July 4, at 7 P.M., and will be heard over NBC-Red weekly thereafter with D'Artega's orchestra, Andy Love's Tune Twisters and guest comedians.

"The Baker Guide Book to Radio", with a special annex entitled "Helpful Hints to Von Zell" will be presented to Harry von Zell by Phil Baker during impressive ceremonies marking Baker's departure for Hollywood and broadcast over the Columbia network on Sunday, at 6:30 P.M. Von Zell, announcer, script writer, and actor, has promised a sensational reply to Baker's charges.

(Continued on page 5)

### RADIO SERVICE

Any make, any model.  
 Parts, Tubes in stock.

**RALPH LE BRUN**

225 High Street

Phone 3237

## EASY WASHER SHOP

announces

its appointment as  
 Exclusive Geneva Dealer  
 for the

NEW 1938 **ZENITH**  
**RADIO**

featuring

"THE ROBOT DIAL"

ZENITH — made by the only manufacturers  
 to guarantee foreign reception

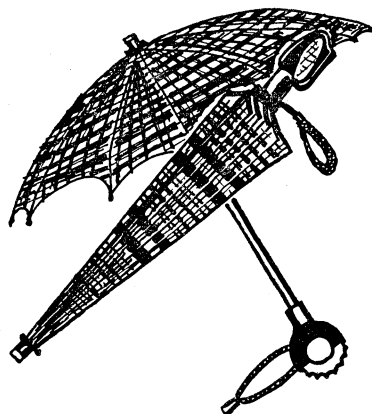
ON DISPLAY NOW

## EASY WASHER SHOP

"Geneva's Oldest Appliance Store"

471 Exchange St.

Phone 6323



★ **Smith's**  
 J. W. Smith  
 Dry Goods Co.

90th ANNIVER-  
 SARY SPECIALS!  
 NEW UMBRELLAS

\$1.79 sale  
 price

Oilsilks, Rayons,  
 Glorias, Florals,  
 Stripes, Plains. New  
 styles. Smart handles.

Sparkling  
 WHITE  
 HANDBAGS

- movie star styles
- reptile grains
- washable
- zippers

89¢  
 special

PURE SILK HOSE

2 pairs  
 for 99¢

First quality, full fash-  
 ioned, reg. 69¢ seller.  
 New shades to wear with  
 white and pastels.

"Famous make"  
 GLOVES  
 69¢ pr.

- novelty fabrics
- mesh and string
- all worth \$1.00 or more
- dark, light and high colors
- maker's label in every pair

Children's and Misses'

Reg. 29¢ Socks  
 4 pairs 99¢  
 for

# \* DOROTHY GOES SHOPPING \*



Phone 3533 . . .

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

If you want to  
**Rent . . . Buy . . . or Sell**  
For the finest in Real Estate  
Call 2661

**Finzar & Stevenson**  
20 Linden St.  
(Prince's)  
Call 6706 Evenings

—D—

**Factory Clearance Sale**  
Living Room Suites . . . Studio  
Couches . . . Easy Chairs with  
Ottomans to match.

During the month of June  
Call at the Factory Salesroom  
**Seneca Furniture Mfg. Co.**  
Middle St.

—D—

A sun tan should be acquired  
slowly and cautiously. The ideal  
way is to begin with a very short  
time exposure and add to the  
length of baking periods gradually,  
so that from first to last you never  
get a sunburn.

—D—

**The Seneca Shop**  
45 Seneca St.  
has a complete selection of  
**Nellie Don Dresses**  
**Voiles . . . Cottons . . . Silks**  
**Nets . . . Laces**  
Plain Colors and Prints  
\$3.95 . . . \$5.95 . . . \$7.95 . . . \$10.95

Others know the value of a time-  
piece which keeps correct time.

Why not you?

If you're having trouble with your  
watch, have it cleaned—repaired—  
regulated by an expert.

**Prince's Jewelry Store**  
20 Linden St.

—D—

Did you know that **Beard's** carry  
that wonderful

**Lightning Paint Cleaner?**

Easy to apply . . Takes off all the  
dirt but none of the paint. Ask for  
a demonstration or a sample.

**Beard's**  
93 Castle St.

—D—

**A. P. Petersen**  
476 Exchange St.  
**Custom Tailoring . . Altering**  
**Relining**  
**Ladies' and Gentlemen's Clothing**  
**"Special" Sale**  
of Men's Shirts . . Ties . . Hose  
and Underwear. Stop in and look  
over the samples!

—D—

For summer, powder which is  
definitely darker than the color of  
the skin, is good for everyone.

**Picnic Supplies**—paper plates,  
cups, etc. and **Thermos Bottles** can  
be found at

**McCarthy's Pharmacy**  
162 Castle St.

Don't forget to take along plenty  
of

**Kodak Film!**

—D—

What do you like to do in sum-  
mer? Swim, sail, ride, play golf or  
tennis, or just lie in the sun and  
steep yourself in warmth and light.  
Whatever you do, dress according-  
ly. Don't forget to be attractive.

—D—

**Baker & Stark, Inc.**  
have a splendid assortment of  
**Boys' Wash Suits**  
Sizes 2 to 10 years

These are exceptionally fine gar-  
ments . . . made by "**Peter Pan**"  
. . . and priced from 95¢ to \$1.95.

—O—

Will you kindly mention the  
"Dorothy Goes Shopping" pages of  
THE GENEVA COMMUNITY NEWS  
when making purchases from any of  
the advertisers in these columns?  
**"Dorothy"**

—O—

**Indispensable, We'd Say**

Lecturer: "Friends, if we were  
to turn and look ourselves squarely  
in the face, what would we find we  
needed most?"

Dense silence. Then a small boy  
piped up: "A rubber neck, mister.  
Is that right?"

—O—

**As Expected**

"John's in the firecracker manu-  
facturing business now."

"How's he making out?"

"So far, all the reports are favor-  
able."



## RADIO FLASHES

(Continued from page 3)

Electric organs are gaining in such favor that the seven currently in use in NBC headquarters are mounted on scooters to expediate their transportation from one studio to another.

After an analysis of their fan mail, Lum and Abner have discovered that 60 per cent of it is from city dwellers. Chet Lauck—he's the Lum of the team—suspects many of their correspondents never saw a country store or visited a rural community and possibly for that reason find their radio portrait of life in Pine Ridge, Ark., of fascinating interest.

George Burns tells with great glee of the meeting of Gracie Allen, and Bobby Burns, the golfer. The latter, according to Burns, acknowledged being a great fan of Gracie's and asked if he might present her with a brassie . . . "Thanks just the same," murmured Gracie, blushing furiously, "but I make it a rule never to accept lingerie from strangers."

**"COMFORT WEAR" for Summer**

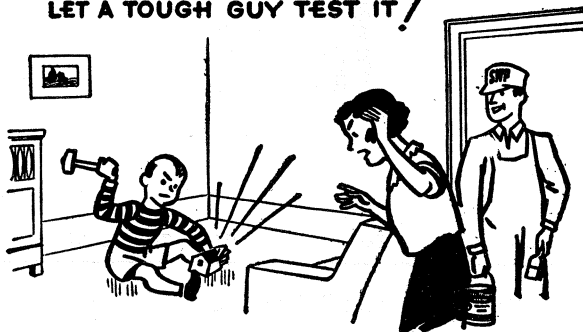
May we call your attention to our  
EXCEPTIONAL SUMMER OFFERINGS

TROPICAL WORSTED SUITS.....	\$16.50 up
SANFORIZED SUITS .....	\$5.50 and \$8.50
RIVIERA—CLOTH SUITS	
Double Breast.....	\$15.50      Single Breast \$15.00
White Flannels .....	\$5.50 & \$6.95
Straw Hats .....	\$1-\$5
Polo Shirts .....	50¢-\$1.50
Mallory Hats .....	\$4 & \$5
New Summer Interwoven Hose.....	35¢ & 50¢

# WELCH'S

494 Exchange St.

LET A TOUGH GUY TEST IT!

**Sherwin-Williams MAR-NOT VARNISH**

Can take care of little imps, water, alcohol, alkali, and the like. This fast drying varnish gives a lovely high gloss finish on floors, woodwork or furniture—brings beauty and protection to wood surfaces. One quart covers a 10x14 foot floor, one coat.

87 Castle  
Street**FAIRFAX BROS. CO.**Phone  
2441

The oldest North American mountains are the Ozarks.

There are more than 12,000 species of fish in the world.

**Paint Now . . . Pay Later****ACME QUALITY HOUSE PAINT**

— "NEW ERA" —

Balanced Formula Costs Less Per Job. Per Year Payments as low as \$3.30 a month. Covers labor and material. See us for estimate on your home requirements before you buy.

**COONEY, WATTS & COONEY**

513 Exchange St.      HARDWARE      Geneva, N. Y.

**TRUCK BARGAINS**

4 BIG SPECIALS — JUNE 24-25-26

	Was	NOW
1931 CHEVROLET PANEL .....	\$85	\$69
1934 FORD—157" wheelbase, cab and chassis, new motor.....	\$345	\$299
1931 FORD—157" wheelbase, cab and chassis. See this one.....	\$175	\$145
1931 STEWART—long wheelbase, cab and chassis. Look.....	\$125	\$99

MANY OTHER GOOD TRUCK BARGAINS,  
1934 Dodge, long wheelbase; 1934 Dodge Panel;  
1934 Chevrolet, long wheelbase, stake; 1936  
Chevrolet Pick-up; 1935 Ford Pick-up; 1932  
GMC, short wheelbase, cab and chassis; 1930  
Ford Panel; 1931 Reo, cab and chassis.

Brockway Truck Express Body

FREE — License Plates for half year. Buy now.

**PHILLIPS MOTOR COMPANY**

230 Genesee Street

Geneva, N. Y.

Authorized FORD Dealer

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Hot Cheese Fingers

Cut thick slices of bread in narrow strips, dip one side, first in melted butter and then in grated American cheese. Toast in oven on cookie sheet and serve piping hot with tomato juice or fruit cocktail.

V. G., Hogarth Ave.

## Salmon Loaf

2 cups (1 pound) salmon  
1½ cups cooked tomatoes  
1¾ cups stale bread crumbs  
2 tablespoons melted butter  
1 egg, well beaten  
1 tablespoon lemon juice  
1 teaspoon salt  
¼ teaspoon pepper  
Flake the salmon, remove the bones. Combine with tomatoes, bread crumbs, salt and pepper. Add lemon juice to egg and beat well. Pour all into well oiled pan. Bake in hot oven about 20 minutes.

E. H., Park Place

## Vegetable Patties

1 cup finely chopped carrots  
1 cup finely chopped potatoes  
4 cups moistened bread crumbs  
1 large onion (chopped)  
1 egg  
½ teaspoon sage  
2 tablespoons drippings  
2 tablespoons baking powder, salt and pepper  
Mix all ingredients, form into patties, put in well greased frying pan and fry with cover on for about 40 minutes.

D. M. N., Argyle St.

## Peach Pudding

6 peach halves  
6 marshmallows  
6 rounds of cake, 3 inches in diameter  
Peach syrup and ½ cup cream, whipped  
Drain peach halves from syrup and place one marshmallow in center of each peach. Place under broiler, and heat until marshmallows are melted. Serve on rounds of cake topped with whipped cream and some of peach syrup.

H. L., Hillcrest Ave.

## WINNERS IN THE STAR COUNTING CONTEST

.. for the past week:

(Geneva City)

Lillian M. Ward, 126 Hillcrest Ave.  
Mrs. B. I. Hallenbeck, 3 No. Genesee St.

Mrs. H. S. Snyder, 72 Monroe Ave.  
Mrs. Theo. Robson, 40 Sherrill St.  
Miss Ruth Park, 60 Lyceum St.

(Outside Geneva)

Mrs. Grayce G. Smith, Phelps, N. Y.

Bertha McDonald, 17 E. Race St., Waterloo

NOTE—Read EVERY AD—Every Week.

Let us show you the

**"COOLERATOR"**

... the conditioned-air

REFRIGERATOR

**C. J. BRADY**

RE-FILTERED  
CITY WATER ICE

110 Lake Street

Phone 2740

## The Other Way Around

Political Speaker: "What we need is a working majority, and then—"

A Voice: "Better reverse it, mister. What we really need is a majority working."

## Guilty Party

Clerk: "I thought I'd tell you I've been here just twenty-five years, sir."

Boss: "So it's you that's worn this hole in the carpet!"—Pearson's.



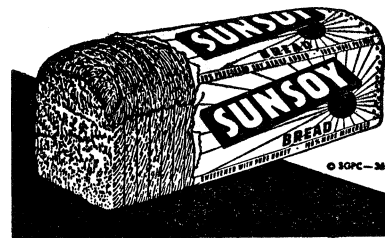
give  
**YOUR CHILD**  
this  
chance  
with a

**BALDWIN, HAMILTON  
OR HOWARD PIANO  
BOLIN MUSIC HOUSE**

## HAVE YOU TRIED "SUNSOY" ...

the new BUTTERFLY  
"Vitamin" Loaf

—: You'll like it :—  
And it's delicious TOASTED, too



ASK FOR "SUNSOY" ...  
AT YOUR GROCERS

**GENEVA BAKING CO.**

## ORDER COAL ... NOW!

BEFORE PRICES ADVANCE FURTHER

Phone 2393 or 2373 and SAVE MONEY  
at present prices

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle Street 261 Exchange Street  
RANGE OIL - KEROSENE OIL - FUEL OIL

## "COPPER-BOUND" ROOFS

... provide advantages not found  
in ordinary Asphalt Shingle Roofs.

Greater Security - Richer - Massive Appearance  
at the Lowest Cost for a Good Dependable Roof.

**JOHN A. PONTIUS**

90 Elm Street\*

Phone 4575

FOR SALE—Ice Refrigerator, 75-lb. capacity, A-1 condition, a bargain at \$8. Mrs. Butler, Geneva Moving & Storage, 99 Genesee. Phone 2182.

For the Best in

**MEAT and POULTRY**

Phone 2127

**WILSON & JOHNSON**

261 William St. Plenty of Parking Space

## PORCH GLIDERS

and

**OTHER  
PORCH FURNITURE**

at

**REDUCED PRICES**

**WHEELER'S**

opp. Post Office

## PUBLIC ADDRESS SYSTEMS

for sale . . . for rent

## RADIO REPAIRING

including proper alignment  
of the newest High Fidelity  
Radio

**GEORGE F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522

## FIREWORKS!!

New Stock, Large Assortment!

Novelties and Night Displays

Buy your Fireworks Now!

**Baumgartner's Service Station**

OPEN EVENINGS

Top of Bean's Hill Geneva, N. Y.

## ?? IS YOUR WASHING MACHINE THE OLDEST ?? ONE IN THIS SECTION

If so . . . we want it . . . and are willing to give you for it . . .

A BRAND NEW

**VOSS** ELECTRIC  
WASHER

**FREE**

Values

up

to

\$99.50

THIS OFFER HOLDS GOOD FOR THE NEXT TWO WEEKS, during which time a record will be kept of the age of each washer turned in on the purchase of a new "Voss" Washer. If your "trade-in" is the oldest your new "Voss" will cost you nothing. If you have paid CASH . . . your money will be refunded.

There is no better Electric Washer than the "Voss"

Arrange for a new "Voss" today!

**W. C. DEMMING CORP.**

505 Exchange St.

\*(Appliance Department)

Phone 2998

## FREE VAUDEVILLE ATTRACTIONS START AT ROSELAND

Roseland Park, the ever popular amusement center of the Finger Lakes, gets under full swing for its 1937 season on July 3. That date marks the beginning of ten weeks of free outdoor Vaudeville attractions—the best act available.

The most popular of last season's midway attractions have been retained and new ones added, among which is a thrilling Scooter Ride.

There will be dancing every night until Labor Day and for the two weeks starting June 25, thru July 8, the well known and popular Washington-Lee Orchestra has been engaged.

Nearly 1000 feet of beautiful lake front picnic space, with fireplaces, is maintained for free use by the public and there is free parking space for hundreds of cars.

Outboard motor boat races will be held along the Roseland water front on July 3.

## Had Luck on His Side

The new reporter wrote his concluding paragraph concerning the murder as follows:

"Fortunately for the deceased, he had deposited all his money in the bank the day before. He lost practically nothing but his life."

## I Should Say So!

Auctioneer: "What am I offered for this statue of Jefferson?"

Voice from crowd: "That isn't Jefferson, that Bach."

Auctioneer: "Thanks, brother. Guess I'd better dust off my Bible!"

You get . . .

**NOT ONLY GOOD WORK**

but also the

**BEST — PRIME OAK LEATHER**  
when you have shoes repaired here

**FRANK'S Shoe Renew Service**  
10 Castle Street Geneva, N. Y.



(Lasts twice as long)

What is there about this  
"40 for 1"?

. . . Ask us.

**RICKELS**

**SERVICE STATION**

Lake Street Phone 2920

# CLASSIFIED BUSINESS DIRECTORY SECTION

## FREE TICKETS TO SCHINE'S THEATRES— EACH WEEK

Read each advertisement in this issue. Look for the stars (\*). A number of them are scattered among the different ads (throughout the entire issue). Make up a list of the firms in whose ads these stars appear.

Mail your list to "Star Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct—Two tickets each to Regent Theatre.

Next four correct—One ticket each to Geneva Theatre.

NOTE—Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

## Auto Repairs

### STOP! Obey the Law!

... have your BRAKES BALANCED quickly - accurately ... with the scientific Evanwood Safety Brake Balancer — the latest in Brake Equipment —

STRATTON'S BRAKE SERVICE  
Lake St. near Exchange Phone 2028

## Advertising

### MR. MERCHANT:

Can you afford to pass up the buying requirements of 25,000 people weekly? ADVERTISE — every week — in the

GENEVA COMMUNITY NEWS  
Phone 2108

## Auto Laundry

### RAIN INSURANCE!

Are you one of those who have your car covered? Inquire at

JERRY'S AUTO LAUNDRY  
rear of Carroll's Central Service  
Main St., opp. Armory  
Phone 2592 We Call and Deliver

## Body and Fender Work

LITTLE DENTS ... BIG DENTS  
... fenders bent, or body badly damaged. We can fix ... match the paint, too ... look like new again.  
Just Phone 2257

PETERSON (Seymour Alley)  
rear Geneva Loan & Savings Assn.\*

### Lenient

Sam was being implored by a church committee of brethren to contribute to a special fund the church was trying to raise. But Sam was obdurate.

"Well," said one of the brothers with a clincher of an argument, "don't you all think you owes de Lawd anythin'?"

"Oh, ah sure does," said Sam, "only He ain't pressin' me like mah other creditors is."

## Business Directory

If you would like a space in this

CLASSIFIED  
BUSINESS DIRECTORY  
SECTION

Dial 2108

## Coal and Coke

It will pay you to  
LET US FILL YOUR  
COAL BINS ...

while Summer Prices prevail

FRANK DWYER COAL CO.  
Phone 2421 16 E. Castle St.

## Displays

Advertise with

**SIGNS** By MURRAY

Specializing in  
Truck and Window Lettering\*

127 Lafayette Ave. Call 3681

## Florists

PHONE 2026 ... for FLOWERS  
for any occasion

Orders delivered locally  
or telegraphed anywhere

TRAUTMAN & SMITH  
Greenhouse & Office No. Exchange St.

## Fruits -- Vegetables

GINGERALE  
SPARKLING WATER

Beer and Ale  
(in cans and bottles)

ROCHESTER FRUIT STORE  
23 Seneca St. Phone 2107  
Free Delivery

## Gas and Oil

### WINTER OR SUMMER

"Marfak" Lubrication

Adds Life to Your Car

OSCAR F. RICKELS

Lake St. near Exchange St. Phone 2920

Stop at our "Star" Pumps for  
Service that never fails to satisfy.

## FIREWORKS HEADQUARTERS

WEST END SERVICE  
Hamilton St. foot of Bean's Hill

## Groceries

### BRENNAN'S GROCERY

31 John St. Phone 4572

Free Delivery  
BEER and ALE

All Kinds \$1.99 per case  
(plus deposit)

Let US take care of your needs  
this Summer.

## Keys, Locks, Etc.

LAWN MOWERS SHARPENED  
Bicycles Repaired  
Knives and Shears Sharpened

ALL TYPE KEYS MADE ...  
Auto Keys a Specialty

GENEVA SAFE CO.  
140 Castle (formerly Place's) Phone 2464

Read Every "Ad" in the  
GENEVA COMMUNITY NEWS

### Nothing To It

"Whatdya mean it's easy to start a town these days?"

"Just build a filling station and a store as a decoy. In a few weeks there will be forty more filling stations and forty branches of chain stores."



# Classified Business Directory Section (Continued)

## Meat

### JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

#### WEEK END SPECIALS

Home Made Bologna, 2 lbs.....35¢  
Hamburg Steak, 2 lbs.....29¢  
Home Made Liverwurst, 2 lbs., 35¢

Beginning JUNE 26 we will carry  
\*a full line of

#### FRUITS and VEGETABLES

—Watermelon, on ice, our specialty—

(Plenty of Parking Space)

## FOR A NICE STEAK

Phone

## MULVEY'S

— 2712 —

## Moving - Storage

WE'LL STORE YOUR FURNITURE  
or MERCHANDISE

Reasonable Rates. Move you, too, if you desire. Our vans go anywhere, any time. All loads insured. Also have few odd pieces furniture for sale.

GENEVA MOVING & STORAGE CO.

C. A. Bissell, Pres.

99 Genesee Street Phone 2182

Color blindness is much more prevalent among men than among women.

## Optometrist

### SCIENCE SHOWS . . .

That many of the headaches and nervous conditions noticed in children and adults are due to eye strain and weakness. We examine the eyes, fit glasses, repair broken frames, and replace broken lenses.

G. W. FLETCHER, OPTOMETRIST

Castle Street - Opp. City Hall

Office Phone 2292 Residence 2044

### To the Wall

Guest: "What's the idea back of having your walls papered with mining stock?"

Host: "The mining companies went to the wall and I thought the stock should do likewise."

## Parking

BUSINESS MEN —  
OFFICE WORKERS

You can park here  
for 50¢ a week

ANDERSON'S PARKING STA.

Opp. Armory Rear Central Service

## Shoe Rebuilding

MIKE'S SHOE REPAIR

319 Main St. \*Geneva

First class shoe repairing . . . latest  
factory methods . . . all work guaranteed

Men's half soles, 69¢ and up

Try us once — you'll be surprised

## Smoker's Supplies

TRY OUR "KING'S NO. 476"

Mild, Sweet and Fragrant  
Pipe Mixture

H. F. FOX, Tobacconist (since 1870)

476 Exchange next Kirkwood Hotel

## Used Cars

SEE PHILLIPS . . .

for Good Used Cars

All Makes

PHILLIPS MOTOR CO.

Authorized FORD Dealer

230 Genesee St.

Too many work like a horse for  
money and then spend it like a  
donkey.

## Watch Repairing

Phone  
\*5566

Work Called for  
and Delivered

GEORGE E. DURKEE

Expert Watch, Clock, and  
Jewelry Repairing

22 Madison St.

Geneva, N. Y.

## REGENT THEATRE Attractions

Friday, June 25—one day only—  
Rochelle Hudson and Jack Haley  
in "She Had To Eat".

Sat., June 26—2 features—Bob  
Livingston in "Ghost Town Gold"  
plus James Dunn and Patricia El-  
lis in "Venus Makes Trouble". Al-  
so starting the new serial "Dick  
Tracy".

Sun., Mon., Tue., June 27—28—29  
—Paul Muni and Miriam Hopkins  
in "Woman I Love".

Wed., Thur., June 30, July 1—  
Donald Woods and Ann Dvorak in  
"The Case of the Stuttering Bish-  
op".

### Wished For The Best

A teacher was making a strenu-  
ous effort to get good attendance  
in her room. Looking over her  
class one morning she saw that all  
except one were in their places.

"This is fine!" she exclaimed;  
"all here except Jimmie Jones; and  
let us hope that it is something  
serious which keeps him away."

## COLONEL CHEERIO

—: Says :—

HAVE YOU TRIED

## RUM COCKTAILS?

They are very refreshing  
in hot weather

We deliver



**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4189

**G. H. PRINCE**

20 Linden Street

Watch, Clock and Jewelry Repairing  
and Picture FramingFriday—one day only  
"FORD" Night

Added Short Subjects

Saturday—one day only

Plus Screen Vodvil  
Many reasons all day Saturday

Sunday- Monday - Tuesday

Flaming love drama of the Span-  
ish Civil War.

LEW AYRES

DOROTHY LAMOUR

**"THE LAST  
TRAIN FROM  
MADRID"**

EXTRA! EXTRA!

Official Motion Pictures  
BRADDOCK-LOUIS FightRound by Round on our  
MAGNASCOPE  
SCREEN**On the Spot**Saunders—Jones wrecked his car  
yesterday.Sanderson—What was the mo-  
tive?Saunders—A locomotive. — *De-  
troit News.***Artificially**English Professor: "Mr. Gish,  
correct this sentence: 'Girls is natu-  
rally better looking than boys'."Joe Gish: "Girls is artificially bet-  
ter looking than boys." — *Montreal  
Star.***We've Thought So!**"I earn my living selling chest-  
nuts on street corners.""Goodness, do radio comedians  
buy their gags on street corners?"**Good Reason**Dad—Nellie, what makes you  
talk so much?Nellie—Because I always think  
of something to say.**Association of Ideas?**Professor: "If I say 'week', you  
think of 7 days. Then if I say '30  
days', what do you think of?"

Student: "Jail."

**Hot Air**

"Pa, what is sympathy?"

"Sympathy, my boy, is what you  
usually give to another when you  
don't want to lend him money."**Uses No Machine**"Why are there two doors to the  
cashier's cage?""He's a double-entry bookkeep-  
er."**Political Note**"So Slushie has been elected to  
the senate?""Yes, by a \$600,000 majority." —  
*Pastime Scrapbook.*Soviet Russia harvested 212,000-  
000 acres of grain in 1936.One thing you can say about an  
airplane: it's well ventilated.Cultivate good nature; it will  
cover a multitude of defects.**Ultimatum**Real Estate Agent: "But she says  
she is a great singer and studied  
under Patti!"Tenant: "Well, maybe that Irish-  
man could stand it, but she can't  
stand under me!"**D. E.  
MARTIN**105  
Oak St.**ICE?**  
**PHONE 2706****SHOE REPAIRING**Leather is advancing. OUR PRESENT  
SPECIAL PRICES mean a Bargain  
for you. And you'll like our fine Oak  
Leather and our first class workman-  
ship.**JOE IOCOLANO**  
14 MIDDLE ST.**4th of July Sale****GOODRICH**  
**TIRES \* BATTERIES**  
and **MOTOROLA RADIOS**

**NEW  
TIRES**  
FOR AS  
LITTLE  
AS  
**50¢**  
A  
WEEK  
IMMEDIATE  
INSTALLATION  
ON ANY CAR  
No waiting—no  
red tape—just  
select the tires  
you need.  
**MAKE  
YOUR  
OWN  
TERMS**

**MARSHALL MOTORS**

MAIN at SENECA ST.

Geneva, N. Y.

Phone 6556

# **CARPENTER and BUILDER** **Weatherstripping and Caulking**

**Frank M. Mowers**

52 Jefferson Avenue Phone 5170

Estimates cheerfully given—free

**BOY, THIS  
FLEETWOOD  
BICYCLE  
HAS EVERYTHING!**  
AND IT COST ME  
ONLY \$198 A WEEK



**Firestone**

AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323. J. H. Bindeman, Mgr.

## **GLEANINGS**

(From collection of quotations  
compiled by M. F. Devaney)

"No man is born without responsibility awaiting him."

"Nothing can be wholly right which is not also just."

"The keenest pain known to human nature is the pain of a new idea."

"We cannot choose whether we shall be of those who row toilsomely against the current or those who drift at ease."

"Practice flows from principle—for as a man thinks so he will act."

"Proof is but a mirror held up to the face of guilt."

"A guilty deed holds in itself the seed of retribution."

"Health is not his who gets it but his who enjoys it."

"Prejudice roosts on a porch from which all facts are barred."

"Life begins at whatever age you're at."

(To be continued)

## **Deeper and Deeper**

"When I made my start, I was positive that the world had an opening for me."

"You found it?"

"Yeah. I've been in the hole ever since."

## **M. F. DEVANEY**

Printing, Engraving

and Office Supplies

435 Exchange Street

**Properly  
Reconditioned**



**HONEST  
VALUES**

CHEVROLET . . . 1934 SEDAN (Knee Action)  
1933 COACH  
1932 COACH  
1933 SPORT ROADSTER

FORD . . . . . 1935 TUDOR  
1934 TUDOR  
1934 COUPE

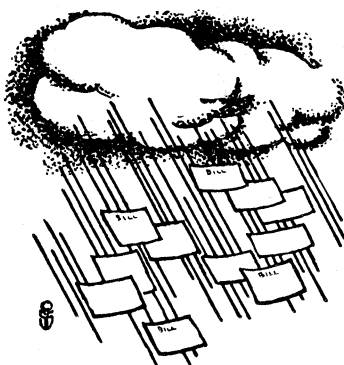
Several very late model trucks; pick-up and 1½ ton stakes

**RUSSELL-HART CHEVROLET, Inc.**

Phone 6621

South Exchange Street

Geneva, N. Y.



## **Don't Be DELUGED By Bills**

Bills! Bills! Bills! How they do pile up the first of every month. WE OFFER QUICK RELIEF—You need not let these bills go unpaid—Need not endanger your "Credit" standing nor do without things you really need, for lack of Cash.

If you owe several bills—if you need extra cash for any purpose—use our convenient money service.

LOANS from \$30 to \$300 on Household Goods, Co-makers and Autos—6 to 20 months to repay. Come in - Write - or Phone 2334.

## **LOAN SERVICE CORPORATION**

34 Seneca Street, 2nd Floor - over Keilty's Dry Goods

"Loans made in Nearby Towns"

# FREE \* \* ATTRACTIONS \* \* FREE

Three Shows Daily—STARTING JULY 3—at 4, 7:30 and 10 p.m.

## ROSELAND PARK

CANANDAIGUA LAKE

Change of Shows each Monday for  
TEN WEEKS

### FINEST CIRCUS ACTS AVAILABLE

Performing Elephants, Dogs, Ponies, High Diving Acts, Daring High Trapeze Acts, Comedy Acts. All for your entertainment, FREE.



### DANCE

Under the Stars  
at

### ROSELAND

OPEN AIR BALLROOM

Dancing EVERY NIGHT  
until Labor Day

MIDWAY ATTRACTIONS—Thrilling Rides, Skee Roll, Fish Pond, Bingo, Shooting Gallery, Ball Games, Speed Boats, Row Boats, Photo Gallery, Monkey Zoo . . . and don't forget the Delicious Frozen Custard.

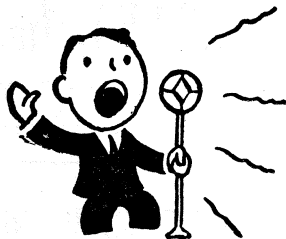
For a thrill and lots of fun try the new "Scooter Ride".

FREE PICNIC TABLES

FIREPLACES

FREE PARKING

Booking Picnics Now—Phone Canandaigua 113 for Reservations



## A NEW and LARGER SEARS STORE

A MORE CONVENIENT PLACE TO

### "SHOP AND SAVE"

## REMODELING SALE

NOW IN PROGRESS

-- Souvenirs for All --



# SEARS, ROEBUCK AND CO.

479 Exchange St.

Geneva, N. Y.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., AUGUST 26, 1937

## BAUMGARTNER'S FOOD STORE

Quality Foods—Chain Store Prices

NIAGARA RED KIDNEY BEANS, No. 2 can .....	10¢
Buffalo Quality SWEET PEAS, 2 cans for .....	27¢
FORMAN'S OLIVES, 6½ oz. bot., 19¢	
FORMAN'S SWEET PICKLES, pints, per jar .....	17¢
SPARTAN RED SALMON, can.....	19¢
IVANHOE WHOLE BEANS, 2 cans for .....	27¢
MEL-O-NUT OLEO, 2-lbs for.....	35¢
FANCY DUTCHESS APPLES, per peck .....	35¢

Free award given each week—  
ask for details.

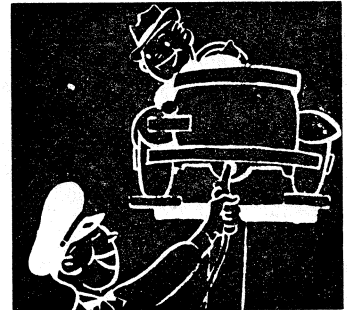
—Top of Bean's Hill at edge of city—  
Plenty of Parking Space Open Evenings

## THIS AND THAT

At last car track elimination has been started in Geneva. During the past week covering of the track in Lewis Street was begun. In this street, where the pavement has been down something like thirty-five years, resurfacing will be done from curb to curb. The same plan will be followed on Main St., between Seneca and Castle, and on Milton Street. On Seneca the tracks are to be removed from Main to Schine's Theatre.

Ontario County's 97th annual Fair is being held this week at the new fair grounds near Bristol Center, five miles west of Canandaigua. There will be racing on Thursday, Friday and Saturday afternoons and a Horse Show on Thursday, (Continued on page 5)

WE'LL APPRECIATE  
YOUR PATRONAGE . . .



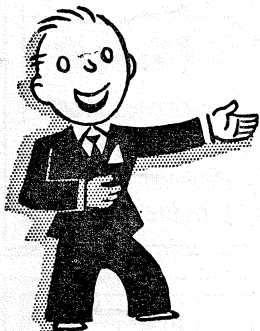
YOU'LL APPRECIATE  
OUR SERVICE . . .

## RICKELS

SERVICE STATION

Lake Street Phone 2920

## TOMORROW and SATURDAY



We offer you

## UNUSUAL VALUES

in

## SUMMER MERCHANDISE

and Final

Close out Prices  
on out size suits

## WELCH'S

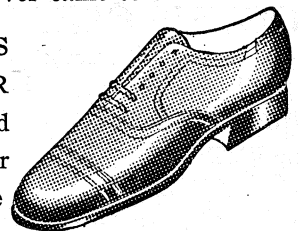
494 Exchange St.

## Only About Two More Weeks of Vacation

## . . . THEN SCHOOL

When you send your boys back to school—see that they wear shoes that fit . . . for poor fitting shoes do more to take their minds off school than any circus that ever came to town.

OUR BOYS' SHOES  
are SOLID LEATHER  
—made over foot shaped  
lasts—and every pair  
must FIT . . . or no sale



Sizes 1 to 6 \* Widths A to D

**\$2<sup>95</sup> - - - \$3<sup>95</sup>**

## SMITH'S QUALITY SHOE STORE

502 Exchange St.

Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., AUGUST 26, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Deliveries also made in Ovid, Willard, Waterloo, Phelps, Stanley, Hall, Seneca Castle, and on R.F.D. routes out of Geneva, Phelps, Stanley, and Waterloo.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

LIFE INSURANCE ESTATE  
PLANNING and  
ANNUITY SERVICE

LAVERNE F. DARLING  
Geneva Trust Bldg. Phone 2184

### SCHOOL DAYS

The approach of School Days always brings a need for cleaning requirements.

We want to serve you with as little inconvenience to you as possible.

Our prices are stable and our service safe.

- - CALL - -

## FOOTE'S CLEANERS

Harry D. Tarbell  
78 Castle St. Phone 2910

### REGENT THEATRE ATTRACTIONS

Wed., Thurs., Aug. 25-26: Donald Woods and Jeanne Madden in "Talent Scout".

Fri., Sat., Aug. 27-28: Preston Foster and Joan Fontaine in "You Can't Beat Love". Also Charles Starrett in "Two Fisted Sheriff".

Sun., Mon., Tues., Aug. 29-30-31: Mickey Rooney and Anne Nagel in "Hoosier Schoolboy".

### POLITICAL DESIGNATIONS BY DEMOCRATIC CITY COMMITTEE

for Mayor—Dr. C. F. Nieder;  
for Pres. Common Council—Geo. F. Davie;

for City Treas.—James F. Lynch;  
for Aldermen:

1st ward—Albert C. Klopfer and John F. Hart;

2nd ward—Patrick J. Murphy and Francis A. Rogers;

3rd ward—John J. Rogers and Dominic Adquilano;

4th ward—Bertrand G. Vanderhoof and Ernest F. Boisvert;

5th ward—Harry C. Kane and Bertha J. Maney;

6th ward—Irnea J. Mulvey and James E. Ninestine;

Supervisors:

1st Dist.—Robert J. Wyatt;

2nd Dist.—Richard J. Walsh;

3rd Dist.—Cornelius F. Taney.

Designations by the Republican City Committee were published in our issue of last week.

The guarantee of free speech is a great blessing. All we need now is some way to guarantee its quality.

Now that some new magazines are running entirely to pictures, we may soon eliminate the reading-courses in schools.

## G. H. PRINCE

20 Linden Street

Phone 2685

Watch, Clock and Jewelry Repairing  
and Picture Framing



SAFE BRAKES  
may save a  
LIFE

RELINE with  
**FIRESTONE**  
BRAKE LINING

AS  
LOW AS  
**66c**  
PER WEEK

BUDGET PLAN  
NO MONEY DOWN

## Firestone

AUTO SUPPLY AND SERVICE STORE

COMPLETE CAR SERVICE

Cor. Lake & Exchange Sts.

Phone 2323. J. H. Bindeman, Mgr.

## Modern PLUMBING

A home is only as modern as its plumbing. In bathrooms, kitchens, laundries and lavatories attractive fixtures and dependable "hidden" materials pay dividends in extra satisfaction and convenience.

COMPLETE, DEPENDABLE PLUMBING SERVICE



TELEPHONE 6574

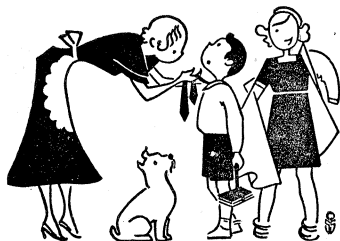
### SENECA PLUMBING & HEATING

68 Exchange St.

# \* DOROTHY GOES SHOPPING \*

Phone 3533 . . .

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.



## Suits . . . Topcoats . . . Overcoats

The Fall Styles are now ready for your inspection. Stop in and look them over!

. . . Match your old coat to a new pair of Trousers.

**A. P. Petersen**      Custom Tailor  
476 Exchange St.

—D—

As important as exquisite clothes, correct make-up and a chic coiffure is a charming personality.

—D—

Now, just before School Opening is a good time to have the children's shoes reconditioned.

**For Quality and Economy**  
**Carl's Shoe Repair Shop**  
(next to Empire Gas Office)  
Castle St.

—D—

Enrich your store of knowledge by reading.

—D—

And reminding you—that it is time to stock up on

## School Supplies

A complete line of the School Supplies you will need is available at

**The Corner News**  
cor. Main and Castle St.

To keep appointments strictly on time, one needs a time-piece which keeps correct time. Have your watch or clock cleaned, repaired, regulated, by an expert.

G. H. Prince  
**Prince's Jewelry Store**  
20 Linden St.

—D—

Get into the habit of listening (really listening) while others speak.

—D—

**Living Room Suites**  
**Studio Couches**      **Easy Chairs**  
Best of Construction  
Latest Fabrics  
**Buy from Factory! Factory Prices!**  
**Seneca Furniture Mfg. Co.**  
Middle St.  
Phone 4990

—D—

Eliminate the personal pronoun from your conversation as much as possible.

—D—

Before **School Opening** is an excellent time for a

**Portrait of the Children**  
Preserve forever the fleeting charm of childhood.

**Dial 2183**  
for an appointment at  
**The Stewart Studio**  
41 Seneca St.

—D—

Remember those dear to you with  
**Greeting Cards**

**Birthday, Anniversary, Convalescent, Sympathy, Congratulations, etc.**

You will find a choice selection of appropriate Greeting Cards at  
**McCarthy's Pharmacy**  
162 Castle St.

Just look in  
**Beard's Window**  
93 Castle St.

You can win a **Ton of Coal** absolutely **Free!**

—D—

**James F. Hobbins**  
invites you to the **Opening of**  
**The Hat Box**  
**Thursday, August 26**  
**New Store**  
**New Fashions in Millinery**  
**Management, Mrs. Leah Cornall**

—D—

Be interested as well as interesting.

—D—

Add the touch of "something new" in your home—new Slip Covers and Drapes.

**Lynch's**  
479 Exchange St.  
have the new Fall designs in Crash material.

**50" wide — 65¢ per yd.**  
**Special!**  
**Down-filled Comfortables—\$13.90**  
(regularly \$14.50)  
**Chenille Spreads—\$4.90**



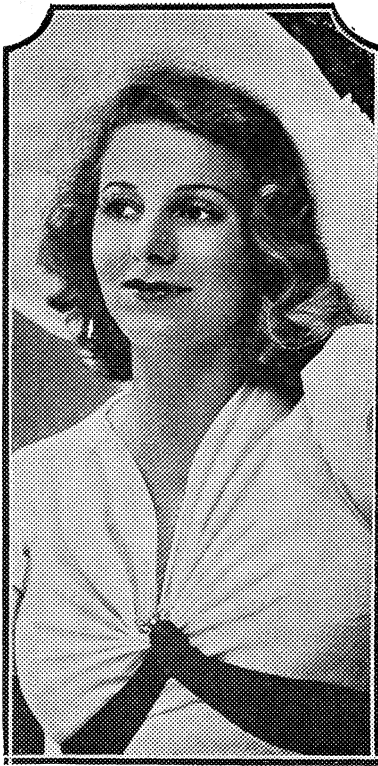
Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?  
**"Dorothy"**





## RADIO FLASHES

by Ralph Le Brun



Jessica  
Dragonette,  
noted  
lyric soprano,  
heard each  
Wednesday  
at  
8:30 P.M.  
in the  
"Beauty Box  
Theatre"  
over the  
Columbia  
network.

Leopold Stokowski, world famous conductor and Deanne Durbin, thirteen year old singer with the "Cinderella voice" will be heard in a preview of "A Hundred Men and a Girl" on the Hollywood Hotel program over the Columbia network, Friday, at 8 P.M.



## RADIO

TUBES, PARTS & SERVICE  
for any make radio

**RALPH LE BRUN**

225 High St. Phone 3237

INSURANCE  
AND REAL ESTATE

**FRANK A. SNYDER**

PHONE 6359  
43 PULTENEY ST.  
GENEVA, N. Y.

DEPENDABLE SERVICE

Smiling Ed McConnell, NBC's Singing Philosopher, 6 feet 1 inch tall and tipping the scales at 250 pounds, likes to describe himself as lazy. Yet he has been known to make as many as 13 fifteen-minute transcriptions for RCA in a single day, which is a pretty good day's work for a "lazy" man.

Paul Rhymer, creator of "Vic and Sade", one of radio's most popular sketches of family life, has been writing ever since he was a high school boy and won first prize in a short story contest conducted by a Bloomington, Ill., newspaper. During his days at Illinois Wesleyan University he continued to write, contributing stories and articles to College Humor and other periodicals. He was in the continuity department of the NBC Chicago studios when his brain

(Continued on page 12)

## Everything in Lumber

SPECIAL PRICES NOW IN EFFECT  
ON ROOFING MATERIAL

**GEORGIAN BAY LUMBER CO.**

Railroad Place Phone 2822 Geneva

## LAGANA'S

### FRUIT and VEGETABLE STORE

218 EXCHANGE ST. (opposite Seneca Motors)

#### SPECIALS . . .

POTATOES, bushel .....70¢

OCTAGON SOAP, 3 bars and 1 toilet soap FREE, 15¢

HOME GROWN COOKING ONIONS, 3 pounds.....10¢

SPECIALIZING NOW IN WATERMELONS

and HOME GROWN CANTALOUPES

PHONE 2605

FREE DELIVERY

Open Evenings & Sundays

Plenty of Parking Space

## Roof Coating Special!!

5 gallon  
pail - - - \$2.19

BARRETT LIQUID FLEXIGUM

A fibrous Roof Coating,  
for coating new and old Metal Roofs;  
Paper Roofs and Damp-proofing,  
Concrete and Masonry Walls.

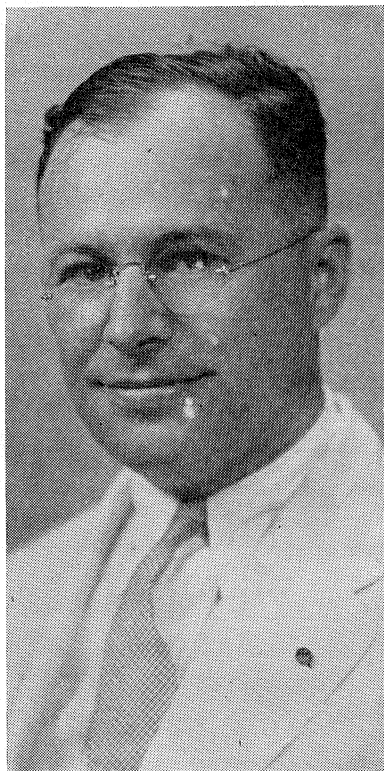
**COONEY, WATTS & COONEY**

513 Exchange St.

HARDWARE

Phone 2170

## KNOW YOUR GENEVA MERCHANTS



"News" Photo Engraving

### ANDREW L. SCHAILDLER

... of the Economy Auto Supply, 469 Exchange St.

The Economy Auto Supply, which is owned by Mr. Schaidler and is not a chain store, carries a complete line of auto accessories and is the local factory representative of the B. F. Goodrich Rubber Co., specializing in Goodrich Tires for cars and trucks (also tractor and implement tires), Batteries and Bicycles.

In addition they also carry a complete line of Motorola Radios, for both homes and autos.

Purchases may be made from the Economy Auto Supply on easy credit terms, if desired.

Mr. Schaidler has the assistance of a corps of courteous aides and you are cordially invited to stop in at 469 Exchange St. any time and look around, whether or not you are ready to make any purchases.

## THIS AND THAT

(Continued from page 1)

Friday and Saturday evenings and Sunday afternoon. Dancing, including both old and new dances, each evening.

The most feasible plan we have heard for relieving traffic congestion on Exchange Street is to cut the curb back about one and one-half squares of the sidewalk on each side of the street and use the center of the street for parking. This would not only make a wider highway for driving, but would separate the traffic going in opposite directions. It has also been figured out that a number of additional cars could be parked on the street by using this system. The plan would also eliminate the necessity of removing or covering the car tracks on Exchange.

Geneva Council, Knights of Columbus, will hold their annual clam bake on Sunday, August 29, at Red Jacket Park, just outside Penn Yan. James Leamy is general chairman. An extensive sport program is being arranged and delegations from Newark, Seneca Falls, Waterloo, Penn Yan and Canandaigua are expected.

THE GENEVA COMMUNITY NEWS is a good advertising medium. Use it—every week. Persistent advertising is sure to bring results.

We advocate a safety campaign to impress upon bicyclists the importance of obeying the same traffic regulations that pertain to motor vehicles.

## RADIO REPAIR SERVICE

Public  
Address  
Systems

for sale and for rent

**GEORGE F. BRUZEE**

"The Battery Man"

23 E. Castle St. Phone 6522

## OUTBOARD MOTORS



JOHNSON  
SEA HORSE

- Sales and Service -

**CHARLES E. COOL**

61\* Geneva St.

Phone 2050



MANUFACTURER'S

**SALE!!**

**Premier-Duplex  
CLEANERS**

(regular \$49.50 cleaner)

for

**\$24<sup>85</sup>**

and your old cleaner—regardless of condition.

Fully guaranteed by the Premier Duplex factory.

We think this is the greatest value we ever offered.\*

**Easy Washer Shop**

"Geneva's Oldest Appliance Store"

471 Exchange St. Phone 6323

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Prune and Nut Cookies

- 1/4 cup shortening
- 1/2 cup sugar
- 1 1/2 cups strained prunes
- 1/2 teaspoon soda
- 1/2 teaspoon cinnamon
- 1/4 teaspoon salt
- 1/4 cup nut meats
- 1 1/4 cups flour

Cream shortening and sugar. Add strained prunes, then add gradually the dry ingredients sifted together. Drop in small spoonfuls on oiled cookie sheet and bake in moderate oven, 12 to 15 minutes.

A. M. F., N. Exchange St.

## Tomato Flower Salad

1 tomato per person (peeled), place stem end down on lettuce, cut half way down four times, making eight petal points, break them slightly back. Fill with chopped olives and chopped cooked bacon and mayonnaise.

Mrs. W. H., Prospect Hill

## Japanese Platter

- 2 cups cooked rice
- 4 tablespoons melted butter
- 1 1/2 cups cooked peas
- 3/4 teaspoon salt

- 1/2 cup diced cheese
- 6 eggs
- 4 stuffed olives
- Parsley

Combine rice, butter, salt, peas and cheese. Spread on greased glass platter or casserole. Make wells in mixture, break an egg in each and bake in oven for 20 minutes at 375°. Garnish with olives and parsley.

Miss V. G., Hogarth Ave.

## Drop Ginger Cookies

- 3/4 cup sugar
- 1/2 cup lard
- 1 cup molasses
- 3/4 cup boiling coffee
- 1 egg
- 2 teaspoons each, cinnamon and ginger
- 2 teaspoons soda
- 1 tablespoon vinegar
- 4 cups flour and pinch of salt
- Raisins or fruit as desired.

Cream sugar and lard, pour hot coffee on soda and combine with sugar and lard mixture. Add remaining ingredients, sifting spices in flour. Drop by teaspoonfuls on greased tins and bake in moderate oven.

Mrs. E. M., Dorchester Ave.

Let us show you the

## "COOLERATOR"

... the conditioned-air

REFRIGERATOR

## C. J. BRADY

RE-FILTERED  
CITY WATER ICE

110 Lake Street

Phone 2740

Trailers now on the road seem shipshape and tidy. It may be another ten to fifteen years before the Gipsy produces the rolling slum.

## SPEED QUEEN

WASHERS - IRONERS

MAGIC CHEF GAS RANGES

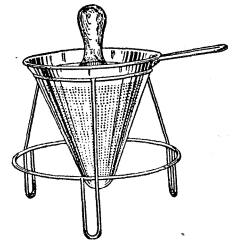
FRIGIDAIRE and  
ELECTROLUX Refrigerators

RCA VICTOR and  
MOTOROLA RADIOS

## LARRISON'S

116 Seneca St. Geneva, N. Y.

## CANNING SEASON SPECIALS!



"Wear-Ever"\* \$1.19  
FOOD PRESS.....

24 qt. capacity LISK CANNERS  
(holds 7 cans).....\$1.59  
20 qt. CANNERS.....\$1.29  
10 qt. "Wear-Ever" KETTLES  
(reg. \$2.50).....Special \$1.95  
17 qt. size (reg. \$3.75), Spec. \$2.98  
Many other canning accessories

We are exclusive  
"Wear-Ever" dealers in Geneva

## Dorchester & Rose

"Over 100 years of continuous  
Hardware business in Geneva"

543-545  
Exchange St.

Phone  
2496

IF IT IS MASON SUPPLIES . . .  
the place to go is . . .

## P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle St. 261 Exchange St. Phone 2393 or 2373

RANGE OIL - KEROSENE - FUEL OIL  
Your WINTER'S COAL SUPPLY will  
cost LESS if purchased NOW

## PREPARE FOR FALL

A furnace that's in good condition requires less fuel, affords greater safety, and operates more efficiently. You'll save money by having your heating plant checked NOW!

## JOHN A. PONTIUS

90 Elm Street

Phone 4575

## GENEVA'S TAX ROLL INCREASES \$199,259

An increase of \$199,259 over last year is shown in the 1937 city tax roll now open for inspection in the offices of City Clerk Walter F. Foreman. The 1937 roll totals \$19,710,960 compared with \$19,511,701 for 1936.

The annual Grievance Days will be held on Sept. 7, 8 and 9 with the Board of Assessors, headed by J. G. Henry, sitting to hear grievances of property owners regarding their assessments.

PHONE 2127

## Wilson & Johnson

for the Best in  
MEAT and POULTRY

261 William St. Plenty of Parking Space

## CARPENTER and BUILDER Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue Phone 5170

Estimates cheerfully given — free

## QUALITY

In choosing a brand of merchandise to buy, quality should be the first consideration. In the past eight years over 10,000,000 Delco Batteries have been placed in service and LESS THAN 1/2 of 1% OF THEM HAVE BEEN REPAIRED OR REPLACED DURING THE GUARANTEE AND ADJUSTMENT PERIOD. The fact that DELCO BATTERIES are used as original equipment in such cars as Cadillac, La Salle, Buick, Oldsmobile, Pontiac and Chevrolet is the strongest testimonial for their quality that we know of.

## Carroll's Central Service

Delco Headquarters

305 Main St. opposite Armory

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"Nothing can happen in the world that years don't bury."

"Free advice is the kind that costs you nothing until you act upon it."

"A handful of common sense is worth a bushel of learning."

"Good humor is the world's best antidote for trouble."

"If you've been slapped you aren't afraid of being slapped because you know it don't hurt much."

"Too little responsibility ruins far more people than too much."

"No one ever saw a microscopic slide of 'mother love'."

"If folly were pain we should have great crying out in every house."

"Our golden opportunities are never labeled."

"Good jobs may still be waiting for better men to fill them, but the best man for the job doesn't always get it."

(To be continued)

## Bright Idea

"I've got a new idea. Fortune in it."

"What now?"

"It's an alarm clock that emits the delicious odors of frying bacon and fragrant coffee."

We are a very punctual people, buying our cars, our furniture, and clothes on time.

## Machine-Less

Croquignole Permanent Wave  
\$4.00 complete

Wave In Ends Only—\$2.50

## Johnson's Beauty Shoppe

193 N. Main St. Phone 4340

## MATTRESSES

Cottons and Felts

\$12.00 to \$18.00

FOSTER INNER SPRING  
MATTRESSES

\$14.00 to \$35.00

## WHEELER'S

opp. Post Office

## FOR SCHOOL NEEDS . . .

## "INKREATOR" PENS

. . . the Pen that makes its own ink.

Special . . . . . 59¢

Fountain Pens.....\$1.00 up

Pen & Pencil Sets.....\$1.95 up

Skip and Quink Inks

## S. A. GILBERT

JEWELER

510 Exchange St. Geneva, N. Y.

## AT ROSELAND PARK

. . . this week, the Wollandi Duo presenting a thrilling high wire act called "High Jinks in the Clouds." Starting Monday, Aug. 30, and continuing thru Sept. 5. The Looping Nixes will be presented in a speed spectacle known as "Motor Madness".

Curley Johnson and His Orchestra, well known throughout Central New York, will start a week's engagement at the Roseland Ballroom on Friday, Aug. 27.

New York legislator wants compulsory teaching of safe driving practices in schools. Only dodging is taught now.

## \$ -- MONEY -- \$

deposited ON OR BEFORE

Friday, September 3

Will Earn Dividends from September 1

## Geneva Savings Bank 24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —

# CLASSIFIED BUSINESS DIRECTORY SECTION

## FREE TICKETS TO SCHINE'S THEATRES— EACH WEEK

Read each advertisement in this issue. Look for the stars (\*). A number of them are scattered among the different ads (throughout the entire issue). Make up a list of the firms in whose ads these stars appear.

Mail your list to "Star Contest", Geneva Community News, Geneva, N. Y., as quickly as possible—each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct—Two tickets each to Regent Theatre.  
Next four correct—One ticket each to Geneva Theatre.

NOTE—Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

## Advertising

MR. MERCHANT: Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

## Appliances

PRACTICALLY A SONG — Second hand Ice Boxes. We have a few for almost a song.

DON'T WAIT—One of the best Andes Coal or Wood Ranges ever made. Priced low for quick sale. Larrison has it, but he won't have it long.

### LARRISON'S

Gas & Electric                      116 Seneca  
Appliances                              Street

## Auto Laundry

Bring your car to

### JERRY'S AUTO LAUNDRY

for quick, satisfactory  
Washing - Polishing - Waxing  
rear of Carroll's Central Service  
Main St., opp. Armory

Phone 2592                      We Call and Deliver

## Body and Fender Work

LITTLE DENTS . . . BIG DENTS  
. . . fenders bent, or body badly damaged. We can fix . . . match the paint, too . . . look like new again.  
Just Phone 2257

PETERSON (Seymour Alley)  
rear Geneva Loan & Savings Assn.

## Business Directory

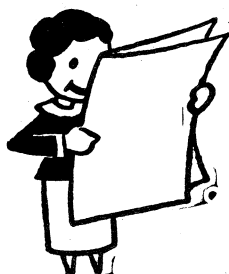
If you would like a space in this

CLASSIFIED

BUSINESS DIRECTORY

SECTION

Dial 2108



## Fruits -- Vegetables

ALL FRUITS & VEGETABLES  
IN SEASON—Canada Dry Ginger Ale,  
Sparkling Water, Root Beer, Orange in  
pints and quarts. Beer and Ale in cans  
and pint and quart bottles.

ROCHESTER FRUIT STORE  
23 Seneca St.                      Phone 2107  
Free Delivery

## Groceries

FOR THAT WEEK-END TRIP

Stop here and fill up with  
that good "Texaco" Gas.

### WEST END SERVICE

Hamilton St. foot of Bean's Hill

We also have Groceries, Candies, Tobaccos, Picnic Supplies, Ice Cream, Canada Dry Beverages, Baked Goods, etc.  
Open Evenings and Sundays\*

## BRENNAN'S GROCERY

31 John St.                      Phone 4572

Free Delivery

### BEER and ALE

All                      \$1.99 per case  
Kinds                      (plus deposit)

Let US take care of your needs  
this Summer.

Persistent Advertising

even in a small way, is surely a lot  
better than no advertising at all.

## Hardware

For special CANNING SEASON  
and ROOFING MATERIAL  
BARGAINS

see display ads in this issue.

## Meat

## JOE'S MARKET

226 Exchange St., next Geneva Baking  
Co.                      Phone 2027                      Free Delivery

Corned Beef .....15¢  
Round Steak, or Swiss.....32¢  
Boneless Beef Stew.....25¢  
Boneless Beef Roast.....28¢  
Reliable Matches, 6 boxes.....21¢  
DeLuxe Toilet Tissue, 6 rolls, 21¢  
T.N.T. Laundry Soap, 3 bars....10¢

### Meats

Fruits, Vegetables, Groceries

(Plenty of Parking Space)

## FOR A NICE STEAK

Phone\*2712

## MULVEY'S

Special—Fish Fry—28¢ lb.

BUY IN GENEVA

## ADVERTISING SPACE

in next week's issue must  
be reserved by Saturday  
noon. All copy must be  
in by Monday noon . . .

## A WESTINGHOUSE DeLUXE WASHER

... does a big family wash in less than an hour. Everything from Junior's rompers to your best filet bedspread washed spotlessly clean by the Westinghouse process that is as gentle as it is thorough.  
—WESTINGHOUSE WASHERS from \$54.95 up—

—: CONVENIENT TERMS :—

20-22 Castle Street

**Dillingham & Son, Inc.**

Phone 2278



## FREE ATTRACTION . . .

Starting August 30 - to Sept. 5 (inclusive)  
**THE LOOPING NIXES**—Grandy Nix—Death-defier and Bunny Nix—mile-a-minute girl, presenting "Motor Madness"—America's Speed Spectacle.\*  
—Daily Performances: 4:00, 7:30, and 10:00 P. M.—

## ROSELAND PARK

CANANDAIGUA LAKE

Free Picnic Tables — Fireplaces — Free Parking

**DANCING . . . EVERY NIGHT**

Large Open Air Starlight Ballroom

## Classified Business Directory Section (Continued)

### Moving - Storage

**WE'LL STORE YOUR FURNITURE or MERCHANDISE**

Reasonable Rates. Move you, too, if you desire. Our vans go anywhere, any time. All loads insured. Also have few odd pieces furniture for sale.

**GENEVA MOVING & STORAGE CO.**  
C. A. Bissell, Pres.

99 Genesee Street

Phone 2182

### Optometrist

Let's have the children's eyes examined before they go back to school

**G. W. FLETCHER - OPTOMETRIST**  
Castle Street Opp. City Hall  
Office Phone 2292 Residence 2044

Eyes Examined, Glasses Fitted, Frames Repaired, Broken Lenses Replaced.  
Phone for Appointment.

The annual clam bake of the Geneva Lodge of Elks will be held Wednesday, Sept. 8, at the Geneva Rod & Gun Club. Edgar F. Toole is general chairman. Activities will start at 1:30 p.m. There will be a complete sports program, including trap shooting. Clams will be served throughout the afternoon, with the main bake at 6:30.

### M. F. DEVANEY

Printing, Engraving  
and Office Supplies  
435 Exchange Street

### Smoker's Supplies

**SEE OUR ALL BRIAR HAND-CUT PIPES**

... including mouth-piece

— Something entirely new —

**H. F. FOX, Tobacconist (since 1870)**  
476 Exchange next Kirkwood Hotel

### Shoe Repairing

**NO BETTER LEATHER ... NOR WORKMANSHIP**  
anywhere, than at the\*

**HIGH GRADE SHOE REPAIRING**  
(formerly Frank's Shoe Renew)  
10 Castle St. Nick Palace, Prop.

### HERE IS THE LIST OF WINNERS OF THEATRE TICKETS

in our "Star Counting Contest" for the past week:

(Geneva City)

Mrs. G. M. Taylor, 287 Hamilton St.

Mrs. E. W. Lindsay, 149 William St.

Miss Cora E. Alter, 36 Argyle St.

Jack Toole, 308 Washington St.

Miss Gertrude Mosier, 80 Copeland Ave.

(Outside Geneva)

Mrs. Allen McLellan, R.D. 1, Geneva

Isabelle Maloney, Stanley

—o—

It is necessary to READ EVERY AD in order to win in the "Star Counting Contest".

### Watch Repairing

Phone 5566

Work Called for and Delivered

**GEORGE E. DURKEE**

Expert Watch, Clock, and Jewelry Repairing

22 Madison St.

Geneva, N. Y.

If you get only six lines in the papers about your fishing trip, you are merely an ex-president.

About the only thing the government hasn't tried to regulate is our diet, but if it keeps adding new taxes it will do that rather effectively.

**The Electric Furnace-Man**  
AUTOMATIC ANTHRACITE BURNER

**EASILY INSTALLED IN ANY HEATING SYSTEM**

Safe, clean, healthful **EVEN HEAT**—Silent, economical operation—No smoke, smudge or odor—Year 'round hot water.

Free estimates—no obligation  
PHONE 2221

**RAPALEE**





## THE FUNNYBONE



### Didn't Need Help

Beggar: "Have you got enough money for a cup of coffee?"

Student: "Oh, I'll manage somehow, thank you."

### But No Vegetables

"What did you have in your garden last year?"

"Plymouth Rocks, Leghorns and Rhode Island Reds."

### Playing Safe

Two college juniors yawned, and one said, "What shall we do to-night?"

"Let's toss up a coin to decide." replied the other. "If it's heads we'll go to the movies; if it's tails we'll call on Rosie and Susie; and if it stands on edge we'll study."

### Sh-h!

A gentleman was walking down the street with his little boy at his side when the youngster cried out, "Oh, Pa! There goes an editor."

"Hush, hush," said the father. "Don't make sport of the poor man. Goodness knows what you may come to yourself some day."

### Must Be Some Other Guy

"If you have ten dollars in one pocket and fifteen in the other, what have you?"

"The wrong trousers."

### Safe

"Could I have a day off, sir, to help my wife with the spring cleaning?"

"No, I'm afraid not—"

"Thank you sir, I knew I could rely on you."

### Much Ado About Nothing

"Is ink so very expensive, father?"

"Why, no, what makes you think so?"

"Well, mother seems quite disturbed because I spilled some on the hall carpet."

### Ideally Suited

First Shopwalker: "Poor old Perkins has completely lost his hearing. I'm afraid he'll lose his job."

Second Shopwalker: "Nonsense. He's to be transferred to the complaint department."

### Dying Wish

The guards grimly went about their task of fixing the electrodes to the body of the doomed man in the chair. The kindly chaplain bent over him.

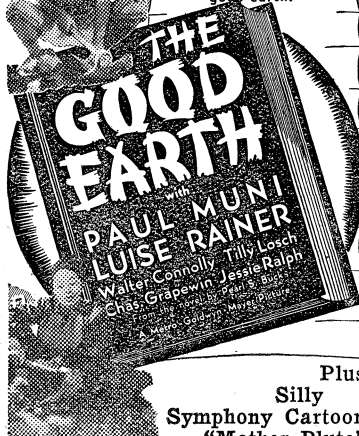
"Any request, my poor mortal?" he inquired.

"Yes, parson," the wretch replied; "It'll comfort me a lot if you'll just hold my hands."

## \* SCHINE'S GENEVA

Thursday - Friday - Saturday

ROMANCE  
of a woman's sacrifice  
for a man!  
DRAMA  
in a man's love for the  
good earth!



Plus

Silly  
Symphony Cartoon  
"Mother Pluto"

Continuous Performance

SCHINES - GREATER - SHOW - SEASON  
3 DAYS - STARTS SUNDAY

IT TOPS "ONE IN A  
MILLION!"



in  
**"THIN ICE"**  
with Raymond Walburn  
Sig Rumann  
A 20th.  
Century  
Fox  
Picture

Plus-Silly  
Symphony  
Cartoon

"Worm  
Turns"

Latest  
News

## COLONEL CHEERIO

—: Says :—

We are appointed exclusive agents for  
HUNTER'S MOORE & MOORE WHISKEY

A trial will convince you.

Moore & Moore "SPECIAL RESERVE", blend.....\$1.00 pt.; \$1.90 qt.  
Moore & Moore "PRIVATE STOCK", blend.....\$1.19 pt.; \$2.30 qt.  
Moore & Moore "DE LUXE", blend.....\$1.35 pt.  
Moore & Moore 9-YEAR-OLD RYE.....\$1.75 pt.

Scotches, Gins, Rums, Cordials and ready-made cocktails

**Geo. M. Peters Liquor Store**  
148 CASTLE ST. Phone 2054



## I INVITE YOU . . .

to come in and see my new shop  
Main Street—opposite William

**ANTHONY ALVARO**

—Barber—

**GROVER H. McKEEL**

Roofing and Sheet Metal Work  
of all kinds

New Furnaces — Furnaces Cleaned  
and Repaired

17 Pine Street Phone 4012

## Don't Drive 'Bald Headed' Tires

Dangerous any time  
... doubly so in hot weather

Equip with  
**GENERALS**

... the coolest running tire

Ask us about our  
G.T.A.C. plan.

"Pay while you Ride"

**FINK'S**  
**SUPER-SERVICE STATION**  
Lake Street Phone 2448

**PAST MASTERS' BANQUET**

The seventh annual dinner and entertainment of the Past Masters of the Seneca, Ontario and Yates Masonic District will be held at the Seneca Hotel, Geneva, on Tuesday evening, Aug. 31, at 5:30 o'clock. All Past District Deputies and Past Masters are cordially invited and a large attendance is expected.

Donald U. Watson, of Geneva Lodge, and Earl Cotton of Milnor Lodge, Victor, are in charge of arrangements. James Ditmars will preside as toastmaster.

Reservations should be made with Donald U. Watson, Norwood Ave., by Saturday, Aug. 28, and not later than Monday, Aug. 30.

—o—

Buy coal only from local law-abiding coal dealers.

**The Invader**

Two rabid Californians were caught in a heavy rainstorm in Los Angeles. Both watched the down-pour with embarrassed expressions. Finally, after a deep silence, one said to the other: "Boy, some

terrible weather certainly blows in from Nevada, doesn't it?"

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4797

SEE US  
FOR . . .



Properly  
Reconditioned  
Honest Values

1936 CHEVROLET COUPE

1936 CHEVROLET T. SEDAN

1933 CHEVROLET COACH

1935 FORD TUDOR

1934 FORD TUDOR

CHEVROLET TRUCKS

1936 CHEVROLET 1½ TON CAB

CHASSIS

1936 CHEVROLET PICK-UP

1934 FORD 1½ TON STAKE

Our stock is constantly changing. If we do not have what you want, tell us your requirements.

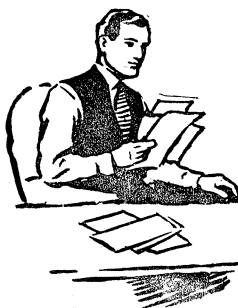
**RUSSELL-HART CHEVROLET CO.**

Phone 6621

604 South Exchange St.

Geneva, N. Y.

Do You  
Need



**Courteous Service**  
**Confidential Advice**

Loans on Household Goods,  
Co-makers and Autos (no in-  
surance required).

Come In . . . Write . . . or Phone 2334

**Loan Service Corporation**

34 Seneca Street, 2nd floor over Keilty's Dry Goods  
"Loans made in nearby towns."

## RADIO FLASHES

(Continued from page 4)

children, Vic and Sade, came into being nearly six years ago.

When she isn't heckling Bob Hope on the NBC Woodbury's program, in the capacity of "Honeychile", Clara Hazel is busy compiling a New York column for a string of South Carolina newspapers. Miss Hazel is the daughter of a Southern publisher and a graduate of Queen's College, Charlotte, N. C., where she studied journalism.

How many penitentiary friendships are kept afterward? There's a neglected statistic.

A stooge in theatrical slang means a foil, particularly a comedian.

# Persistence

Persistence is the mother of miracles. It is half of achievement. In advertising persistence is the first law of success. Spasmodic advertising, no matter how good, is seldom resultful. Persistence appeal builds good will, creates confidence, develops interest and tends to make your advertising efforts produce results. It is the cumulative effort of your advertising that makes it pay.

**Geneva Community News**

—: PHONE 2108 :—



## • RIDE A BIKE •

# for Health

Everyone, young or old—parents or children, will get lots of fun and plenty of exercise out of riding a bicycle. These new Goodrich Bicycles are streamlined and equipped with all of the de luxe accessories. Beautiful color combinations and the *Extra Construction Features* built into these bikes make them leaders in their field. Come in and take your choice of the many attractive models.

**MAY BE PURCHASED ON LONG EASY TERMS**

Your credit is good here and you can select the bike you want and pay a little each week, on your own terms. It only takes a few minutes to complete the purchase and there is no red tape, no delays and no embarrassing investigations. Check this liberal credit plan before you buy. We fit it to suit your needs.

**YOUR CREDIT IS GOOD HERE**

As Little As

# \$1<sup>15</sup>

Per Week

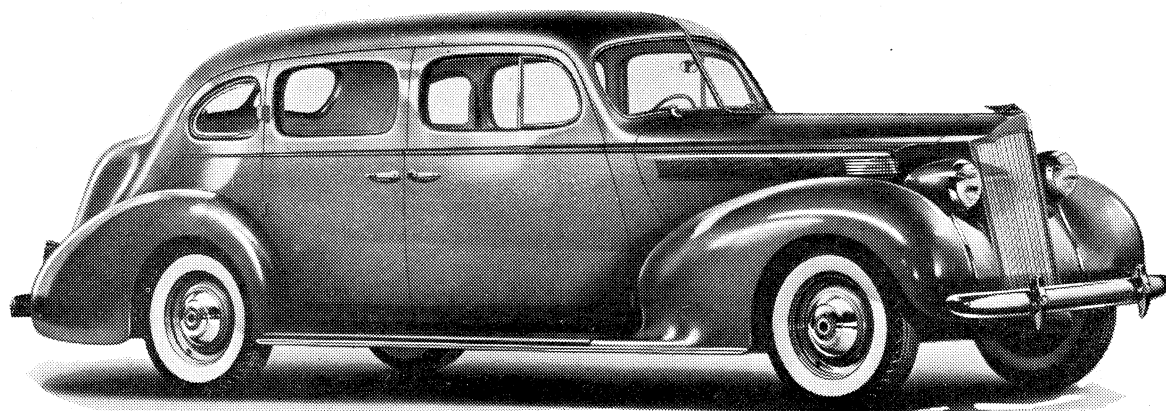
## Economy Auto Supply

469 Exchange St.      Phone 2482      Geneva, N. Y.

ANDREW L. SCHAILDLER, Owner

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., OCTOBER 14, 1937



This **PACKARD** Six • 4 Door Sedan  
Delivers in Geneva for **\$1242.00**

This Bank Will Finance  
As Much As 2/3  
of This Cost

You Take  
Your Insurance  
With Any Agent

## FINANCE EXAMPLE

NEW PACKARD SEDAN . . .	\$1242
OLD CAR ALLOWANCE } 1/3 .	414
DOWN PAYMENT }	
BALANCE . . . . .	\$828

YOUR MONTHLY COST:	
FOR 12 MONTHS. . . .	\$72.65
or	
FOR 18 MONTHS. . . .	\$49.55

# THE NATIONAL BANK OF GENEVA

MEMBER FEDERAL DEPOSIT INSURANCE CORP.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., OCTOBER 14, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Deliveries also made in Ovid, Willard, Waterloo, Phelps, Stanley, Hall, Seneca Castle, and on R.F.D. routes out of Geneva. Phelps, Stanley, and Waterloo.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

### HAVE YOU A DEFINITE PLAN for FINANCIAL INDEPENDENCE?

Properly arranged Life Insurance will provide for family in event of premature death—or yourself during the sunset years of Life.

#### LAVERNE F. DARLING

Geneva Trust Bldg.

Phone 2184

Don't let

## COLD WEATHER

Catch you unprepared

Let us fill your radiator with  
**PRESTONE**

the ideal anti-freeze

and put proper LUBRICANTS  
in TRANSMISSION and  
DIFFERENTIAL\*

## RICKELS

SERVICE STATION

Lake Street

Phone 2920

The opening dates for the Fall hunting season are listed in the O. K. News ad on another page of this issue. A change in hours for hunting Pheasants has been made this season.

## FINGER LAKES CURRENTS

**Fish Story**—From an issue of the Ontario County Times of 63 years ago appears this Finger Lakes fish yarn: "Asher Cole possesses a trout with two heads, two sets of gills, four eyes, two mouths and but one body. The heads unite just back of the gills. Each head runs independently of the other. If meat be placed in front of the creature, both heads go for it. Both mouths take food at the same time. All the gills are in working order. The trout seems as lively and healthy as its brethren."

**Moose Recalled**—Evidence that moose once roamed the lake country was dragged out of the bottom of Owasco Lake by two Auburn anglers, while fishing with wire lines for lake trout. Their hooks became fast in some object on the bottom of the lake, and on bringing it to the surface, they found their catch was a fine spread of moose antlers. Where the moose horns had been embedded in the sand of the bottom, they were well preserved.

**Echo of Past**—Generations ago the lake region was recognized for its beauty, before any concerted effort was ever made to promote the district as a vacationland. A copy of the National Magazine, published in 1857, has for the title of its leading article, "The Lakes and Legends of Central New York." Old wood engravings present pictures of scenic and historic spots along the lakes, and recounts many of the Indian legends which abound in the area.

## LOOK YOURSELF OVER

Hat, necktie, gloves, topcoat, suit — see that everything is spotlessly clean and neatly pressed. Use our services regularly. You will find that much more wear will be added to your clothes.

## FOOTE'S CLEANERS

Harry D. Tarbell

78 Castle St.

Phone 2910

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4797

## LEARN TO SING

JOIN THE FALL CLASSES

- - of - -

## Grace Wynne Tapley

(Teacher of Voice)

Private and Class Instruction for  
Adults and Children

81 Maxwell Avenue

Phone 6229

F-R-E-E

Short Time Only

A

NORGE

ELECTRIC COOKER

With the purchase of either a  
NORGE Gas Range, Washer,  
or Ironer.

\*

## BOLIN MUSIC HOUSE

## Don't Buy An "Old Fashioned" CAR HEATER

Let us show you the new

## "ARVIN"

HEATING SYSTEM

which insures "3-way protection"

1—Warms the feet

2—Circulates the heat

3—Defrosts the windshield

## FINK'S SUPER-SERVICE STATION

Lake Street

Phone 2448

# \* DOROTHY GOES SHOPPING \*

Phone 3533 . . .

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

"The Hat"—whatever your whim  
—awaits you at

**The Hat Box**  
25 Seneca St.

Towering Crowns, Berets, Bonnets,  
Pill Boxes, Profile Brims.  
Luxurious Fabrics Brilliant Trimming  
Prices, \$1.95 to \$7.95

—D—

**Jeddo-Highland Coal**  
Hot stuff  
**Semet Solvay Coke**  
Smooth Heat  
**Cannel Coal**  
For the Fireplace

**Beard's** Ph. 2651

—D—

When Fall days challenge you  
to venture forth, take along your  
Kodak! There'll be many oppor-  
tunities for excellent Snapshots.

**Stock up on Film!**

**McCarthy's Pharmacy**  
162 Castle St.

**Complete line of Eastman Kodaks**

—D—

Delicate watches like delicate  
flowers, deserve expert attention.  
If your watch needs cleaning . .  
repairing . . regulating—consult an  
expert. Saves time and money in  
the long run!

**Prince's Jewelry Store**  
20 Linden St. Tel. 2685

**The Stewart Studio**  
41 Seneca St.

offers one large Portrait

**Free**

with each order of six or more Por-  
traits, during October only.

Tel. 2183

—D—

**Lynch's**  
479 Exchange St.

will gladly show you their complete  
Fall line of "**Quaker Curtains**"  
priced \$1.19 per pair to \$5.90 . .  
Sateen-lined Drapes priced \$1.98  
per pair to \$5.95 . . Shades, (36")  
as low as 35¢.

—D—

Boys and Girls!  
Defy the elements in a **Kenwood**  
**Coat or Snow-Suit** . . One and two-  
piece styles . . Combination and  
plain colors.

**The Julia Elizabeth Shoppe**  
18 Linden St.

Separate Ski-Leggings, size 3 to 16

—D—

Less-than-long fur coats will be  
most popular. However, you may  
have a long or seven-eighths length  
coat that is slim and pencil-straight  
or extravagantly full.

—D—

**International Custom-Made**  
**Clothes**

offer you three prime essentials:  
Genuine All-Wool Quality . . .  
Sound Workmanship . . . Prompt  
Delivery—three reasons for their  
popularity.

**A. P. Petersen** Custom Tailor  
476 Exchange St.

**Match**

Your old coat to new Trousers

"Having left the employ of  
Warder's Awning Works, I am  
starting for myself and will look  
after your Awnings at any time,  
show you samples, and give esti-  
mates."

**Chas. D. Toombs**  
92 Brook St. Phone 5218

—D—

**The Joslyn Sample Hat Shoppe**  
60 East North St. Phone 5349  
for **Hats** that have the newest style  
trend . . new side effects . . smart  
close fits . . perky brims . . be-  
coming "off-the-face" and all latest  
creative Fall-Winter styles at  
\$1.98

—D—

A Postal Card to

**Z. N. David**  
150 Castle St.

will take care of all your **Vacuum**  
**Cleaner Troubles** . . Parts and ex-  
pert service for all makes . . Will  
call promptly . . Honest advice  
. . Reasonable prices.

—D—

Will you kindly mention the  
"Dorothy Goes Shopping" pages of  
THE GENEVA COMMUNITY NEWS  
when making purchases from any of  
the advertisers in these columns?  
**"Dorothy"**

—O—

## MEMBERSHIP DRIVE

The annual membership drive of  
the Business and Professional Wo-  
man's Club got under way at a  
meeting in Lewis Hall, Tuesday,  
Oct. 12, with a very good attend-  
ance. The two teams are headed by  
Mrs. Marge Klube and Mrs. Gus  
Beales. The drive will continue for  
four weeks, after which the losing  
team will entertain the winners at  
a Turkey dinner.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## German Potato Salad

- 4 slices bacon
- ½ cup diluted vinegar
- ½ cup sugar
- 2 cups chopped cooked potatoes
- 1 small onion, diced

Cut bacon in small pieces and brown in frying-pan. Add vinegar and sugar and cook until sugar is dissolved. Add cooked potatoes and onion and allow to heat through. Serve at once with frankfurters.

Mrs. E. E. M., Genesee St.

## Plum Conserve

- 2 quarts plums
- 1 lb. raisins
- 3 lbs. sugar
- 1 lemon (rind and pulp)
- 3 oranges (rind and pulp)
- ½ lb. English Walnut meats (chopped)

Combine all ingredients, cook until thick and add walnut meats ten minutes before removing from fire. Seal in sterilized jars.

Mrs. C. H. F., Lewis St.

## Scalloped Potatoes and Hamburger

- ½ lb. hamburger
- 2 quarts sliced potatoes

- 1 medium onion, minced
- Salt and pepper to taste

Mix onion and hamburger, season and fry lightly. Mix with sliced potatoes in well greased baking dish, add milk to cover, dot with butter and bake 1 hr. Serves 4.

B. G., Hogarth Ave.

## Corn Pudding

- 1 can corn
- 1 tablespoon butter
- 2 eggs well beaten
- ⅓ cup corn meal
- 2 cups milk, salt and pepper to taste

Cook all ingredients in double boiler until thick. Put in buttered baking dish, sprinkle with crumbs and bake for 20 minutes.

Mrs. W. R., R.D., Geneva

If dark or light brown sugar is too hard to measure heat it in the oven, then measure it quickly while it is soft. Store it in the refrigerator or bread box, where it will remain soft.

Try peanut butter frosting for covering white or spice cakes. Add one-third of a cup of peanut butter to your regular uncooked white frosting. Blend in the peanut butter well before icing the cake. Add a few roasted peanuts as decoration.

Chicken fat may be substituted for butter in cakes and cookies or for creaming or browning foods. Beef drippings may be used for seasoning sauces, meat or fowl stuffings or in meat loaves.

BUY IN GENEVA

## MULVEY'S

- WEEK-END SPECIAL -

FRESH GROUND HAMBURG 20c

Phone 2712

## NEWLY ARRIVED LIVING ROOM SUITES

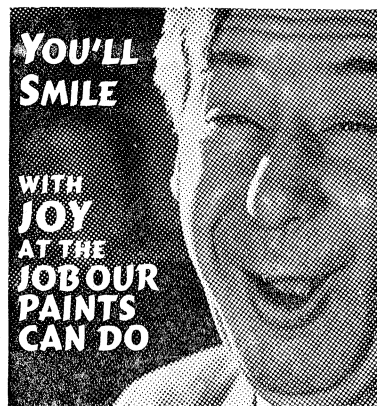
... in Coverings you'll like ...  
Latest Designs ... and exceptional Workmanship.\*

\$79.50 to \$215

Come in .. look them over ..

**WHEELER'S**

opp. Post Office



**SHERWIN-WILLIAMS  
PAINTS**

**FAIRFAX BROS. CO.**

Phone 2441

87 Castle St.

**MOTOR  
STOKOR**

... FOR ECONOMICAL  
AUTOMATIC HEAT

—: Let us show you Facts and Figures :—

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 2393 and 2373 261 Exchange St.

'BLUE' COAL — SOLVAY COKE

Fuel Oil - Mason Supplies

**WE SPECIALIZE ...**

in "COPPER BOUND" ROOFS  
and "TIMBERTEX" SIDING

Also install HEATING SYSTEMS, clean furnaces and  
make Furnace Repairs.

**JOHN A. PONTIUS**

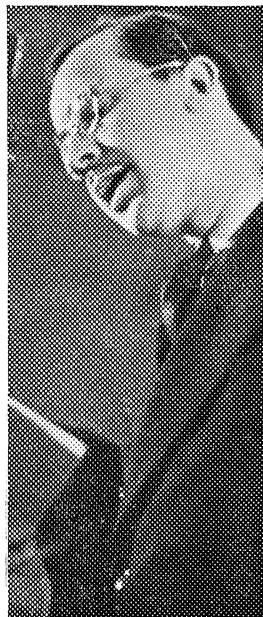
90 ELM STREET

PHONE 4575



## RADIO FLASHES

by Ralph Le Brun



On the left, Mussolini, on the right, Hitler. These are the roles that Ted di Corsia and Dwight Eist take in the radio dramatization of "March of Time" which moves to NBC-WHAM, Thursday, at 9 p.m.

The "March of Time" made its debut in March, 1931, as a new idea in radio programs. The show brings to radio listeners six to eight vivid sequences in each half-hour period of the most dramatic stories of the week. Each program requires the services of more than 30 actors and actresses, 19 musicians, 8 production, service and sound-effects experts, and 11 editorial and research workers.

Work has been started on a self-supporting vertical antenna for WHAM that will tower four hundred fifty feet into the air and capture the honorary title of western New York's tallest structure. The unguyed verticle spire will replace WHAM's present antenna system and will aid greatly in the transmission of radio programs by cutting down fading and increasing the station's day and night coverage area. It will be the converging point of a network of ground wires that

will extend four hundred fifty foot radials from the base of the tower and utilize seventy thousand feet of copper wire in the complicated ground system.

(Continued on page 9)

## STORM SASH--STORM DOORS

HIGHEST QUALITY  
—:— LOWEST PRICES —:—

## GEORGIAN BAY LUMBER CO.

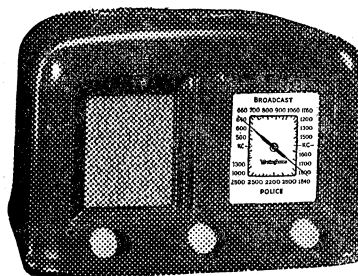
Railroad Place

Phone 2822

Geneva

## THE 1938 "WESTINGHOUSE" Precision Radios Are Here

Models to suit every taste and pocketbook.



Even this compact little WESTINGHOUSE has surprised experts with its full, clear tones and its smooth, full volume. Listen to it from another room — it sounds like many a BIG radio. Examine the handsome cabinet, too, and you'll marvel at all that Westinghouse can give you for

**Only \$19.95**

20-22 Castle  
Street

**Dillingham & Son, Inc.**

Phone  
2278

## Attention . . . Mr. Hunter!

### OPENING DATES OF 1937 FALL SHOOTING

**PHEASANTS**—Oct. 18th to Oct. 30th.

Opening day for Pheasants . . . Oct. 18 . . . hours are from 12 o'clock noon, to 5 p.m.; the following days, except Sunday, from 7 a.m. to 5 p.m.

**PARTRIDGE**—Oct. 18th to Nov. 15th.

**DUCK**—Oct. 9th to Nov. 7th.

**WOODCOCK**—North of N. Y. C. Tracks,  
Oct. 1st to Oct. 31st.

**WOODCOCK**—South of N. Y. C. Tracks,  
Oct. 15th to Nov. 15th.

**DEER**—Oct. 15th to Nov. 15th.

**BEAR**—Oct. 15th to Nov. 15th.

**SQUIRRELS**—Oct. 18th to Nov. 15th.

**RABBITS**—Oct. 18th to Jan. 31st.

Sporting Supplies — Guns — Ammunition

## O. K. NEWS CORP.

Phone 2713

28 Castle Street

Geneva, N. Y.



## RADIO

TUBES, PARTS & SERVICE  
for any make radio

**RALPH LE BRUN**

225 High St.

Phone 6257



Will you kindly say, when making purchases from our advertisers: "I saw your ad in the GENEVA COMMUNITY NEWS"?

"G. A."

1937 FALL  
CLEARANCE

We have on hand a number of

USED CARS

THAT WE MUST SELL NOW or store for the winter. Storage is an expense . . . and, besides, we need the room for new 1938 models.

Prices are Being Slashed

Some of them as much as

50%

Small down payment . . . small weekly payments.

Just think of it . . . not "Junkers", but cars that will run . . .

As Low as \$9.00

Large number to select from. Various makes and models.

GENEVA AUTO CO.

"Geneva's Oldest Dealer"

145 Castle St. Open Evenings.

"G. A."

KNOW YOUR  
GENEVA MERCHANTS



"News" Photo Engraving

LELAND W. LARRISON

. . . who recently opened a completely stocked Gas and Electric Appliance Store at 116 Seneca St.

Mr. Larrison's stock of merchandise includes such nationally known and highly regarded appliances as:

Speed Queen Electric Washers and Ironers, Magic Chef Gas Ranges, RCA-Victor and Motorola Radios, Frigidaire and Servel Electrolux Refrigerators and an up-to-date line of smaller electric appliances.

In addition Mr. Larrison is local representative for Whitehead Monel Metal Kitchen Equipment, which is attractively displayed in his store.

The game of love, says a novelist, is the same as it was thousands of years ago. Except that diamonds have taken the place of clubs.

As a rule they don't give showers for the groom but there are plenty of storms for him after the bride begins to reign.

HERE ARE THE NAMES  
OF THOSE WHO WON  
THEATRE TICKETS

. . . in our "Star Counting Contest" for the past week:

(See instructions on page 8)

(Geneva City)

Mrs. Fred Vance, 65 William St.  
Mrs. Helen Ackerman, 36 Madison St.

Mrs. Harriet Fothergill, 43 Hoffman Ave.

Mrs. C. H. Foster, 205 Lewis St.  
Mrs. F. H. Dewsbury, 14 Rose St.

(Outside Geneva)

Nellie Brooks, Ovid, N. Y.  
Mrs. Albert F. Olsouske, R.D. 3, Geneva

Read all of the ads in this issue—carefully; Count the Stars and send in your list—right away. You may be one of the winners whose names will appear next week.

CARPENTER and BUILDER  
Weatherstripping and Caulking

Frank M. Mowers

52 Jefferson Avenue Phone 5170  
Estimates cheerfully given—free

And then there is the college boy who got extremely tight drinking punch at the fraternity dance before he was told there wasn't any liquor in it.

So Would We

Guide: "There, my dear madam, is a skyscraper."

Old Lady: "Oh, my! I'd love to see it work."

SEASONED HARD WOOD

CUT AND DRIED OVER 12 MONTHS

WE SPECIALIZE IN KITCHEN RANGE SIZE & KINDLING

KITCHEN RANGE SIZE, \$3.75  
per cord, delivered.....

KINDLING, chopped fine, \$1.25  
ready for use, 1/4 cord.....

KINDLING, per 1/2 cord, \$2.35  
delivered .....

HARDWOOD CHUNKS,  
all sizes, \$3.25  
per cord .....

FIREPLACE WOOD, well seasoned,  
24 inch lengths, \$3.75  
per 32 cu. ft. cord.....

May be seen at 14 Clover Street

LESLIE E. HILTON

Phone 6102

Prompt Deliveries

Sale Starts Tomorrow

LASTS  
10 DAYS  
ONLY

COMPLETE LAUNDRY OUTFIT

Speed Queen

All for \$54<sup>50</sup>

A Sensational Value

made possible through the cooperation of 4 manufacturers

The Speed Queen washer is a newest 1937 model with full size porcelain tub . . . submerged aluminum agitator . . . swinging balloon roll wringer that locks in 8 different positions . . . and the famous lifetime "Arcuate" drive transmission with machine cut gears. A handsome machine to look at . . . and a marvelous machine to wash with. Come in and see it.

PAY AS \$1<sup>00</sup> PER  
LITTLE AS 1 WEEK

HERE'S WHAT  
YOU GET FOR

\$54.50

SPEED QUEEN  
WASHER . . . genuine  
1937 model with full  
size porcelain tub  
SPEED QUEEN  
LAUNDRY TUBS . .  
made of durable gal-  
vanized iron and equip-  
ped with casters  
IRONING BOARD . .  
folding type, standard  
size  
ELECTRIC IRON . .  
complete with cord and  
plug  
YEAR'S SUPPLY OF  
SOAP . . includes 40  
boxes, a year's supply

LARRISON'S  
GAS AND ELECTRIC APPLIANCES

MAGIC CHEF RANGES 116-SENECA ST. SPEED QUEEN WASHERS  
PHONE 2056

\* SCHINE'S  
GENEVA

FRIDAY - SATURDAY

HIS LADY IN  
WHITE MADE  
this DOCTOR'S  
WIFE SEE RED!

LORETTA YOUNG  
WARNER BAXTER  
VIRGINIA BRUCE

"WIFE, DOCTOR  
and NURSE"

A 20th Century Picture  
EXTRA!  
Latest Edition  
of the  
"MARCH OF TIME"  
Many Reasons All Day Saturday

Sunday - Monday - Tuesday  
A SHIRLEY MORE GLORIOUS  
THAN YOU HAVE  
EVER KNOWN  
in the picture you  
wanted her to make!

Shirley  
TEMPLE  
HEIDI  
A 20th Century-Fox Picture with  
JEAN HERSHOLT  
ARTHUR TREACHER  
HELEN WESTLEY  
PAULINE MOORE • THOMAS BECK  
MARY NASH • SIDNEY BLACKMER  
MAY CHRISTIAN • SIG RUMANN

# CLASSIFIED BUSINESS DIRECTORY SECTION

## Advertising

MR. MERCHANT: Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

## Auto Laundry

### ASK US . . .

About our \$4.00 per month plan for keeping your car WASHED and WAXED - regardless of the weather.

### JERRY'S AUTO LAUNDRY

rear of Carroll's Central Service  
Main St., opp. Armory  
Phone 2592 We Call and Deliver

## Auto Service

## ANTI-FREEZE

### WE'LL PROTECT YOUR CAR

Ask us about anti-freeze protection. Leave your winter worries with us. See us now!



### WEST END SERVICE

Hamilton St. foot of Bean's Hill

## Body and Fender Work

LITTLE DENTS . . . BIG DENTS  
. . . fenders bent, or body badly damaged. We can fix . . . match the paint, too . . . look like new again.

Just Phone 2257

PETERSON (Seymour Alley)  
rear Geneva Loan & Savings Assn.

## Business Directory

If you would like a space in this

CLASSIFIED  
BUSINESS DIRECTORY  
SECTION

Dial 2108

## Groceries

### BRENNAN'S GROCERY

31 John St. Phone 4572

Free Delivery

### BEER and ALE

All Kinds \$1.99 per case  
(plus deposit)

Let US take care of your needs  
this Fall.

## Meat

### JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

### LOWER MEAT PRICES

#### S-T-E-A-K-S

Round, Sirloin, or Porterhouse, 30¢  
Home-made Italian Sausage.....30¢  
Tender Chuck Roast.....20¢  
Boneless Rib or Rump Roast....28¢  
We have all kinds of Roasts and  
THEY SURE ARE TENDER!\*

### SATURDAY ONLY:

"Alada" Salad and Cooking Oil,  
gallon .....90¢  
Armour's Star Salad and Cooking  
Oil, 2 pints.....35¢  
Fruits, Vegetables, Groceries

## ADVERTISING SPACE

in next week's issue must  
be reserved by Saturday  
noon. All copy must be  
in by Monday noon . . .

## Moving - Storage

### WE'LL STORE YOUR FURNITURE or MERCHANDISE

Reasonable Rates. Move you, too, if you desire. Our vans go anywhere, any time. All loads insured. Also have few odd pieces furniture for sale.

### GENEVA MOVING & STORAGE CO.

C. A. Bissell, Pres.  
99 Genesee Street Phone 2182

## Optometrist

### YOU CAN'T BE AN OPTIMIST WITH MISTY OPTICS

If your Eyes rebel, see Fletcher and be happy.

We fit glasses, repair frames,  
replace broken lenses.

### G. W. FLETCHER, OPTOMETRIST

Castle St. - Opp. City Hall  
Office Phone 2292 Residence 2044

## Smoker's Supplies

### PIPES . . .

#### our SPECIALTY

Select yours from the  
BEST Assortment.

H. F. FOX, Tobacconist (since 1870)  
476 Exchange next Kirkwood Hotel

## Watch Repairing

Phone  
5566

Work Called for  
and Delivered

### GEORGE E. DURKEE

Expert Watch, Clock, and  
Jewelry\*Repairing

22 Madison St.

Geneva, N. Y.

### Provided For

Rustic (discussing merit of sayings bank with vicar): "Well, sir, I allus do as my father did—keep my money in t'owd stockin' at 'ome."

Vicar: "But you lose the interest that way."

Rustic: "No, I don't sir; I puts a bit extra away for that."

## FREE TICKETS TO SCHINE'S THEATRES— EACH WEEK

Read each advertisement in this issue. Look for the stars (\*). A number of them are scattered among the different ads (throughout the entire issue). Make up a list of the firms in whose ads these stars appear.

Mail your list to "Star Contest", Geneva Community News, Geneva, N. Y., as quickly as possible—each week.

## FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct—Two tickets each to Regent Theatre.  
Next four correct—One ticket each to Geneva Theatre.

NOTE—Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

See pages 6 and 7 for a very special offer by Larrison's, 116 Seneca St.

—o—  
Pedestrians are learning they have some rights in court. The next step will be to get some on the streets.

## G. H. PRINCE

20 Linden Street Phone 2685

Watch, Clock and Jewelry Repairing  
and Picture Framing

## M. F. DEVANEY

Printing, Engraving  
and Office Supplies

435 Exchange Street

## RADIO FLASHES

(Continued from page 5)

Gabriel Heatter, in his role of director of "We, the People" program, will bring to the microphone Rene Belvenoit, one of the few men to ever escape from the French penal colony, Devil's Island, and Mary Anastos, the modern version of "Mary and Her Little Lamb", during his program on Thursday over the Columbia network, at 7:30 p.m.

—o—  
The American School of the Air of the Columbia Broadcasting System, one of the tested leaders in radio education, will return to the air for its ninth season on Monday, Oct. 18, with an expanded program in which the National Education Association, representing three-quarter of a million teachers and officials, will join to enter the classroom proper for the first time in its history. Each day during the school term, the American School of the Air will be heard over CBS, from 2:30 to 3:00.

—o—  
Twelve years impersonating two Jewish characters

## "Lennox" Warm Air and Air-Conditioning Furnaces

There is a Lennox for Every Home—For Every Fuel—For Every Purse.

:— The Most Complete Line in the World —:

Let us advise you on your Heating Problems.

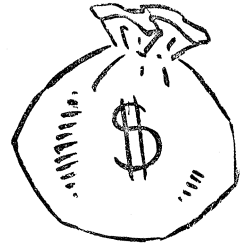
\*Estimates gladly given.

## COONEY, WATTS & COONEY

513 Exchange St. HARDWARE Phone 2170



## Your Friend in Need



Let us be that Friend . . . and you be independent of your regular friends and relatives.

We are Licensed pursuant to Article IX of the Banking Law to lend money on Personal Property that most every one has . . . to give you an easy medium of being independent.

This way your needs are Confidential and you are not obligated to anyone . . . with as long as 20 months to repay according to your income.

We also have a special plan for single people.

\$30 to \$300 on Household Goods - Co-makers and Autos.

Come in . . . write . . . or Phone 2334

## Loan Service Corporation

34 Seneca Street — over Keilty's Geneva, N. Y.

is the unique stage record of James R. Waters, who has returned to the NBC airplanes as Jake Goldberg in The Goldbergs with Gertrude Berg. From 1914 to 1919 Waters appeared as Abe Potash in Potash and Perlmutter. From 1922 to 1928 he was Isaac Cohen in Anne Nichols' record breaking play, Abie's Irish Rose.



## Come in Now!

## FOR COMPLETE WINTER CHECK-UP

. . . battery, wiring, brakes, hose connections, radiators, etc.

Light Summer grades of Transmission and Differential Lubricants are no longer safe.

HEATERS - ANTI-FREEZE  
DEFROSTERS

## RUSSELL-HART CHEVROLET, INC.

Phone 6621 604 South Exchange St. Geneva, N. Y.

## Firestone BATTERIES

AS LOW AS

**51¢**

PER WEEK

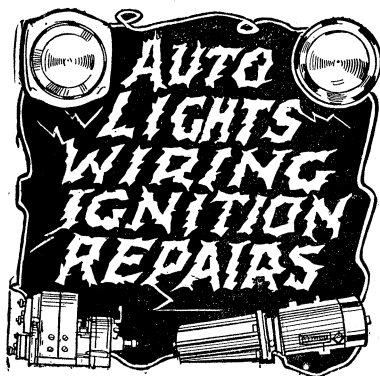


**Firestone**  
AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE

Cor. Lake &amp; Exchange Sts.

Phone 2323. J. H. Bindeman, Mgr.



**CHARLES E. COOL**

61 Geneva St.

Phone 2050

# FREE!

TEN CASH PRIZES  
\$275 IN ALL

DETAILS AND ENTRANCE  
BLANK may be secured at our  
office, 30 Gates Ave. Phone 2718.

—It's not too late to enter now—

**RAPALEE COKE &  
COAL CORP.**

### THE Y. M. C. A. BUDGET

The Finance Committee of the Geneva Y. M. C. A. has approved the budget for the year 1937-38. Mr. Charles A. Mitchell heads the committee, with Verne Alexander, Lloyd Bosworth, J. P. McCafferty, R. M. Harman, and Maurice Chachia also on the committee.

The amount asked for by the Y this year is \$20,796. This includes \$6,500 for necessary improvements, \$1,800 for girls' work, \$2,750 for the physical department, \$5,265 for general administration, \$3,527 for maintaining the building, and \$3,980 for carrying on the Y. M. C. A. program, mortgage payments, contingent fund, etc. A total net income from membership fees, interest on endowment, dormitories, and stores brings the total sum to be raised by contributions to \$20,796.

The campaign opens October 25, with Dr. A. J. Tarr directing.

Troop 17 of the Girl Scouts held its first meeting in the Y. M. C. A. Wednesday evening, October 6, with 12 girls in attendance. Mrs. E. E. Jackson is captain of the Troop and Miss Connie Kenney, lieutenant. The girls plan to meet regularly on Wednesday evenings at the Y.

The Board of Directors of the Geneva Y. M. C. A. have extended

a cordial invitation to the newly organized Columbian Squires to utilize the facilities of the Y as they may wish.

### WHAT ARE YOUR HEATING PROBLEMS?

Consult . . .

**Homer R. Ostrander**

Rear 70 Colt St. Phone 3976

regarding . . .

New Furnaces, Furnace Repairs, Smoke Pipes, Air-Conditioning, Gas and Oil Heating Installations.

### PROTECT NOW for cold weather

Let us drain that motor oil . . . transmission and differential, and refill with the proper Grade for winter use. We have your brand to choose from:—

Sunoco - Veedol - Mobil - Gulf  
and Kendall Motor Oils.

Sunoco - Tydol - Rota-zol - Mobil  
and Gulf Gasolines.

### BAUMGARTNER'S

—Top of Bean's Hill at edge of city—  
Phone 2546 Geneva, N. Y.

## NEW -- DIFFERENT and going over BIG!

Widmer's famous Old Fashioned Apple Wine fortified with pure Apple Brandy—fast becoming a leading taste favorite everywhere.



Alcohol 20 to 21% by Volume.



NEW YORK STATE  
**Widmer's**  
HILLSIDE  
FORTIFIED APPLE  
**Wine**

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

In twenty years, 233,563 laws were enacted in this country. Soon there will be one law for every lawyer.

### SUEDE LEATHER JACKETS

\$5.95 up

Dress Pants.....\$1.98 up  
Sweaters .....\$1.98 up

Made-to-measure Fall  
Suits ..... \$25.50 up

### R. J. IREDALE

MEN'S FURNISHINGS

461 Next  
Exchange St. Western Union

### IS YOUR RADIO IN PROPER CONDITION

for you to hear the

WONDERFUL NEW  
RADIO PROGRAMS

now on the air?

Our repair work is guaranteed  
and must give satisfaction.

### GEORGE F. BRUZEE

23 E. Castle St. Phone 6522  
Public address systems for sale  
and for rent.

### REGENT THEATRE ATTRACTIONS

Fri., Sat., Oct. 15-16: Double  
Feature—Buck Jones and Kay Lin-  
aker in "Black Aces", plus William  
Gargan and Judith Barrett in "Be-  
hind the Mike".

Sun., Mon., Tues., Oct. 17-18-  
19: Joe E. Brown and Helen Mack  
in "Fit for a King".

Wed., Thurs., Oct. 20-21: Double

Feature Show—James Gleason and  
Zasu Pitts in "40 Naughty Girls",  
Claude Rains and Gloria Dickman  
in "They Won't Forget".

### Looks Expensive

Doctor (ecstatically): "Sir, yours  
is a case which will enrich medical  
science!"

Patient: "Oh, dear, and I thought  
I wouldn't have to pay more than  
five or ten dollars."

## It's SO Easy TO OWN A Portable TYPEWRITER

... And easy to learn to operate,  
too.

A touch typewriting book GIV-  
EN FREE with each machine.

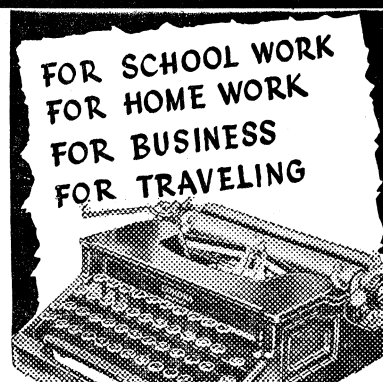
—TERMS ONLY \$1.00 PER WEEK FOR ANY MAKE PORTABLE—

CORONA — UNDERWOOD — ROYAL — REMINGTON

## GENEVA TYPEWRITER EXCHANGE

17 E. Castle Street

Phone 6500\*



## These TWO Points

need attention—NOW!

- × TRANSMISSION
- × DIFFERENTIAL

Come in . . . at once . . . and save  
trouble and money later.

Cars with HYPOID GEARS  
should be drained, flushed and  
refilled with Hypoid Com-  
pound every 5000 miles.

We have the  
PROPER COMPOUND and the  
PROPER EQUIPMENT, includ-  
ing a "Power-driven" Flusher.  
This is IMPORTANT.

"Happy Motoring"

## Wilson's Esso Station

Lake St. (just over the bridge)



## Win a Beautiful Wrist Watch

(Either LADIES' or MEN'S)

Makes a Wonderful Christmas Gift\*

All you need do is buy a new "EASY WASHER" and help us sell  
one . . . or . . . sell TWO "EASY WASHERS".

These Watches are guaranteed \$22.50 value and may be seen at our store.

THIS OFFER IS FOR THIS MONTH—ONLY!

EASY WASHERS are now \$54.95 up  
but will advance in price from \$5.00 to \$10.00 on November 1.  
BUY NOW and save the difference.

## EASY WASHER SHOP

"Geneva's Oldest Appliance Store"

471 Exchange Street

Phone 6323



Weekly advertising in the NEWS is bound to get results.

### WINDOW GLASS

We call for sash, set glass and return.

**W. C. Demming Corp.**  
505 Exchange St. Phone 2998

## CHINA

We have a varied stock in

35 PIECE and up to 100 PIECE SETS ranging in price from

\$4.95 to \$250.00

Can be bought piece by piece

BY APPOINTMENT  
SPODE CHINA

See the new patterns\*

**S. A. GILBERT**  
JEWELER

510 Exchange St. Geneva, N. Y.

## -- BUY WISELY --

### FIRE PLACE SETS

Baskets  
Screens  
Andirons  
Grates

Take advantage of OUR  
LOW PRICES . . . Now

Sets .....at \$4.25 up  
Andirons .....\$3.25 up  
Grates .....\$4.50 up  
Baskets .....\$3.00 up  
Brass - Black - or Swedish Finish

We are now Factory Representative for the "Happy Thought" Range

Complete Line Now on Display

## Dorchester & Rose

Exchange at Seneca St.  
Geneva, N. Y.

"115 Years of Quality  
with Economy"

### Well—Go On

First Marine: "Did you hear that joke about a guide in Egypt who showed a tourist two skulls of Cleopatra—one when she was a little girl and the other when she was a grown woman?"

Second Same: "No. Let's hear it."

### Family Trait

Johnny: (looking out of the window): "Oh, mother, a motor car

has just gone by as big as a barn."

Mother: "Johnny, why do you exaggerate so terribly? I've told you forty million times about that habit of yours, and it doesn't do a bit of good!"

### GROVER H. McKEEL

Roofing and Sheet Metal Work  
of all kinds

New Furnaces — Furnaces Cleaned  
and Repaired

17 Pine Street Phone 4012

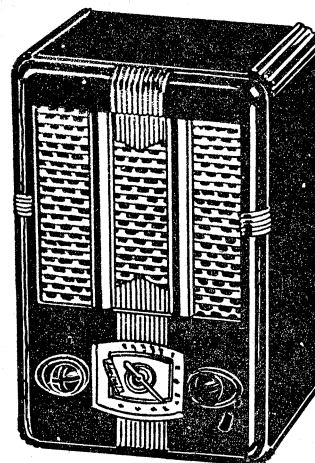
**Win a New Radio FREE!**

**7 TUBE POWER AND  
PERFORMANCE**

**BEAUTIFUL  
BAKELITE CABINET  
MAY BE USED IN  
"UPRIGHT" OR "LAY-  
DOWN" POSITION**

We're looking for the oldest radio in this community—and to the owner we'll give absolutely FREE a new 1938 Mantola "Duo-Set" radio.

Enter today! Just come in and tell us the year model of your radio. Nothing to buy—No obligation. You may be the lucky winner of this handsome new Radio.



**CONTEST CLOSES  
Saturday  
October 23**

**GOODRICH COMMANDER TIRES**

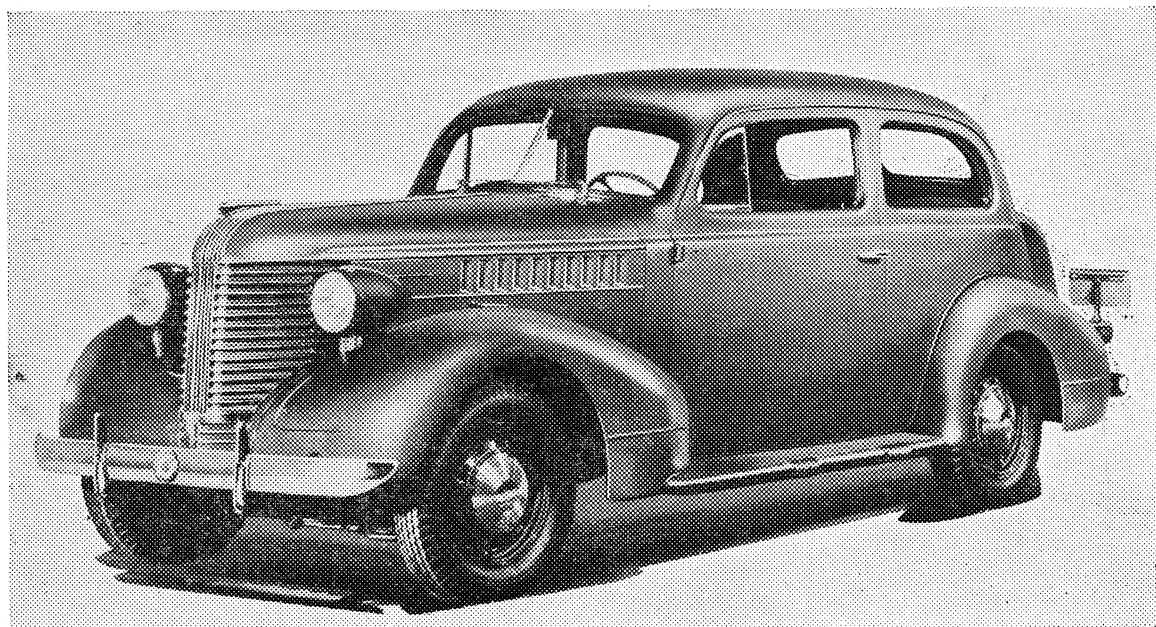
**ECONOMY AUTO SUPPLY**

Andrew L. Schaidler, Owner  
469 Exchange St. Phone 2482 Geneva



# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., OCTOBER 21, 1937



This 1938 **PONTIAC** Six • 2 Door Touring Sedan  
Delivers in Geneva for **\$958.00**

This Bank Will Finance  
As Much As  $\frac{2}{3}$   
of This Cost

You Take  
Your Insurance  
With Any Agent

#### FINANCE EXAMPLE

NEW PONTIAC SEDAN . . .	\$958	{	YOUR MONTHLY COST:	
OLD CAR ALLOWANCE } 1/3 .	318		FOR 12 MONTHS. . . .	\$56.15
DOWN PAYMENT }	<u>        </u>		or	
BALANCE . . . . .	\$640		FOR 18 MONTHS. . . .	\$38.30

## THE NATIONAL BANK OF GENEVA

MEMBER FEDERAL DEPOSIT INSURANCE CORP.



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., OCTOBER 21, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Deliveries also  
made in Ovid, Willard, Waterloo,  
Phelps, Stanley, Hall, Seneca Castle,  
and on R.F.D. routes out of Geneva,  
Phelps, Stanley, and Waterloo.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

### TWO SOURCES OF INCOME . . .

Men at Work — Money at Work

LIFE INSURANCE and ANNUITIES  
Answer the Problem for Many.

LAVERNE F. DARLING

Geneva Trust Bldg.

Phone 2184

## G. H. PRINCE

20 Linden Street

Phone 2685

Watch, Clock and Jewelry Repairing  
and Picture Framing

## How's Your Battery?

Better have it  
checked now.

Complete Battery Service

Also remember us for

CAR HEATERS

CHARLES E. COOL

Auto Electric and  
Speedometer Service

61 Geneva\*St. Phone 2050

## NEW FRUIT AND VEGETABLE MARKET

Geneva is to have a new Fruit  
and Vegetable Market, to be oper-  
ated in a new building just com-  
pleted on the Geneva Refrigerating  
property, next to American Can  
plant, Ave. D.

This market will be conducted  
similar to the public markets in  
Rochester and Syracuse, where the  
residents have an opportunity to  
buy fruits and vegetables at money-  
saving prices.

The Geneva Market will be oper-  
ated by the Geneva Produce Co., of  
which Edward J. Norman is man-  
ager.

One of the features of the new  
market will be "Bag Days" at  
which times combination offers will  
be made—the bags containing cer-  
tain combinations of products of-  
fered at very special prices.

The opening day is Saturday,  
Oct. 23 (See ad on page 12 for  
additional information.)

## "NEW LAND—NEW LIFE"

Under the title "New Land —  
New Life", a series of articles on  
successes and setbacks of the Re-  
settlement Administration, syndi-  
cated newspapers throughout the  
United States, contains a glowing  
account of resettlement work in the  
Finger Lakes country. The Finger  
Lakes article, written by Peter  
Kihss, a Scripps-Howard staff writ-  
ter, declares that a "comeback is  
due for farmers in the Finger  
Lakes neighborhood" and that "95  
separate good farms, comprising

## REAL SATISFACTION IN A NEAT APPEARANCE

The woman who pays great attention to  
the important details of her costume  
knows that neatness is far more im-  
portant than just being "up-to-the minute"  
in style fads. The expense of dry clean-  
ing is small considering the satisfaction  
received.

## FOOTE'S CLEANERS

Harry D. Tarbell

78 Castle St.

Phone 2910

some 5,900 acres are being pur-  
chased to resettle the stranded  
farmers in the Finger Lakes pro-  
ject". The articles are illustrated.

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4797

## CARPENTER and BUILDER Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given — free

Learn to play the

## Piano Accordion

Come in for our

FREE LESSON

See how easy it is

## BOLIN MUSIC HOUSE

IF IT'S

## Real Protection

you want for your cool-  
ing system for the ap-  
proaching zero days . . .

We have various kinds  
of reliable brands of

## ANTI - FREEZE

Be Safe — Not Sorry

## RICKELS

SERVICE STATION

Lake Street

Phone 2920

# \* DOROTHY GOES SHOPPING \*

**Phone 3533 . . .**

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

**Special!**  
at

**The Rose Beauty Shop**  
(over Regent Theatre)

**Admiracion DeLuxe Treatment**  
Shampoo, Scalp Treatment and  
Tonic for reconditioning dry, sun-  
burned hair.

**\$1.25 — this week only**  
(regularly \$1.75)

**Permanents from \$3.00 up**  
**Call 5827**

—D—

One back pleat in the skirt is all  
you will see in some of the new  
frocks. The front is plain and  
straight.

—D—

For personal use or a Gift  
**Wrisley's Perfumed Bath Crystals**  
**and Water Softener**  
in Lavender, Gardenia, Bouquet  
and Pine Odors.

**Trial Size Bag.....10¢**

**5 lb. Bag.....59¢**

**McCarthy's Pharmacy**  
**126 Castle St.**

—D—

New evening wraps are made of  
the kind of brocade formerly used  
to cover sofas and chairs.

—D—

Delicate watches like delicate  
flowers, deserve expert attention.  
If your watch needs cleaning . .  
repairing . . regulating—consult an  
expert. Saves time and money in  
the long run!

**Prince's Jewelry Store**  
**20 Linden St. Tel. 2685**

**International Custom Clothes**  
The first lesson in ordering Made-  
to-Measure Clothes, is to insist on  
Fabrics of Pure Wool Quality.

**A. P. Petersen Custom Tailor**  
**476 Exchange St.**

Match

**Your old coat to new Trousers**

—D—

Plaids are the fashion. It's al-  
most impossible to avoid choosing  
something in plaid—a coat, skirt,  
jacket or frock.

—D—

A Postal Card to

**Z. N. David**  
**150 Castle St.**

will take care of all your **Vacuum  
Cleaner Troubles . . .** Parts and ex-  
pert service for all makes . . . Will  
call promptly . . . Honest advice  
. . . Reasonable prices.

—D—

No color is more distinguished  
than black, or more slenderizing.

—D—

**Jeddo-Highland Coal**  
Hot stuff

**Semet Solvay Coke**

Smooth Heat

**Cannel Coal**

For the Fireplace

**Beard's**

**Ph. 2651**

—D—

Lamé is being used for trimming.

—D—

**The Stewart Studio**  
**41 Seneca St.**

offers one large Portrait  
**Free**

with each order of six or more Por-  
traits, during October only.

**Tel. 2183**

People are wearing suits now  
just as they do dresses, so don't  
think you won't get lots of wear  
out of one. It's smart to wear thin  
wool jersey blouses with them, in  
bright contrasting colors.

—D—

Don't put off selecting Winter  
Togs for the youngsters!

**The Julia Elizabeth Shoppe**  
**18 Linden St.**

offers a complete line of

**Coats and Snow-Suits**

New styles . . fabrics . . colors

**Sizes to 14**

**Separate Ski-Leggings, sizes 3-16**

—D—

Will you kindly mention the  
"Dorothy Goes Shopping" pages of  
THE GENEVA COMMUNITY NEWS  
when making purchases from any of  
the advertisers in these columns?  
**"Dorothy"**

—O—

## FOOD SALE

Division G, Methodist Church  
Guild, will hold a food sale at the  
Fairfax store, Castle St., on Satur-  
day, Oct. 23, starting at 9:30 a.m.

—O—

## CHICKEN SUPPER

Under the auspices of the Wo-  
man's Guild of the Methodist  
Church, a chicken supper will be  
served at the church on Wednes-  
day, Nov. 3, from 5:30 to 8 p.m.

—O—

Things even up. Shaving costs  
money, but you can smoke 'em an  
inch shorter without whiskers.

—O—

Nowadays a son usually finishes  
college and his dad at the same  
time.

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Fish Baked in Vegetables

Spread a stuffing of 2 cups soft bread crumbs, 1 teaspoon salt, 2 tablespoons scraped onion, 1 tablespoon minced parsley, juice and rind of 1 lemon,  $\frac{1}{4}$  cup melted butter between two 1-inch thick halibut steaks (about 4 pounds fish). Cover with two 10 $\frac{1}{2}$ -ounce cans condensed vegetable soup. Bake in moderate oven (350°) about 30 minutes in greased oven-proof platter, or on parchment paper or cheesecloth in greased pan if fish must be removed to serve.

L. A., Lafayette Ave.

## One Piece Meal

6 medium sized potatoes  
4 medium sized onions  
1 cup cooked rice  
1 lb. round steak ground or hamburger  
1 quart of tomatoes  
Salt and pepper

Grease baking dish, slice potatoes about  $\frac{1}{4}$  inch thick in bottom, salt and pepper, slice onions very thin on potatoes, scatter cooked rice over onions, salt and pepper lightly, place meat over rice and pour tomatoes over all, salt and pepper. Bake in hot oven (400° F.) for 1 $\frac{1}{2}$  hours.

Mrs. H. C. McD., Romulus, N. Y.

## Apple Sauce Cake

$\frac{1}{2}$  cup butter  
1 cup sugar  
1 egg  
1 $\frac{1}{2}$  cups sweetened apple sauce  
3 cups flour  
1 $\frac{1}{2}$  teaspoons soda  
 $\frac{1}{2}$  teaspoon cinnamon  
 $\frac{1}{2}$  teaspoon cloves  
 $\frac{1}{2}$  teaspoon nutmeg  
 $\frac{1}{2}$  teaspoon salt  
1 cup raisins  
 $\frac{1}{2}$  cup citron  
 $\frac{1}{2}$  cup nutmeats (chopped)

Cream the butter and sugar until smooth, add the egg and mix thoroughly. Alternate the apple sauce with 2 cups of flour which has been sifted with the soda, spices, and salt. Stir in the fruit and nutmeats dredged in the remaining cupful of flour. Mix all thoroughly and place in a greased and floured shallow loaf pan. Bake in a moderate oven (225 to 250 degrees). Cool and serve plain or iced as desired. Keeps deliciously moist and is much like fruit cake.

Mrs. E. N. H., Lyceum St.

Chopped ham may be added to waffle batter and served with pineapple-orange sauce.

Let us show you the

## "COOLERATOR"

... the conditioned-air  
REFRIGERATOR

## C. J. BRADY

RE-FILTERED  
CITY WATER ICE

110 Lake Street

Phone 2740

BUY IN GENEVA

## MULVEY'S

- WEEK-END SPECIAL -  
FRESH GROUND  
HAMBURG 20c

Phone 2712

## Just Received!

Our Fall Shipment of  
New Indirect Light

## LAMPS

... latest styles ... colors ...  
and shades.

Largest and smartest assortment of Lamps in Geneva.

## WHEELER'S

opp. Post Office



Let us replace now before  
cold weather sets in.

Our stock is large and  
complete.

## FAIRFAX BROS CO.

Phone 2441

87 Castle St.

**MOTOR  
STOKOR**

... FOR ECONOMICAL  
AUTOMATIC HEAT

... with COAL

## P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle St. Phone 2393 and 2373 261 Exchange St.

'BLUE' COAL — SOLVAY COKE

Fuel Oil - Mason Supplies

## INVESTIGATE ...

The "ECONOMY BLUE FRONT" FURNACE before buying any Furnace.

## JOHN A. PONTIUS

Furnaces - Metal Work - Roofing

90 Elm Street

Phone 4575\*



## RADIO FLASHES

by Ralph Le Brun



A series of Sunday afternoon concerts of Negro spirituals sung by the celebrated Tuskegee Institute Choir is being presented over NBC-WEAF each Sunday at 1:30 p.m. The choir, 100 Negro boys and girls who are one of the highest trained groups of choristers in the world today, is heard in specially arranged programs of spirituals. The programs are broadcast from the chapel of the Tuskegee Institute, Tuskegee, Ala., which was founded in 1881 for the vocational education of underprivileged Negro children in the South by Booker T. Washington, noted Negro educator.

With the coming of winter short wave reception is improving on the 9 and 11 megacycle bands. A little later the 6 mcs. band will show marked improvement. By that time reception on the 15 and 18 mcs. bands will be dead until late spring.

Says Tony Wons, in CBS Tony Wons "Scrapbook" series: "You've heard the old-time copy book expression 'Jack of All Trades, Master of None.' It might lead you to believe that you cannot be proficient in anything if you learn too many things. I don't believe it. I believe that if you give every minute of your time to only one kind of work, you're likely to become stagnant, bored. To quit your chosen work for a time and devote your mind and energies to something entirely different is healthful to the mind and body."

When Betty Lou Barry came to Hollywood from New York, the trip didn't cost a cent. In fact, she is probably the only radio star who ever journeyed across the continent with somebody paying the bill. It cost something for even Charlie McCarthy to get to town because he occupies a whole suitcase, but Betty Lou only exists in the voice of Tommy Riggs,



## RADIO

TUBES, PARTS & SERVICE  
for any make radio

**RALPH LE BRUN**

225 High St.

Phone 6257

INSURANCE  
AND REAL ESTATE

**FRANK A. SNYDER**

DEPENDABLE SERVICE

PHONE 6359  
43 PULTENEY ST.  
GENEVA, N. Y.

the "Mr. Tommy" of Rudy Vallee's Royal Variety Hour.

(Continued on page 8)

*The 1938*

## 6's - PONTIAC - 8's

— NOW ON DISPLAY —

"The Most Beautiful Thing on Wheels"

Again OUTVALUES Them All

## KITCHELL MOTOR CO.

386 Exchange Street

Geneva, N. Y.

Call us for Free Estimate on

## STORM SASH--STORM DOORS

HIGHEST QUALITY -- LOWEST PRICES

## GEORGIAN BAY LUMBER CO.

Railroad Place

Phone 2822

Geneva

## Fall and Winter Needs

Fire Place Grates - Andirons - Fire Place Screens

Fire Place Wood Baskets - Coal Hods - Oil

Heaters - Coal Heaters.

It will pay you to visit our store and see this moderate priced line of Heating Equipment.

## COONEY, WATTS & COONEY

513 Exchange St.

HARDWARE

Phone 2170

*Wherever You Find Good  
Dressers Together . . .*

**YOU'LL FIND OUR CLOTHING**

For Stout Men - For Short Men - For Regular Men

SUITS OVERCOATS TOP COATS

**\$15.00 to \$35.00**

Come in . . . Make your selection . . . a down payment will hold.

**WELCH'S**

494 Exchange St.

## Watches-Diamonds and Jewelry

Not too early to start our  
"LAY-A-WAY Plan" for Xmas  
buying.

Select that gift now and pay a  
small amount each week.

**S. A. GILBERT**  
JEWELER

510 Exchange St. Geneva, N. Y.

### We Suggest . . . FOR YOUR APPROVAL

"Florence" Oil Heaters \$39.95  
and  
Range Burners.....\$30.00 cash  
(installed)

"Happy Thought" Ranges  
from .....\$135.00  
New and Complete Line

"Perfection" Oil Heaters  
at .....\$6.95

"Sentinel" Radios (new)  
at.....\$21.95 to \$59.95

Advance showing, new streamline  
Wagons - Carts - Velocipedes

"Shelby" Cycles.....\$29.95 up  
"The Best Bicycle Built"

Shelf and Heavy Hardware

**Dorchester & Rose**

Exchange at Seneca St.

Geneva, N. Y.

"115 Years of Quality  
with Economy"

### Y. M. C. A. NOTES

"Where I Hang Out" is the title of a four-page folder issued by the Geneva Y. M. C. A. in connection with its financial campaign which opens on Monday, October 25. In the words of a 12-year-old boy, the reader is told of the various activities of the Y. M. C. A. and of the purpose for which funds are sought at this time. A total of \$6,500 is wanted to make necessary improvements around the pool, in the gymnasium, and in the dining room, in addition to the regular operating budget of approximately \$14,000.

It is estimated that it costs the State of New York about \$550 a year to maintain a man in prison, and about \$56 a year to keep a man on parole. It costs in the neighborhood of \$10 a year for each boy and girl who uses the facilities of the Y. M. C. A. in Geneva. Police authorities are unanimous in their praise of the Y. M. C. A. and similar character-building agencies as influences which direct youngsters and their older brothers and sisters into useful lines of endeavor.

Interest in all departments of the Y. M. C. A., and especially in the girls' department, took a sharp turn upwards following the campaign last year, and early registrations for clubs and activities this fall indicate even greater interest this year. It is the hope of those who are directing the fortunes of the Y. M. C. A. that with sufficient funds to put the equipment and the building into first-class shape, a very marked increase in memberships will result, which will go a long way toward carrying the necessary operating costs of the Y in the future.

### Modern Lincoln

"I read Winchell's column aloud just to annoy the neighbors. There's a fellow, that Winchell—a second Abraham Lincoln."

"What do you mean, a second Abraham Lincoln?"

"He's for the peep-hole, by the peep-hole and through the peep-hole!"

### HERE ARE THE WINNERS OF THEATRE TICKETS

. . . in our "Star Counting  
Contest" for the past week:

(See instructions on page 8)

(Geneva City)

Miss Jane Hennessy, 213 Lewis St.  
Miss Marie Baselice, 37 Hallenbeck Ave.  
Mrs. L. W. Israel, 104 Main St.  
Mrs. Geo. Millerd, Jr., 303 William St.  
Miss Edna Beck, 128 Washington St.

(Outside Geneva)

Mary E. Lynch, R.D. 2, Stanley  
Mrs. Grant R. Stevens, R.D. 1, Geneva

### IS YOUR RADIO IN PROPER CONDITION

for you to hear the

WONDERFUL NEW  
RADIO PROGRAMS

now on the air?

Our repair work is guaranteed  
and must give satisfaction.

**GEORGE F. BRUZEE**

23 E. Castle St. Phone 6522  
Public address systems for sale  
and for rent.

## To the People of GENEVA

and surrounding vicinity . . .



We are located here in Geneva to Serve you and Solve your Money Problems. Consolidate your bills. The money is received Here in our office and you repay in 10 or 20 small payments. Courteous Service - Confidential Advice.

LOANS ON HOUSEHOLD GOODS - CO-MAKERS & AUTOS  
NO INSURANCE REQUIRED

Come in . . . Write . . . or Phone 2334

**LOAN SERVICE CORPORATION**

34 Seneca Street, 2nd Floor — over Keilty's Dry Goods

"Loans Made In Nearby Towns"

**Tuesday, October 26**

**LAST  
DAY  
of this  
SALE**

**COMPLETE  
LAUNDRY  
OUTFIT**



All for  
**\$54<sup>50</sup>**

### A Sensational Value

made possible through the  
cooperation of 4 manufacturers

The Speed Queen washer is a newest 1937 model with full size porcelain tub . . submerged aluminum agitator . . swinging balloon roll wringer that locks in 8 different positions . . and the famous lifetime "Arcuate" drive transmission with machine cut gears. A handsome machine to look at . . and a marvelous machine to wash with. Come in and see it.

PAY AS **\$1<sup>00</sup>** PER  
LITTLE AS **1** WEEK

HERE'S WHAT  
YOU GET FOR  
**\$54.50**

**SPEED QUEEN  
WASHER** . . genuine  
1937 model with full  
size porcelain tub  
**SPEED QUEEN  
LAUNDRY TUBS** . .  
made of durable gal-  
vanized iron and equip-  
ped with casters  
**IRONING BOARD** . .  
folding type, standard  
size  
**ELECTRIC IRON** . .  
complete with cord and  
plug  
**YEAR'S SUPPLY OF  
SOAP** . . includes 40  
boxes, a year's supply

**LARRISON'S**  
**GAS AND ELECTRIC APPLIANCES**  
**MAGIC CHEF RANGES** **116-SENECA ST.** **SPEED QUEEN WASHERS**  
**PHONE 2056**

## SCHINE'S GENEVA

Friday - Saturday

**THEY FORGOT  
DREARY PATROLS  
IN GAY,  
LAUGHING  
ESCAPADES!**



**ROAD BACK**

—with—

Richard Cromwell - Slim Sum-  
merville - Andy Devine  
—Many Reasons All Day Sat.—

Sunday - Monday - Tuesday

**TAKE A NUMBER FROM 1 to 500**

**500 Girls... Giving  
their all...!**



**JACK BENNY  
ARTISTS  
MODELS**

with

**IDA LUPINO**

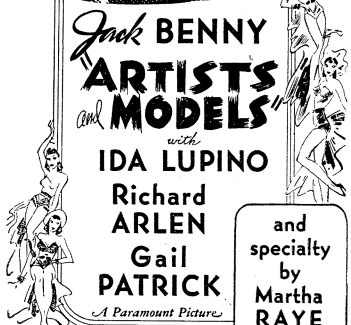
**Richard**

**ARLEN**

**Gail**

**PATRICK**

and  
specialty  
by  
**MARtha  
RAYE**



# = CLASSIFIED BUSINESS DIRECTORY =

## Auto Laundry

### WASHING \* WAXING

You'll like our  
\$4.00 per month plan

**JERRY'S AUTO LAUNDRY**  
rear of Carroll's Central Service  
Main St., opp. Armory  
Phone 2592      We Call and Deliver

## Smoker's Supplies

Just arrived from LONDON, the FOX'S  
BRIAR PIPE. The name FOX guar-  
antees satisfaction. Ask to see them.\*

H. F. FOX, Tobacconist (since 1870)  
476 Exchange      next Kirkwood Hotel

## Groceries

### BRENNAN'S GROCERY

31 John St.      Phone 4572

Free Delivery

**BEER and ALE**

All      \$1.99 per case  
Kinds      (plus deposit)

Let US take care of your needs  
this Fall.

## Meat

### JOE'S MARKET

226 Exchange St., next Geneva Baking  
Co.      Phone 2027      Free Delivery

—: LOWER MEAT PRICES :—

#### S-T-E-A-K-S

Round, Sirloin, or Porterhouse, 28¢  
Home-made Italian Sausage.....28¢

Pork Loin Roast.....25¢

Boneless Rib or Rump Roast....28¢

Fresh Ground Hamburg.....18¢

We have all kinds of Roasts and  
**THEY SURE ARE TENDER!**

#### SATURDAY ONLY:

"Alada" Salad and Cooking Oil,  
gallon .....90¢

Armour's Star Salad and Cooking  
Oil, 2 pints.....35¢

Fruits, Vegetables, Groceries

## Moving - Storage

WE'LL STORE YOUR FURNITURE  
or MERCHANDISE

Reasonable Rates. Move you, too, if you  
desire. Our vans go anywhere, any time.  
All loads insured. Also have few odd  
pieces furniture for sale.

**GENEVA MOVING & STORAGE CO.**  
C. A. Bissell, Pres.

99 Genesee Street      Phone 2182

## Auto Service

### ANTI-FREEZE

**WE'LL PROTECT YOUR CAR**

Ask us about anti-freeze pro-  
tection. Leave your winter  
worries with us. See us now!



WEST END SERVICE

Hamilton St. foot of Bean's Hill

## Optometrist

YOU CAN'T BE AN OPTIMIST  
WITH MISTY OPTICS

If your Eyes rebel, see Fletcher and  
be happy.

We fit glasses, repair frames,  
replace broken lenses.

**G. W. FLETCHER, OPTOMETRIST**  
Castle St. - Opp. City Hall  
Office Phone 2292      Residence 2044

## Watch Repairing

Phone  
5566

Work Called for  
and Delivered

**GEORGE E. DURKEE**

Expert Watch, Clock, and  
Jewelry Repairing

22 Madison St.      Geneva, N. Y.

## FREE TICKETS TO SCHINE'S THEATRES— EACH WEEK

Read each advertisement in this issue. Look for the stars  
(\*). A number of them are scattered among the different ads  
(throughout the entire issue). Make up a list of the firms in  
whose ads these stars appear.

Mail your list to "Star Contest", Geneva Community News,  
Geneva, N. Y., as quickly as possible—each week.

**FREE THEATRE TICKETS** will be mailed to persons  
sending correct list, as follows:

First three correct—Two tickets each to Regent Theatre.  
Next four correct—One ticket each to Geneva Theatre.

**NOTE**—Two of the Regent Theatre tickets and one of the  
Geneva Theatre tickets will be given to the first and second  
correct lists received from our readers in communities out-  
side of Geneva.

Contest is open to entire public except associates of  
Geneva Community News. Make up your list and mail at once.

## RADIO FLASHES

(Continued from page 5)

Ruth Cornwall, author of the Death Valley series,  
one of NBC's oldest dramatic features, has a clipping  
from a Barstow, Cal. paper, bristling with the nomen-  
clature of that region. It reads: "Bill Jarrett worked  
for six weeks on the graveyard shift for the Corpse  
Mining Co. in the Coffin mine located in Dead Man's  
Canyon in the Funeral Range at the edge of Death  
Valley. Bill leaves next week for a prospecting trip  
to the Devil's Play-Ground in Hell's Half Acre."

The third in a series of weekly recitals of semi-  
classic and popular songs being given by Miss Mary

Gilbert, of Geneva, will be heard over Station WMBO,  
Auburn, on Tuesday, Oct. 26, from 4 to 4:15 p.m.  
Miss Gilbert, talented young daughter of Mr. and  
Mrs. S. A. Gilbert, 128 Nursery Avenue, Geneva, has  
won much acclaim for her well-trained voice during  
her many appearances at entertainments in Geneva.  
Due to the fact that her voice is so well-suited to radio  
broadcasting, it is felt that through this medium, she  
will greatly enlarge her circle of admirers. Everyone  
who appreciates good music will be sure to enjoy the  
songs of Miss Gilbert, as broadcast over Station  
WMBO. Her accompanist is Mrs. V. V. Rogers, who  
is also well-known in this vicinity for her exception-  
ally fine work in the musical field. Station WMBO is  
operated on 1310 kilocycles.



**That's More Important**

First Farmer: "Which is correct—a hen is sitting or a hen is setting?"

Second Farmer: "I don't know, and I don't care. All I worry about is, when she cackles is she laying or lying?"

## BAUMGARTNER'S FOOD STORE

—Quality Foods—Chain Store Prices—

FRESH GROUND HAMBURG,	
per lb. ....	20¢
ARMOUR'S LINK SAUSAGE,	
per lb. ....	32¢
ARMOUR'S PAN SAUSAGE,	
per lb. ....	28¢
VALLEY FARM FRANKFURTS,	
per lb. ....	25¢
BEAN HILL COFFEE, Our Own	
Blend, per lb. ....	20¢
NIAGARA VEGETABLE SOUP,	
large can ....	10¢
NIAGARA MIXED VEGETABLE,	
No. 2, can ....	10¢
QUEEN BESS CATSUP, 1ge. bot.,	10¢

—Top of Bean's Hill at edge of city—  
Phone 2546      We'll Deliver

**WAR ON PIRACY—**

War has been declared upon illegal fishing in Finger Lakes waters. First offensive of the State Conservation Department was in Cayuga Lake, where 15 wardens manning seven boats operated under direction of Inspector Charles Sandway of Rochester. More than 80 nets, seines and traps were burned. The piracy fight will be continued until nets are banished from the lakes, so that fish resources may be maintained for the rod and line angler.

**COMING TO  
REGENT THEATRE**

Fri., Sat., Oct. 22-23: Charles Starrett in "West Bound Mail" and J. Parker and D. Montgomery in "Life Begins with Love". Also serial "Secret Agent X-9" No. 3.

Sun., Mon., Tues., Oct. 24-25-26: Martin Johnson's picture "Borneo". Plus "Danger, Love at Work" with Ann Sothern, Jack Haley, Edward Everett Horton.

Wed., Thurs., Oct. 27-28: "Music for Madame" and "It's All Over Town".

The one sound in the world sadder than a moth sobbing in a nudist colony is that of a cricket hunting for the hearth in a trailer.

Read the "Dorothy Page"

## You're Going To Have Trouble . . . .

with those **HYPOID GEARS**  
... if you don't give the proper attention—NOW!

Don't let anyone tell you these gears don't need a different lubricant for winter than for summer.

We know the **PROPER COMPOUND** for YOUR car. We have it . . . and the proper equipment\* . . . including a "Power-driven" Flusher . . . to properly make the change.

## Wilson's Esso Station

Lake St. (just over the bridge)



## Smith's

J. W. Smith Dry Goods Co.

PHONE 2357

## Silhouette Raincapes

made of "PLIOFILM"

The new transparent fast color, odorless rubber fabric. Positively waterproof, easily carried in self-envelope. Smartly styled and flattering. Hood protects hat.

# \$1.00

NEW PLIOFILM  
PEASANT APRON

**50c ea.**

Transparent, gathered at belt, trimmed with colored bands. A dandy bridge prize!

PLIOFILM  
HOSTESS APRON

**29c ea.**

Colors or plain. A necessary protection for your prettiest dress.

PLIOFILM DRESS PROTECTORS.....10¢ ea.

NEW POLK-A-DOT OILSILK RAINCOATS  
\$2.98

## IT WILL PAY YOU

TO INSPECT OUR

## USED CARS

AND CHECK ON THEIR CONDITION AND OUR PRICES

We are "cleaning house" in our Used Car Dept. and have many attractive buys.

1936 Chevrolet Town Sedan (knee-action)  
1935 Dodge Coupe  
1935 Plymouth Coupe  
1933 Chevrolet Coach  
1933 Terraplane Coach

Also the following TRUCKS:

1934 Chevrolet 1½ Ton Cab Chassis  
1934 Ford 1½ Ton Stake  
1932 Ford ½ Ton Cab Chassis  
1931 Ford Panel

## RUSSELL-HART CHEVROLET, INC.

Phone 6621      604 South Exchange St.      Geneva, N. Y.



**FREE Estimate on  
WINTER-PROOFING  
YOUR CAR**

**Most Complete Job  
at Lowest Price\***

**CARROLL'S Central Service**

Main St., opp. Armory Phone 2592  
Genuine "Alemite" Equipment



**TIRES  
on  
TIME**  
AS LOW AS **37c**  
PER WEEK

**Firestone** AUTO SUPPLY & SERVICE STORES

COMPLETE CAR SERVICE  
Cor. Lake & Exchange Sts.

Phone 2323. J. H. Bindeman, Mgr.

**AIRPORT UNDER  
NEW MANAGEMENT**

The airport at Dove Field is now being operated by an organization known as the "Geneva Flying Service". This organization is composed of the following local pilots: "Herbert Fink, Jr., Harry Hovey, Jr., Fred Keyes, Fred Sholes and Herbert Austin. A transport pilot and flying instructor, Henry Mason, of Newark, is field supervisor and student instructor.

Mr. Mason will be available all thru the winter for instruction and planes are now available for charter flights to any part of the United States.

Arrangements are being made for the erection of an operations office building and additional improvements to the field and runways.

Weekly advertising in the News is bound to get results.

**THIS AND THAT**

Several very special offers are being made in this issue. Read each and every ad—carefully.

If you have an old Radio have you entered it in the Economy Auto Supply's contest? We are advised that seven additional prizes, consisting of allowances on new radios, are to be made in addition to the radio to be given to the person entering the oldest Radio. Contest closes Saturday, October 23.

Have you entered the Rapalee contest? \$275 is to be given away.

Tuesday, Oct. 26, is the last day of the special offer being made by Larrison's.

Have you had your auto properly looked after for Winter driving? The Community News tells you where.

There's an opportunity to win a beautiful Wrist Watch at the Easy Washer Shop. (This month only.)

**M. F. DEVANEY**

Printing, Engraving  
and Office Supplies  
435 Exchange Street

**WHAT ARE YOUR  
HEATING PROBLEMS?**

Consult . . .

**Homer R. Ostrander**

Rear 70 Colt St. Phone 3976

regarding . . .

New Furnaces, Furnace Repairs, Smoke Pipes, Air-Conditioning, Gas and Oil Heating Installations.

**\$275 in Cash Prizes**

go to the winners of

**Rapalee's Contest**

for entry card call: 2221

**Rapalee Coal & Coke Corp.**

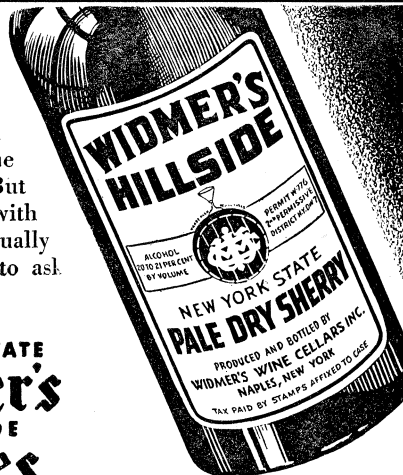
30 Gates Avenue



**NEW-**

It's a matter of taste whether you prefer Pale Dry Sherry or one that's somewhat sweeter. But whichever you prefer, as with other types of wine, it's equally a matter of taste always to ask for Widmer's.

NEW YORK STATE  
**Widmer's  
Hillside  
Wines**



Alcohol 20 to 21% by Volume.

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"Today's greatest danger may be a blessing in disguise if we meet it with intelligence and conviction."

"The possession of money does not stop worry about money. The most carefree individual in the world is the tramp without a cent in his pocket."

"Don't take a body's word for how much a thing is worth. Set your own price and if you want to sell, ask it; and if you're buying, pay it."

"America's future will be safe if the men who make the wars have to fight them."

"To be cured of your longing you need only obtain what you wished for."

"The best mind training is gaining usable knowledge and then using it."

"To escape from work is to retreat to unhappiness."

"The poorest man may still think great thoughts."

"He only is great who is willing to give others credit for their part in his greatness."

"A friendship is not a fruit for enjoyment only, but also an opportunity for service."

(To be continued)

for **SAFE DRIVING**

"GENERAL" DUAL-10  
TIRES

... on your wheels

and

"PRESTONE"

... in your radiator

•

for COMFORT

an  
"ARVIN" HEATER

... in your car

**FINK'S**  
**SUPER-SERVICE STATION**

Lake Street

Phone 2448



# FREE !!

LADIES' or  
GENTLEMEN'S **WRIST WATCH**

(Actual Retail Value \$22.50)

-- THIS MONTH ONLY --

Here is **ALL** you have to do to secure one of these **WORTHWHILE** watches. Sell, or assist us to sell, **ONLY 2 EASY WASHERS**, \$54.95 and UP.

Purchase **ONE** washer for yourself and **SELL** one or **GIVE US THE NAME** of **A FRIEND** to whom **WE** may endeavor to sell. If **YOU** have a washer you may give us the names of **TWO FRIENDS** and we will do our best to **EARN THE WATCH** FOR **YOU**.

In case **YOU** give us the name of a friend **WHICH HAS BEEN GIVEN BY ANOTHER** ... we will consider the **FIRST SUGGESTION ONLY** and inform you of the situation.

**EVERYONE HAS SALES ABILITY\*** ... try **YOURS** and secure a **HAND-SOME REWARD** for so doing.

SEE WATCHES AT OUR STORE

## EASY WASHER SHOP

"Geneva's Oldest Appliance Store"

**BUY NOW AND SAVE**

Prices on All Easy Washers Advance \$5 to \$10 Nov. 1st

471 Exchange Street

Phone 6323

# WIN A NEW RADIO

ONLY **2** MORE  
DAYS TO ENTER

**WE'RE LOOKING FOR  
THE OLDEST RADIO  
IN THIS COMMUNITY!**

To the owner of the oldest radio in this community we will give absolutely **FREE** a new 1938 Mantola "Duo-Set" Radio.

Enter today! Just come in and tell us the year model of your radio. Nothing to buy—no obligation.

You may be the winner of this handsome radio.



**7 Tube Power and Performance  
Beautiful Bakelite Cabinet. May  
be used in "Upright" or  
"Lay-down" position.**

## GOODRICH COMMANDER TIRES

## ECONOMY AUTO SUPPLY

Andrew L. Schaidler, Owner

469 Exchange St.

Phone 2482

Geneva

**\$5.55**  
30x3 1/2



**OPENING !!****OPENING !!****SATURDAY -- October 23****Geneva's New Produce Market***"A Market for the Thrifty"*

WHERE YOU CAN

**SAVE MONEY !!**

ON YOUR PURCHASES OF . . .



CANNED GOODS — PICKLES — ORANGES — GRAPE FRUIT — LEMONS, Etc.

**OPENING DAY SPECIAL! -- While they last . . .**

OUR "GENEVA PRODUCE BAG" Containing:—

1 doz. Oranges  
 2 Grape Fruit  
 1 doz. Apples  
 ½ doz. Carrots  
 1 Head Lettuce  
 3 Stalks Celery

All for

**59<sup>c</sup>**

—(ONE BAG — ONLY — TO EACH CUSTOMER)—

**GENEVA PRODUCE CO.**E. J. NORMAN  
Mgr.

ON GENEVA REFRIGERATING GROUNDS — NEXT TO AMERICAN CAN PLANT, Ave. D  
 OPEN WEEK DAYS — 7 a.m. to 9 p.m.

SUNDAYS — 1 to 6 p.m.

WATCH FOR FUTURE "BAG DAYS"

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., NOVEMBER 11, 1937



This 1938 **DE SOTO** Six • 4 Door Touring Sedan  
Delivers in Geneva for **\$1015.00**

This Bank Will Finance  
As Much As 2/3  
of This Cost

You Take  
Your Insurance  
With Any Agent

#### FINANCE EXAMPLE

NEW DESOTO SEDAN . . . . .	\$1015
OLD CAR ALLOWANCE } 1/3 .	338
DOWN PAYMENT }	
BALANCE . . . . .	\$677

YOUR MONTHLY COST:	
FOR 12 MONTHS. . . . .	\$59.40
or	
FOR 18 MONTHS. . . . .	\$40.51

## THE NATIONAL BANK OF GENEVA

MEMBER FEDERAL DEPOSIT INSURANCE CORP.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., NOVEMBER 11, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Deliveries also  
made in Ovid, Willard, Waterloo,  
Phelps, Stanley, Hall, Seneca Castle,  
and on R.F.D. routes out of Geneva  
Phelps, Stanley, and Waterloo.

—o—

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

THE SOONER YOU  
PLAN YOUR FUTURE . . . the better  
your future will be.

### LAVERNE F. DARLING

Life Insurance & Annuity Service  
Geneva Trust Bldg. Phone 2184

## G. H. PRINCE

20 Linden Street Phone 2685

Watch, Clock and Jewelry Repairing  
and Picture Framing

HAVE YOU  
HAD YOUR CAR

“Winter - Conditioned”?

Come in . . . have it checked  
over NOW!

CAR HEATERS - BATTERY  
SERVICE  
COMPLETE AUTO ELECTRIC  
and  
SPEEDOMETER SERVICE

**CHARLES E. COOL**

61 Geneva St.\*

Phone 2050

Shop Early for Xmas

## NEEDLEWORK GUILD COLLECTION, NOV. 16

Contributed by Kate Ellis Truslow

Mrs. Henry Maxwell, chairman  
of the Needlework Guild of Amer-  
ica, has announced the annual col-  
lection of garments will take place  
on Tuesday, Nov. 16, at the First  
Presbyterian Church.

Members of the Guild are asked  
to at once take their contributions  
to the head of their unit. Direc-  
toresses are urged to bring their  
Units' contributions to the Church  
on Tuesday morning, at 9 a.m.,  
Nov. 16.

The officers of the Guild plan to  
serve tea at 3 o'clock that afternoon  
when the splendid piles of gar-  
ments will be on display. These  
articles are to be used entirely for  
those in need here in Geneva. The  
general public is cordially invited  
to come to this exhibit next Tues-  
day afternoon.

There are more than 67 units in  
the Guild—each unit representing  
eleven women. This means that  
1500 garments will be given this  
year. These garments purchased in  
our Geneva shops not only help our  
merchants, but most decidedly help  
Geneva's needy families. Only gifts  
of NEW garments, household lin-  
en and blankets are requested. The  
garments are needed in all sizes,  
young men, women, children and  
infants.

We hope that the needs of the  
growing boy will not be overlook-  
ed, active boys, who are so hard  
on their clothes, but who take a  
shy and touching pride in looking  
neat and well clothed, although  
they would rather die than admit  
it. They need something for Sun-  
day School and Church wear —  
most of them belong to our Geneva  
churches. Some girls, too, need  
things, but they are more apt to  
have things given them than the  
“kid” brother with the bass voice  
and the cowlick!

Perhaps, as the mother of sons,  
my heart goes out to all boys espe-  
cially! At least I feel I understand

(Continued on page 7)

XMAS CARDS . . . SELECT NOW

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4797

## CARPENTER and BUILDER Weatherstripping and Caulking

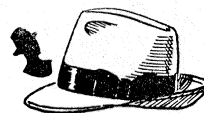
### Frank M. Mowers

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given—free

## INSIST ON HAVING YOUR HATS



### ACTUALLY DRY CLEANED

Dry Cleaning gives new life to the felt.  
Dry Cleaning is the most satisfactory  
method for restoring felt hats.

Send yours this week.

## FOOTE'S CLEANERS

Harry D. Tarbell

78 Castle St.

Phone 2910

## Don't Delay!

Drive in . . . Now . . . and  
have your car conditioned  
for winter driving.

Let us put in the proper  
grade of Winter Oil . . .

Also proper transmission  
and differential lubricants.

Don't let Old Man Winter  
bother you . . . get ready  
for him.

## RICKELS SERVICE STATION

Lake Street

Phone 2920

# "NEEDLEWORK GUILD"

Annual Collection of Garments -- Tuesday, Nov. 16 at First Presbyterian Church



## Smith's

Phone 2357

J. W. Smith Dry Goods Co.

NEEDLEWORK GUILD IS A HOME CHARITY

Here are suggestions for you to buy

Infant's hose	Child's mittens
Child's socks	Sleepers
Child's hose	Child's underwear
Boys' sweaters	Girls' sweaters
Boys' suits	Girls' dresses

Ladies' underwear, silk and wool or lisle hose.  
Men's underwear, shirts, sweaters.

*Go First to . . .*

## NEISNER BROS. INC.

5¢ to \$1.00 Store

20 Seneca St. Geneva, N. Y.

## GIVE

to the "NEEDLEWORK GUILD" —

and when you give . . .

GIVE FROM OUR COMPLETE LINE OF  
INFANT'S WEAR

## HOWARD DRY GOODS CO.

## Keilty Dry Goods Co.

INCORPORATED

LADIES' READY-TO-WEAR

*"Style and Quality Always"*

34 Seneca Street  
Geneva, New York

We Suggest for

## "NEEDLEWORK GUILD" GIFTS

Gloves	Wool Shoulderettes
Mittens	Children's Rompers
Boys' Neckties	Infant's Wear
Children's Stockings	Sheets - Pillowcases
Towels - Wash Cloths - Tablecloths - Napkins	

## SENECA SHOP

FLORENCE TOOLE

PENNEY'S

## "REMNANT DAYS"

Are Ideal for "Needlework Guild Gifts"

Children's Winter Union Suits.....	Boys' Dress Shirts 44¢	Dress Prints, 4 yds. 50¢
--	---------------------------	-----------------------------

519 Exchange **PENNEY'S** 519 Exchange

GUILD MEMBERS—We have it!

For Dress — Men's Shoes, Socks, Shirts, Underwear, Gloves, Rubbers, Belts, Buckle and Tie Chain Sets, Handkerchiefs, Ties, Jackets (Suede or Cloth), and Suspenders.

For Work — Men's Shoes, Rubbers, Boots, Arctics, Pants, Shirts, Socks, Overalls (and jackets), Caps and Storm Coats.

SEE OUR COMPLETE LINE

**SEARS. ROEBUCK AND CO.**

Suggestions for GIFTS TO  
**THE NEEDLEWORK GUILD**

Shirts	Boys' Knickers	Windbreakers
Underwear	Boys' Blouses	Slip-on Sweaters
Pajamas	Boys' Hose	Gloves & Mittens

In fact everything that you might need in wearing  
apparel at very attractive prices.

**Baker & Stark, Inc.**  
CASH & CARRY PRICE CLOTHIERS  
GENEVA, N. Y.

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Old Fashioned Molasses

### Drop Cakes

1/2 cup shortening  
1/2 cup sugar  
1/2 cup molasses  
1/2 cup sour milk  
1 teaspoon soda and pinch of salt  
2 1/2 cups flour  
1/4 teaspoon cloves  
1 teaspoon cinnamon  
1 teaspoon ginger  
1 egg  
1/2 cup chopped raisins

Cream shortening and sugar, add molasses, sour milk with soda dissolved in it, salt and spices sifted with flour, well beaten egg, and raisins. Mix well and drop by teaspoonfuls on greased sheet. Bake in moderate oven 7 to 10 minutes.

Mrs. L. S., R.D. 3, Geneva

### French Dressing

1 large onion grated  
3/4 cup catsup  
3/4 cup sugar  
1 tablespoon Worcestershire Sauce  
1 teaspoon salt  
1 cup vinegar  
1 cup salad oil (Wesson, Mazola, etc.)

Beat all ingredients with egg beater. Makes 1 quart.

Mrs. C. J. M., Genesee St.

### Stuffed Green Peppers (with creamed rice)

1 cup rice  
1 teaspoon salt  
1 cup boiling water  
2 tablespoons chopped parsley  
2 tablespoons chopped onions  
1/4 teaspoon pepper  
1 1/2 cups scalded milk  
2 tablespoons butter  
3 large green peppers

Wash rice, add to salt and boiling water then cover and steam until the water is absorbed. Add scalded milk, stir lightly with a fork; cover, and continue to steam until rice is tender and milk absorbed. Add butter, chopped onion, pepper and parsley. Remove from fire and cool. Cut green peppers in half lengthwise. Remove seeds and parboil until tender but hold their shape. Fill with rice mixture, cool for 20 minutes. Boil until rice is brown and thoroughly heated, dot with butter.

B. H., R.D. 2, Geneva

### Peach Cobbler

6 peach halves  
1/2 cup butter  
1 cup sugar  
1 cup milk

Let us show you the

## "COOLERATOR"

... the conditioned-air

REFRIGERATOR

## C. J. BRADY

RE-FILTERED  
CITY WATER ICE

110 Lake Street

Phone 2740

2 eggs

1 cup flour

1/2 teaspoon salt

1/2 teaspoon cinnamon or nutmeg

Place peaches in buttered dish, cover with 1/2 cup sugar. Make a batter of remaining ingredients, cover peaches and bake in moderate oven. Serve with cream.

H. L., Exchange St.

### Cry Baby

A bricklayer was working on a scaffold when suddenly a brick slipped from his hand and dropped on to the head of a workman, who was mixing mortar below.

The unfortunate man started dancing about and groaning. The bricklayer stared down, contempt in his eyes.

"Come, come!" he yelled at last. "It can't have hurt as much as that, man. Why, it wasn't on your head half a second!"

## MULVEY'S

WEEK-END SPECIAL

FRESH GROUND HAMBURG.....18¢

OYSTERS, pint .....28¢

FRESH FILLETS .....20¢

Phone 2712

We Deliver

### SEE THE NEW WATCHES . . .

Longine - Hamilton - Elgin  
Waltham - Wittnauer & Hallmark  
now on display at

## "BARTH'S"

Schine's Theatre Bldg.

Seneca St.

Phone 2686

Our line grows more complete each day with lovely new merchandise arriving for Xmas. A small deposit will hold any article.\*

## 'BLUE' COAL - - SOLVAY COKE

FUEL OIL - MASON SUPPLIES

### P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle St. Phone 2393 and 2373 261 Exchange St.

Before installing any "Automatic Heat" System investigate the . . .

**MOTOR  
STOKOR**

### OVERCOATS . . .

for homes

### "COLONIAL TIMBERTEX SIDING"

for Comfort and Economy\*

### JOHN A. PONTIUS

Furnaces - Metal Work - Roofing

90 Elm Street

Phone 4575



# \* DOROTHY GOES SHOPPING \*

Phone 3533 . . .

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

Styled to star in the social whirl of Holiday time—the lovely **Coiffures** given by

**Miss Helen Collins**  
**The Terrace Beauty Shoppe**  
16 Sherrill St.  
**Frederic Permanents**  
\$3.00 . . . . \$5.00  
Dial 5715

—D—

That Thanksgiving Turkey will look better and even taste better if the table is set with a

**Quaker Lace Dinner Cloth!**  
**Lynch's**  
479 Exchange St.

have the newest designs in a variety of sizes.

—D—

**Artistic Coiffures** require a fine Permanent. Call Miss Murphy for her "special" prices this month!

**The Rose Beauty Shop**  
(over Regent Theatre)  
Dial 5827

Shampoo-Tint . . Henna-Pack . . and Hair Dyeing a Specialty!

—D—

Many a business career has been wrecked through lack of punctuality for appointments. Don't take the risk! Have your watch cleaned, repaired and regulated by an expert.

**Prince's Jewelry Store**  
20 Linden St.

—D—

**Three Beautiful Portraits**  
for only  
\$5.00

See them in our window this week.  
**The Stewart Studio**  
41 Seneca St. Dial 2183

**Thrifty to BUY and  
Thrifty to BURN  
that's  
JEDDO-HIGHLAND  
Aristocrat of Anthracite**

Beard's . . . . Phone 2651

—D—

"The kindest gestures are often simple ones." Send that Greeting Card today. Select it from the fine assortment at

**McCarthy's Pharmacy**  
162 Castle St.  
**Greeting Cards for all Occasions**  
Birthday . . Convalescent . .  
Sympathy, etc.

—D—

Your shoes are the foundation of your comfort and appearance. You can't afford to neglect them. Wear them with pride when they have been rebuilt expertly at

**Carl's Shoe Repair**  
Castle St.

—D—

**International Custom Clothes**  
**Pure Wool!**

The first lesson in ordering Made-to-Measure Clothes is to insist on Fabrics of Pure Wool Quality.

**Suits Topcoats Overcoats**  
**A. P. Petersen Custom Tailor**  
476 Exchange St.

—D—

If you have a Sewing Machine you would like to donate or sell reasonably to the American Legion Auxiliary to aid in Rehabilitation Work, kindly call Mrs. F. Schletz. Dial 5253.

Will you kindly mention the "Dorothy Goes Shopping" pages of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

"Dorothy"

—O—

## PROMOTION TIME AT "THE Y"

Fourteen Friendly Indians have been promoted to the Junior Comrade Club. About sixty new members have joined the Friendly Indian Club. Parents of young boys are asked to see that their sons attend "The Y", Saturday mornings, at 9:00.

—O—

**Alpha Hi-Y:** Under the capable leadership of Mr. William Yerg, Mr. Geo. Abraham and Bob McAllister, the Alpha Chapter of Hi-Y with Wesley Derr as Pres., announces that 25 new members have been inducted.

—O—

**Youth Club:** Any High School students who are members of one of the three upper classes, and who would like to join the Youth Club should present their names to Dorothy Palmer, Pres., Adelma Fahy, Secy.; Herbert Fitch, Membership Committee; Miss Booth or Mr. Warr of the Y. M. C. A. Members are voted on at the Club meeting, generally about the first of the month. Activities of the Club are confined to the membership of the Club only, which meets Saturday evenings from 7:00 until 11:00.

—O—

**The High School Gym Class** which is held Thursdays, at 7:15, is being organized into 3 teams, grouped according to: DeSales, Girls Hi-Y Club, Girls Junior Hi Y Club. New members are invited.

—O—

**The Business Girls Club.** Members are enjoying Gym, Volley Ball, and Swimming.



## RADIO FLASHES

by Ralph Le Brun



Jean Hersholt,  
whose  
portrayal  
of a  
kindly,  
self-sacrificing  
county doctor,  
is heard  
over the  
Columbia  
network,  
each Sunday,  
at  
2:30 P.M.

The opening ceremonies of the special session of Congress to convene in Washington, Monday, will be broadcast from noon until approximately 1:00 P.M. over the NBC-Blue network.

Convinced that the radio audience makes its own stars, Horace Heidt and his Brigadiers will present an unknown performer each week on their Columbia network program, Mondays, at 8 P.M. This innovation will be entitled "Can You Pick A Star?" and will bring to the listeners, talent auditioned and coached by the versatile band maestro. The response of the air audience will be the determining factor as to the professional future of each performer with the Heidt aggregation.

NBC microphones, which have picked up broadcasts from submarines under water and balloons in the stratosphere, now are in the hands of expeditions

which simultaneously are penetrating the icy waters of the Arctic and the steamy fastness of South American jungles. The McGregor expedition to the North Pole is studying, among other things, meteorological conditions, and has twice thus far been heard over NBC networks from its winter camp 600 miles from the North Pole. There will be broadcasts at intervals of one month or less, giving the radio audience a complete word picture of an expedition to the North Pole. The Holden Expedition to the Amazon jungles is investigating diseases and drugs of the primitives. This is the first jungle expedition to be equipped to broadcast over NBC from the heart of the jungle.

Emily Price Post has been famous for her book on Etiquette ever since it was first published in 1922. Since that time she has come to the aid of all sorts of people who are perplexed by endless social and human

(Continued on page 8)

Call us for Free Estimate on

### STORM SASH--STORM DOORS

HIGHEST QUALITY --:-- LOWEST PRICES

### GEORGIAN BAY LUMBER CO.

Railroad Place

Phone 2822

Geneva

## THE SMART NEW CAR FOR 1938

### - DESOTO -

Big-car luxury at small-car cost

— See it . . . drive it —

### SENECA MOTORS

—: DESOTO — PLYMOUTH —:

209 Exchange Street

Phone 2613

Some fine "buys" now in Used Cars

## "LENNOX" Warm Air and Air-Conditioning Furnaces

There is a Lennox for Every Home—For Every  
Fuel—For Every Purse.

:— The Most Complete Line in the World —:

Let us advise you on your Heating Problems.  
Estimates gladly given.

### COONEY, WATTS & COONEY

513 Exchange St.

HARDWARE

Phone 2170



## RADIO

TUBES, PARTS & SERVICE  
for any make radio

### RALPH LEBRUN

225 High St.

Phone 6257

Shop Early for Xmas

## SCHINE'S GENEVA

SPECIAL ARMISTICE DAY  
ATTRACTION

Also Friday - Saturday

NOW AT REGULAR PRICES!

Frank Capra's might-  
iest Production!RONALD  
COLMAN

## LOST HORIZON

with  
JANE WYATT  
JOHN HOWARD

Added Shorts

Sunday - Monday - Tuesday

NOW SEE THEM TOGETHER  
in a great picture from a great play!

## Stage Door

starring

KATHARINE GINGER  
HEPBURN ' ROGERSADOLPHE  
MENJOU

with

GAIL PATRICK • Constance Collier  
Andrea Leeds • Samuel S. Hinds  
Lucille BallAdded: Silly Symphony Cartoon  
NewsWed. - Thur., Nov. 17-18  
MARLENE DIETRICH  
"ANGEL"  
HERBERT MARSHALL

## NEEDLE WORK GUILD COLLECTION, NOV. 16

(Continued from page 2)

their inarticulate longing to conform—and during the adolescent period there comes a shyness and self-consciousness. Boys from 11 to 13 I have particularly in mind.

One of the glorious things about this work is that there is no red tape. When the officers hear of a need, help is quietly and speedily given.

Two new garments constitute your membership. Will you join?

Before going to do your Needlework Guild shopping say a little prayer that you may be given a tender and understanding heart. Visualize in your mind the young mother and her baby and her needs; think of our shabby, cold, little school children in need of warm caps and mittens, scarfs and dry stockings and warm coats and underwear; think of our Geneva tubercular patients at Oakmont and the Preventorium—they need warmth and comfort and love; think of the needs of our Geneva General Hospital; think of our school and city nurses continually waging a battle against poverty and need.

Think of . . . , but need I continue? Haven't I pointed the way? Remember the date, Nov. 16 — Tuesday — Will you join?

### Men's Club Meeting Postponed

Due to the death of Chas. O. Warner, former club president, the meeting of the Men's Club of the First Presbyterian Church, scheduled for Tuesday, Nov. 9, was postponed to Tuesday, Nov. 16.

### CLAM CHOWDER SALE

Division G of the Methodist Woman's Guild will hold a clam chowder sale at the church on Friday,

Nov. 12. Orders may be phoned to Mrs. Scott—5576.

### PANCAKE SUPPER

On Thursday, Nov. 18, from 5:30 to 8 o'clock, Division G of the Woman's Guild will serve a pancake supper at the Methodist Church. Tickets, 35¢.

### FOR SALE

3 Used Combination Ranges at sacrifice prices. Come in and see them. Larrison's Appliance Store, 116 Seneca St. Phone 2056.

## WINDOW SHADES

. . . All Colors

. . . All Sizes

also

VENETIAN BLINDS

## W. C. DEMMING CORP.

505 Exchange St. Phone 2998

The Perfect Gift . . .  
A DIAMOND

Beautiful Diamonds in the newest solid gold or platinum mountings, \$9.95 to \$1,000.00

Engagement and Wedding Rings.

Special — Diamond, set in solid gold or platinum mountings, \$17.45 up

—CREDIT at CASH PRICES—

S. A. GILBERT  
JEWELER

510 Exchange St. Geneva, N. Y.

### FREE TICKETS TO SCHINE'S THEATRES— EACH WEEK

Read each advertisement in this issue. Look for the stars (\*). A number of them are scattered among the different ads (throughout the entire issue). Make up a list of the firms in whose ads these stars appear.

Mail your list to "Star Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct—Two tickets each to Regent Theatre.  
Next four correct—One ticket each to Geneva Theatre.

NOTE—Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

**RADIO FLASHES**

(Continued from page 6)

problems. Mrs. Post now gives her advice on subjects varying from how to train a seven year old child to the proper method of addressing the Duke and Duchess of Windsor, in a series of broadcasts entitled "How to Get the Most Out of Life", heard over the Columbia network Tuesdays and Thursdays, at 10:30 A.M.

—o—  
Admit your faults and then people will exaggerate them.

—o—  
Propriety is largely what your neighbors think it is.

—o—  
There are two kinds of wealth, spiritual and material.



ANNUAL ENROLLMENT  
STARTS NOV. 11

## = CLASSIFIED BUSINESS DIRECTORY =

**Auto Laundry****WASHING — POLISHING**

Prompt, Efficient Service  
Monthly plan . . . if desired

**JERRY'S AUTO LAUNDRY**

rear of Carroll's Central Service  
Main St., opp. Armory  
Phone 2592 \*We Call and Deliver

**Auto Service****Radiator SERVICE**

Crank Case SERVICE

Battery SERVICE and

CIRCLE SERVICE

all at the . . .

**WEST END SERVICE**

Hamilton St. foot of Bean's Hill

**Groceries****BRENNAN'S GROCERY**

31 John St. Phone 4572

Free Delivery

**BEER and ALE**

All Kinds **\$1.99** per case  
(plus deposit)

Let US take care of your needs  
this Fall.

Will you kindly mention  
GENEVA COMMUNITY NEWS  
when buying from our advertisers?

**Meat****JOE'S MARKET**

226 Exchange St., next Geneva Baking  
Co. Phone 2027 Free Delivery

—: LOWER MEAT PRICES :—  
Saturday Specials:

Home Made Italian Sausage....25¢  
Home Made Pan Sausage,  
2 lbs. ....45¢  
Boneless Rib, or Rump, Roast, 28¢  
Tender Pot Roast.....19¢  
Center Cut Pork Chops.....28¢

STEAKS: Saturday only—

Round, Sirloin, or Porterhouse, 25¢  
Boneless Beef Stew.....20¢  
Fresh Ground Hamburg.....18¢  
We carry only WESTERN BEEF

Fruits, Vegetables, Groceries

**Moving - Storage**

WE'LL STORE YOUR FURNITURE  
or MERCHANDISE

Reasonable Rates. Move you, too, if you  
desire. Our vans go anywhere, any time.  
All loads insured. Also have few odd  
pieces furniture for sale.

GENEVA MOVING & STORAGE CO.  
C. A. Bissell, Pres.

99 Genesee Street Phone 2182

GIVE . . . . .

TO THE

"NEEDLEWORK GUILD"

(see page 3)

**Optometrist**

YOU CAN'T BE AN OPTIMIST  
WITH MISTY OPTICS

If your Eyes rebel, see Fletcher and  
be happy.

We fit glasses, repair frames,  
replace broken lenses.

G. W. FLETCHER, OPTOMETRIST  
Castle St. \* Opp. City Hall  
Office Phone 2292 Residence 2044

**Smoker's Supplies**

The BEST pipes, BEST smoking to-  
baccos and the BEST place to buy them,  
WHY?

We have sold pipes and tobacco  
SINCE 1870.

H. F. FOX, Tobacconist  
476 Exchange next Kirkwood Hotel

**Watch Repairing**

Phone  
5566

Work Called for  
and Delivered

GEORGE E. DURKEE

Expert Watch, Clock, and  
Jewelry Repairing

22 Madison St. Geneva, N. Y.

ONLY

6 WEEKS

TILL

CHRISTMAS

Consistent Advertising — in the  
Geneva Community News — pays.

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"When failings afflict the humble they have to be dearly paid for."

"A good laugh and a long sleep are the best cures in the doctor's book."

"The more you've got, the more you've got to worry about losing."

"In the game of life one can never tag success by screaming foul."

"We seldom find the people forcing the politician into wars."

"The best evidence of democracy is the liberties we enjoy under it."

"Calamities have sometimes a compensating joy."

"One learns to look over troubles instead of looking into them."

"No man can really help another without giving himself a lift."

"No great thing is created suddenly, any more than a bunch of

grapes or a fig. If you desire a fig there must be time to blossom, then

bear fruit and then ripen."  
(To be continued)

## -- "QUALITY" HARDWARE --

### GALVANIZED DOUBLE TUBS

X-tra Heavy with Roller Stands

No. 2 Size.....\$7.95

No. 3 Size.....\$8.95

With Hose Outlets

### X-TRA HEAVY STEEL FURNACE SCOOPS

6 Sizes and Styles to Choose From  
D Handles or Plain.....65¢ - 75¢ - 90¢

### GALVANIZED (Heavy) WARES

Ash Cans, 20 gal. size.....\$1.75

Coal Hods, No. 16 & 17.....60¢ to \$1.25

Garbage Cans, 6-8-10 gal, \$1 to \$1.75

Bale or Side Handle

### RUBBISH BURNERS

Welded Straight Wires.....\$1.35

X-tra Heavy Interwoven.....\$3.25

(Will last years)

## Guaranteed Electrical Goods

### "SILEX" 6-cup DRIPOLATORS

Black finish....\$4.95. Red....\$5.25

### UNIVERSAL ELECTRIC IRONS

Plain or Automatic

\$2.95 - \$3.95 - \$4.95 - \$6.95

CORN POPPERS \$1.19 - \$1.49

WAFFLE IRONS, 7" size....\$2.95 up

Sandwich Toasters.....\$2.95 up

ELECTRIC "Royal Rochester"

PERCOLATORS....\$5.50 to \$29.95

WAGONS, CARTS, VELOCIPEDES, from.....\$1.95 to \$12.95

"HAPPY THOUGHT" RANGES, complete line, from.....\$135.00 up

The "SHELBY-BUILT" BICYCLE.....\$29.95, \$32.95, \$39.95

Plain or Fully Equipped

SHELF AND HEAVY-"QUALITY" HARDWARES

## DORCHESTER & ROSE

EXCHANGE AT SENECA

"115 years of Quality with Economy"

GENEVA, N. Y.

## REGENT THEATRE ATTRACTIONS

Fri., Sat., Nov. 12-13: Double feature program — Will Rogers in "Judge Priest", and William Boyd in "Hopalong Rides Again".

Sun., Mon., Tue., Nov. 14-15-16—Lew Ayres and Mary Carlisle in "Hold 'Em Navy".

Wed., Thur., Nov. 17-18: Two big features—Dolores Del Rio and Peter Lorre in "Lancer Spy"; also Glenda Farrell and Barton MacLane in "Adventurous Blonde".

Do Your Christmas Shopping Early

## OVERCOATS

\$17.50 to \$40.00

TOPCOATS - - - \$15.00 to \$35.00

SUITS - - - - \$18.00 to \$35.00

Come in . . . make your selection from brand new arrivals . . . NOW! A deposit will hold for\*you.

**WELCH'S**  
494 Exchange St.

## The 1938 Chevrolet

. . . is having  
such a wonderful public acceptance that  
we can offer you almost any kind or type of

## USED CAR

that you may prefer. We are getting them in daily and they go out nearly as fast.

Tell us just what you prefer in a good Used Car. Our stock is turning so fast that if we do not have it the day you call, we will have it soon.

We cordially invite you to come in.

**RUSSELL-HART CHEVROLET, INC.**

Phone 6621 604 South Exchange St. Geneva, N. Y.



## THE FUNNYBONE



### Outwitted

G-Man: "Got away has he? Did you guard all the exits?"

Village Cop: "Yep, but we think he must have slipped through one of the entrances."

### Assurance

Boy: "But, officer, you can't arrest me. I come from one of the best families in North Carolina."

Cop: "That's all right, buddy. I'm not arresting you for breeding purposes."

### Enough is Enough

"I hear your sixth baby arrived yesterday. What are you going to call it?"

"Quits."

### Nearer the Truth

Mandy married a worthless chap, who even refused to deliver the washing she took in. One day she was talking to a white woman about the shiftless man she had.

"Is he older than you, Mandy?" asked the lady.

"Yassum, dat old no account am twelve years older dan Ah is!"

"Then," sympathized the lady, "it must be a case of May having married December."

"No ma'am, it ain't dat. It am mo' like Labor Day done married to April Fool."

### No More Than Right

"Well," said the Englishman (you know him) to the Scot (you know him, too), as they alighted from the London-Glasgow express, "It's been a long and tiring journey."

"Aye," said the Scot, "an' so it ought tae be, for the money".

## M. F. DEVANEY

CHRISTMAS and NEW YEAR  
GREETING CARDS

435 Exchange Street

### Saw Him Too Soon

"Mr. Mattingly," said his employer severely, "yesterday you took the afternoon off on the plea you were ill. Yet I saw you at the races and you didn't look ill to me."

"Ah," said Mattingly, "you should have seen me after the races!"

## COLONEL CHEERIO

—: Says :—

We have . . .

GRAY'S Rock & Rye.....\$1.00 pt.; \$1.90 qt.

"TREADMILL" Rye (2½ years old).....\$1.00 pt.; \$1.90 qt.

"MOORE & MOORE".....\$1.00 pt.; \$1.19 pt.; \$1.35 pt.

California "ZINFANDEL" Wine.....\$1.25 gal.

Scotch, Brandies, Rums, and Wines.

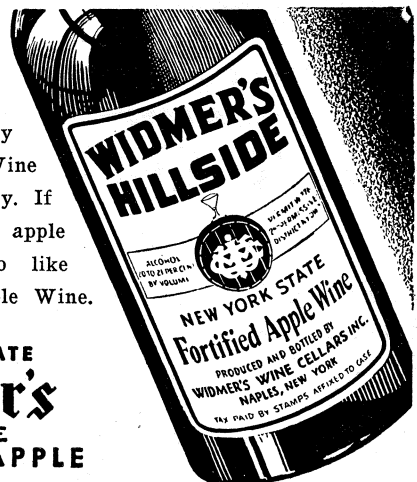


## NEW-

Here is a new and delightfully different taste treat—Apple Wine fortified with Apple Brandy. If you like the tang of an apple flavor, you're bound to like Widmer's Fortified Apple Wine.



NEW YORK STATE  
**Widmer's**  
HILLSIDE  
FORTIFIED APPLE  
**Wine**



Alcohol 20 to 21% by Volume.

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

Uncertainty is what gives life its interest.

A hair in the head is worth two in the brush.

We love a boaster when he's got what it takes.

The future is always a rebel against the past.

Human thought is one of the most dynamic forces on earth.

One word is the secret of most financial independence: No.

## Used Radio Sale!

Philco - RCA - G.E. - and others  
\$6.00 and up

### GENEVA RADIO SERVICE

275 Castle St. Phone 4537

## WHAT ARE YOUR HEATING PROBLEMS?

Consult . . .

## Homer R. Ostrander

Rear 70 Colt St. Phone 3976

regarding . . .

New Furnaces, Furnace Repairs, Smoke Pipes, Air-Conditioning, Gas and Oil Heating Installations.

## Is Your Car Ready for Winter?

If not—let us

- Change your oil
- Check transmission and differential
- Fill radiator with anti-freeze
- Connect your heater
- Check your tires for non-skid service

**FINK'S**  
**SUPER-SERVICE STATION**  
Lake Street Phone 2448

## CASH FOR FALL

### FALL

with its frosty days and chilly nights, brings many extra demands for money. Should you require cash to meet your present needs and prepare for winter, call on us.

We lend any amount up to three hundred dollars on your own signature and security. No endorsers or co-signers. No long delays or needless red tape. You get your money promptly, and you can repay on terms arranged to fit your income.

Call, phone or write for further information. We are always pleased to welcome you — and serve you.

## LOAN SERVICE CORPORATION

34 Seneca St., 2nd Floor—over Keilty's Dry Goods  
"Loans Made In Nearby Towns" Phone 2334

### In a Position to Know

"Listen. I wouldn't cash a check for my own brother."

"Well, of course, you know your family better than I do."

### More String, Please

Mrs. Gnaggs: "What are you doing with that string around your finger."

Mr. G.: "You had me tie it there to remember to mail a letter for you."

Mrs. G.: "And did you mail it?"

Mr. G.: "You forgot to give it to me."

## ADVERTISING SPACE

in next week's issue must be reserved by Saturday noon. All copy must be in by Monday noon . . .

Women's fashions are not now as queer as they were in 1870.

Genius does its best. The essence of genius is not to shirk.

## BAUMGARTNER'S FOOD STORE and SERVICE STATION

Quality Foods—Chain Store Prices

FRESH EGGS, Pullets Grade C, per dozen.....30¢

BUFFALO GOLDEN BANTAM CORN, No. 2; 2 for.....25¢

CRISCO, 3-lb. can.....ea. 56¢

CHIPSO, large pkg.....ea. 21¢

NIAGARA JELLY.....ea. 9¢

FORMAN'S DILL PICKLES, qts.; .....ea. 18¢

BOSCUL COFFEE, 1-lb cans.....31¢

MUSSELMAN'S PURE APPLE BUTTER, 22 oz. jar.....18¢

—Top of Bean's Hill at edge of city—

Phone 2546 Open Evenings  
We'll Deliver



## "WISECRETE"

Mr. Home Owner:

We are introducing to you "Wisecrete"—for that wet or damp cellar. Unconditionally guaranteed to **MAKE A WET CELLAR A DRY ONE** . . . and all this is done **FROM THE INSIDE** — (a saving to you of at least one-half over other methods of waterproofing).

**NOW IS THE TIME** for that waterproofing job. Let us quote you our price. Prices quoted on jobs either inside\* or outside Geneva.

**NICHOLAS COBLIO**  
**C O N T R A C T O R**

62 E. North St., Geneva, N. Y.  
Phone 5719

## HERE ARE THE WINNERS OF THEATRE TICKETS

. . . in our "Star Counting Contest" for the past week:

(See instructions on page 7)

(Geneva City)

Miss Florence Combs, 117 High St.

Mrs. C. R. Converse, 87 Gene-see St.

Mrs. M. H. VanGorden, 203 William St.

Mrs. Virginia Smith, 103 North St.

Mrs. H. F. Breuer, 11 Madison St.

(Outside Geneva)

Mrs. Llewellyn Spender, R.D. 3, Geneva

Mrs. James Hurley, R.D. 3, Geneva

## Tit for Tat

A clergyman who was getting his hair cut came to himself with a start. "Finished, eh?" he said.

"Yes, sir," said the barber. "I finished some time ago."

"Then I must have been indulg-

ing in a nap. It was very kind of you not to wake me. The rest has done me good, and I am grateful to you for what was quite a refreshing sleep."

"Don't mention it, sir," responded the barber. "It's only a fair return. I attended your church last Sunday."

## A Prescription That Can't Be Beat



and the place to have it filled . . .

## GENEVA PRODUCE MARKET

"A Market for the Thrifty"

### ANOTHER BIG "GENEVA PRODUCE BAG"

SPECIAL — FOR THIS WEEK-END!

1 pk. Potatoes  
2 bunches Radishes  
1 bunch Celery  
3 large Onions  
1 head Cabbage  
1 head Iceberg Lettuce  
3 lbs. Carrots  
3 lbs. Turnips  
3 lbs. Sweet Potatoes

All for

**69c**

Other Specials this week:

NORTHERN SPY APPLES.....49¢ bu.

"Cohocton-Upland" POTATOES.....69¢ bu.

Florida Sunshine brought to Geneva —

ORANGES (not small ones, but large and juicy).....33¢ doz.

GRAPEFRUIT (large)..... 4 for 25¢

X-tra Special:

Texas "Pink" GRAPEFRUIT (large)..... 4 for 25¢

**GENEVA PRODUCE CO.** E. J. NORMAN,  
Mgr.

(Wholesale & Retail)

on Geneva Refrigerating Grounds—next to American Can Plant,  
Ave. D

Open Week Days—7 a.m. to 9 p.m.

Sundays—1 to 6 p.m.

PHONE 2152—WE DELIVER

Plenty of Parking Space

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., NOVEMBER 18, 1937

## THANKSGIVING SALE!

### Dining Room Furniture in

— Period and Modern Styles —

MAHOGANY

WALNUT

MAPLE

\$79.00 to \$224.00

## WHEELER'S

opposite  
Post Office



ONLY  
5 WEEKS  
TO CHRISTMAS

DON'T WAIT UNTIL TOO LATE!  
Change now to Free Flowing Winter  
Oils and Greases! We carry your fav-  
orite brand.

#### OILS:

Gulf, Mobil, Veedol, Sunoco & Kendall

#### GASOLINES:

Gulf, Mobil, Tydol, Rotazol, Sunoco

#### FOR YOUR RADIATOR:

Alcohol and Anti-Freeze, 20¢, 25¢ per qt.

## BAUMGARTNER'S

SERVICE STATION and FOOD STORE

— Top of Bean's Hill at edge of city —  
Phone 2546

THIS IS YOUR CHANCE TO BUY

## WALLPAPER

FOR 3 DAYS ONLY

Thursday, Friday, Saturday, November 18-19-20

### ALL PATTERNS

## 1/3 OFF

REGULAR  
PRICES

We have many papers to offer you at  
even greater reduction. Many priced be-  
low cost to clear out for new stock.

This is your last chance this year to  
buy Wallpaper at such low prices.

## FAIRFAX BROS. CO.

87 Castle Street

Phone 2441

## USED CARS



1937 CHEVROLET DeLuxe Touring Sedan  
(demonstrator)

1937 CHEVROLET Touring Sedan  
(demonstrator)

1936 CHEVROLET DeLuxe Touring  
Sedan

1935 CHEVROLET Touring Sedan

1935 PLYMOUTH Coupe

1936 CHEVROLET Coupe

1933 CHEVROLET Coach

Several lower priced cars, with down payments  
as low as \$25.00.

#### TRUCKS . . .

1936 1½ TON CHEVROLET TRUCK

1934 1½ TON CHEVROLET TRUCK

1931 FORD PANEL

## RUSSELL-HART CHEVROLET, INC.

Phone 6621 604 South Exchange St. Geneva, N. Y.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., NOVEMBER 18, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Deliveries also made in Ovid, Willard, Waterloo, Phelps, Stanley, Hall, Seneca Castle, and on R.F.D. routes out of Geneva, Phelps, Stanley, and Waterloo.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

### PUT YOUR TRUST IN LIFE INSURANCE

and your Life Insurance in Trust

#### LAVERNE F. DARLING

Life Insurance & Annuity Service  
Geneva Trust Bldg. Phone 2184

## G. H. PRINCE

20 Linden Street Phone 2685

Watch, Clock and Jewelry Repairing  
and Picture Framing

### HAVE YOU HAD YOUR CAR

### "Winter-Conditioned"?

Come in . . . have it checked  
over NOW!

CAR HEATERS - BATTERY  
SERVICE  
COMPLETE AUTO ELECTRIC  
and  
SPEEDOMETER SERVICE

## CHARLES E. COOL

61 Geneva St.

Phone 2050

Shop Early for Xmas

### "SHOP EARLY" DAYS

At a meeting of the Retail Merchants' Division of the Geneva Chamber of Commerce, held early last week, a movement was launched to bring about a concerted effort to promote early Christmas shopping in Geneva.

To this end, Friday and Saturday, Dec. 3 and 4, have been designated as "Shop Early" Days, at which time it is planned to have the early shopping idea get under way in real earnest.

While Christmas merchandise is already being displayed by stores in some lines of business, it is planned to have stocks complete, stores decorated and everything in shape so that, no matter what the desires or tastes of the shoppers may be, they will find just what they are seeking on display in Geneva stores by the days mentioned.

William Cobb, A. L. Snook, and J. F. Hobbins are acting with Chamber of Commerce Secretary Lee Taylor, as a Christmas publicity committee, and another committee, composed of S. A. Gilbert, C. D. Smith and Sidney Selman, are acting with W. A. Gracey, chairman of the City Park Board, on arranging holiday decorations for the business area. Merchants are also planning to put forth a greater effort than ever before on store front and window decorations.

In addition to other arrangements being made, the Geneva  
(Continued on page 7)

### Expert Repairing . . .

We have on our staff an expert tailor, available to you for all kinds of repairs on Ladies' and Gents' Clothing.

— Bring your repair work to us —

## FOOTE'S CLEANERS

78 Castle St.

Phone 2910

New Cleaning Price on Skirts, 40¢  
(Pleated Skirts Slightly More)

Your friend always knows by intuition whether your forgiveness is genuine.

XMAS CARDS . . . SELECT NOW

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4797

CARPENTER and BUILDER  
Weatherstripping and Caulking

## Frank M. Mowers

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given — free

# NORGE

## BOLIN MUSIC HOUSE

### Delays are Costly . . .

AT THIS TIME OF YEAR

Don't let a hard freeze catch you with your car unprepared.

Drive in today for Winter Oil and Lubrication.

\*

## RICKELS

SERVICE STATION

Lake Street

Phone 2920

# \* DOROTHY GOES SHOPPING \*

Phone 3533 . . .

or address Miss Dorothy Frautz,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

Cramming for good looks is never successful . . . Facials, under the hands of a skilled operator should be part of your beauty routine.

**Scientific Facial Massage, 50¢**  
**The Terrace Beauty Shoppe**  
16 Sherrill St.  
Dial 5715

—D—

Many a business career has been wrecked through lack of punctuality for appointments. Don't take the risk! Have your watch cleaned, repaired and regulated by an expert.

**Prince's Jewelry Store**  
20 Linden St.

—D—

## FREE

1 Long Handled Applier with  
½ gallon Glo-Coat.....\$1.59

## Free

2/3 Pint Furniture Polish with  
½ gallon Glo-Coat.....\$1.59

## Free

1 Long Handled Applier with  
2-lb. Tin Paste-Wax.....\$1.00

For Johnson Wax and Polish

**Beard's**

93 Castle Street      Phone 2651

—D—

**Three Beautiful Portraits**  
for only  
**\$5.00**

See them in our window this week.

**The Stewart Studio**  
41 Seneca Street      Dial 2183

## "MUNSINGWEAR" LADIES' HOSE



Choose your stockings from our new assortment of Munsingwear Hosiery. You'll find the shade you want—and the price you'll want to pay. Munsingwear quality in every stitch. Ringless . . . flawless . . . really exquisite hose.

**79c** Pair

**Baker & Stark, Inc.**  
CASH & CRYSTAL CLOTHIERS  
GENEVA, N. Y.

## CHICKEN SUPPER AT SENECA CASTLE

In the Grange Hall, Seneca Castle, on Thursday evening, Nov. 18, at 6 o'clock, the ladies of the Presbyterian Church will hold their annual sale and serve a chicken supper. The public is invited.

—O—

We propose leaving a few problems for posterity to solve.

## International Custom Clothes Pure Wool!

The first lesson in ordering Made-to-Measure Clothes is to insist on Fabrics of Pure Wool Quality.

**Suits   Topcoats   Overcoats**  
**A. P. Petersen   Custom Tailor**  
476 Exchange St.

—D—

Look your best for Thanksgiving Festivities! Ask for an individual **Coiffure** . . . **Stardust** is lovely for evening wear . . . Also, "Special" price on application of **Nail Polish**.

**Rose Beauty Shop**  
(over Regent Theatre)  
Dial 5827

—D—

Shop early and you will find a more complete selection of Holiday Gifts for the Children!

**The Julia Elizabeth Shoppe**  
18 Linden St.

A small deposit will hold any article until Christmas!

—D—

## "Tweed"

For personal use, Christmas Gifts!

**Perfume      Toilet Water**  
**Face Powder   Bath Powder**  
**Soap**

All items are popularly priced

**McCarthy's Pharmacy**  
162 Castle St.

—O—

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

**"Dorothy"**

# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Drief Beef with Macaroni

Cook 1 cup short cut macaroni. Separate  $\frac{1}{4}$  pound dried beef, and place in buttered baking dish, alternately with the macaroni. Cover with 2 cups of seasoned cream sauce, sprinkle with buttered crumbs and bake 30 minutes in moderate oven.

B. G., Hogarth Ave.

## Fruit Salad Dressing

Juice of 1 orange  
Juice of 1 lemon  
 $\frac{1}{4}$  cup sugar  
Butter size of walnut  
2 eggs well beaten  
Boil ingredients until quite thick, remove from stove and cool. When ready to serve add 1 cup of whipped cream.

Mrs. R. M., Sharon St.

## Cider Punch

1 pt. cider  
2 to 6 tablespoons sugar (depending on sweetness of cider)  
Juice of 4 oranges  
2 limes or 2 lemons sliced  
Mix ingredients and let stand 2 to 3 hours. At serving time, add  $\frac{1}{2}$  pint ice water, 1 more pint of cider and 1 pint ginger ale.

V. G., Hogarth Ave.

## Apple Crisp

12 apples  
 $\frac{1}{2}$  cup water  
 $\frac{1}{2}$  teaspoon cinnamon  
 $\frac{1}{4}$  teaspoon nutmeg  
 $\frac{3}{4}$  cup sugar  
 $\frac{1}{2}$  cup flour  
 $\frac{1}{3}$  cup butter

Pare and slice apples, place in baking dish, add water and sprinkle with spices. With finger-tips work together, sugar, flour and butter until of consistency of crumbs. Sprinkle crumbs over apples and bake until brown and apples are well done. Serve with cream.

Miss D. E. R., R.D. No. 2

## Oatmeal Macaroons

2 tablespoons butter  
1 cup sugar  
2 eggs  
1 teaspoon almond extract  
 $2\frac{1}{2}$  cups rolled oats  
1 teaspoon baking powder  
 $\frac{1}{4}$  teaspoon salt

Cream butter, add sugar and then beaten eggs and flavoring. Add oats, baking powder and salt and mix well. Drop by teaspoonful on greased pans and bake 10 to 12 minutes in quick oven, 400°.

Mrs. J. A. M., Genesee St.

Let us show you the

## "COOLERATOR"

... the conditioned-air

REFRIGERATOR

## C. J. BRADY

RE-FILTERED  
CITY WATER ICE

110 Lake Street

Phone 2740

## SAUERKRAUT SUPPER

On Wednesday, Dec. 1, from 5 to 8 p.m., in the Odd Fellows Hall, Geneva, the ladies of the First Evangelical Church will serve a Sauerkraut Supper. Tickets are, adults 40¢; children 25¢.

A financial wizard was originally a person who perfectly understood the money and market pages.

## WEEK-END SPECIAL MULVEY'S

FRESH GROUND HAMBURG.....18¢  
OYSTERS, pint .....28¢  
FRESH FILLETS .....20¢

Phone 2712

We Deliver

Diamonds, Watches, Silverware, Jewelry

## SHOP EARLY FOR XMAS

Use Our "Lay Away Plan"

New Stock—Carefully Selected—  
Quality Merchandise—Reasonable Prices.

A small deposit will hold any article until Christmas.

## L. H. BARTH

86 Seneca St. Schine Theatre Bldg.

for THANKSGIVING

Flowers are not only appropriate, but they are such welcome expressions of the holiday spirit.

## Staley Flower Shoppe

84 Castle Street

Geneva, N. Y.

Phone 2105 . . (Nite 3969)

Member F.T.D.—Why not wire Flowers to a friend?

## 'BLUE' COAL - - SOLVAY COKE

FUEL OIL - MASON SUPPLIES

## P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle St. Phone 2393 and 2373 261 Exchange St.

Before installing any "Automatic Heat" System investigate the . . .

**MOTOR  
STOKOR**

## OVERCOATS . . .

for homes

## "COLONIAL TIMBERTEX SIDING"

for Comfort and Economy

## JOHN A. PONTIUS

Furnaces - Metal Work - Roofing

90 Elm Street

Phone 4575

# ROASTER

Lisk 16-lb. Capacity Self  
Basting

AND

# TURKEY

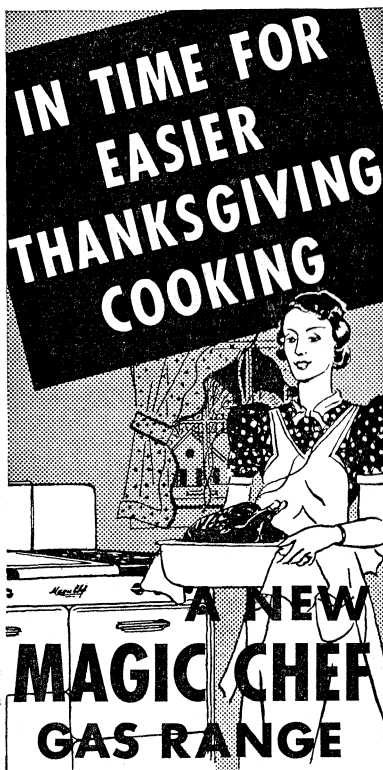
Dressed and ready for the  
roaster. 12-lb. Order from  
your favorite butcher.

# FREE!

with EVERY  
MAGIC CHEF GAS RANGE  
PURCHASED AT  
LARRISON'S —

FROM NOW UNTIL  
THANKSGIVING DAY.

This gift offer applies to all  
models priced from \$69.50 up.



# LARRISON'S

116 Seneca St. Geneva, N. Y.  
PHONE 2056

## What's Doing at "The Y"

**Friday Night Club:** The last meeting was held Friday at 7:30. The Club voted to meet twice a month. It will be a membership affair. The next meeting is scheduled for Friday, Nov. 19, at 7:30. There'll be games, many different types, and provisions will be made for those who would like to dance, and refreshments. A short business meeting. All young people not in High School, 20 years of age or over, living in Geneva, interested in joining should present their names to the Membership Committee, care of the Y. M. C. A. The membership is open to young men and women, married or single.

**Junior Comrades and Friendly Indians:** The Junior Comrades had their dinner last Saturday with 32 in attendance. Mrs. Guinan, Mrs. Smith and Miss Guinan prepared and served the dinner. The Friendly Indians will have a dinner Saturday, Nov. 20, which will be prepared and served by the mothers. All Friendly Indians expecting to attend should be signed up by Friday afternoon.

**Jolly Juniors:** On Nov. 27, the Jolly Juniors will go to the Museum in Canandaigua. There'll be a charge of 15¢.

## HERE IS THE LIST OF THEATRE TICKET WINNERS

... in our "Star Counting  
Contest" for the past week:

(See instructions on page 7)

(Geneva City)

Mrs. James D. Hickey, 10 Lyceum St.

Shirley Harrison, 603 So. Main St.

Mrs. Colley Burnett, 156 William St.

Mrs. Ruth Maher, 43 Sharon St.  
Helen M. Ferris, 24 Sherrill St.

(Outside Geneva)

Mrs. Clarence Radder, R.D. 3,  
Waterloo

Mrs. John J. Lynch, R.D. 2, Stanley

A typical American is one who yells for the government to balance its budget, and then borrows five dollars to scrape through until pay day.

Loneliness is something that can be eventually overcome by more of it.

For THANKSGIVING . . .

## LISK ROASTERS

98c to \$3.50

Wearever Aluminum Specials

## CARVERS

Large assortment to  
select from

PYREX GLASSWARE

## Dorchester & Rose

HARDWARE\*

Exchange at Seneca Phone 2496

"115 Years of Quality  
with Economy"

## "WISECRETE"

Mr. Home Owner:

We are introducing to you "Wisecrete"—for that wet or damp cellar. Unconditionally guaranteed to MAKE A WET CELLAR A DRY ONE . . . and all this is done FROM THE INSIDE — (a saving to you of at least one-half over other methods of waterproofing).

NOW IS THE TIME for that waterproofing job. Let us quote you our price. Prices quoted on jobs either inside or outside Geneva.

## NICHOLAS COBLIO

## CONTRACTOR

62 E. North St., Geneva, N. Y.  
Phone 5719



## RADIO FLASHES

by Ralph Le Brun



"Peek-a-boo!"  
**Portland Hoffa**  
 is back to heckle  
 Fred Allen  
 on Wednesdays  
 at the  
 usual hour,  
 of 9:00 p.m.,  
 over the  
 NBC Red network.  
 The  
 new series  
 opened in  
 Hollywood  
 where  
 Fred and Portland  
 are making  
 the  
 20th Century Fox  
 screen musical,  
 "Sally, Irene  
 and Mary".

Bobby Breen, youthful singing sensation adopted by Eddie Cantor in "Texaco Town", will return to the airwaves, after an absence of six months, as guest on the "Hollywood Showcase" program, broadcast over the Columbia network, Sunday, at 10 p.m. Bobby will introduce "Down Where the Trade Winds Blow" and "Hawaii Calls", two new tunes from the picture "Hawaii Calls".



## RADIO

TUBES, PARTS & SERVICE  
 for any make radio

**RALPH LE BRUN**

225 High St. Phone 6257

INSURANCE  
 AND REAL ESTATE

**FRANK A. SNYDER**

PHONE 6359  
 43 PULTENEY ST.  
 GENEVA, N. Y.

DEPENDABLE SERVICE

The Philadelphia Orchestra, with Alexander Smalens as conductor, will present Puccini's famous opera "La Boheme", in their regular weekly broadcast, Monday, at 9 p.m., over NBC-WHAM. Susanne Fisher will sing the role of "Mimi", Lucy Monroe will be heard as "Musetta", and Armand Tokatyan will sing "Rudolpho". The story of the opera will be told in its entirety during the hour broadcast, and as the narrative of the Bohemians in Paris of the 1840's unfolds, the singers will be heard in all the important music of the work.

Jane Cowl, one of the first ladies of the theatre, will play the title role in scenes from Maxwell Anderson's historical drama, "Elizabeth the Queen" during the presentation of the Kate Smith Hour on Thursday over the Columbia network, at 8 p.m.

Maude Adams, celebrated American actress, will be heard in her first radio interview during a broadcast (Continued on page 9)

Call us for Free Estimate on

**STORM SASH--STORM DOORS**

HIGHEST QUALITY --:-- LOWEST PRICES

**GEORGIAN BAY LUMBER CO.**

Railroad Place

Phone 2822

Geneva

We are taking in some

**-- FINE USED CARS --**

on sales of new 1938

De SOTO and PLYMOUTH

Come in . . . while the selection is good

**SENECA MOTORS**

209 Exchange Street

Phone 2613

## Thanksgiving Specials

LISK ENAMEL ROASTERS.....\$1.10 up

ELECTRIC TOASTERS, chrome plated, \$1.39

GRISWOLD MEAT and FOOD

CHOPPERS .....\$1.95

CARVING KNIFE AND FORK SETS,

\*colored handles .....\$1.95

**COONEY, WATTS & COONEY**

513 Exchange St.

HARDWARE

Phone 2170



## Shop Early for Xmas



Friday - Saturday

The picture that has everything

 Warner Joan  
 BAXTER in BENNETT  
 Walter Wangers
**"VOGUES OF 1938"**

in color

—Many reasons all day Sat.—

Sunday - Monday - Tuesday

SHE LIKED A  
GOOD TIME!
 Yet they  
 called her a  
 party wife who  
 wasn't fit to be  
 a mother!
**STELLA DALLAS**with **Barbara STANWYCK**JOHN BOLES  
ANNE SHIRLEYA UNITED ARTIST  
RELEASE

Added

Short

Subjects

Wed., Nov. 24, one day

GEORGE ARLISS in  
"DOCTOR SYN"

Many reasons all day

Thanksgiving Special

Midnite Show, Wed., 11:30 p.m.

Also Thur., Fri., Sat.

**"SHOP EARLY" DAYS**

(Continued from page 2)

Community News, George F. Bruzee, and the Bolin Music House, co-operating with the Retail Merchants' Division, are planning to sponsor programs of Christmas carols and other appropriate Christmas music on the afternoons of Friday and Saturday, Dec. 3 and 4.

These programs will be played over a public speaker system from a central point in the business section and further announcements regarding the time of the programs and the musical selections to be heard will be made later. Watch the Geneva Community News.

**Indian Area Large**

The Indian Service of the United States cares for a population of nearly 385,000 persons. Of this large number all but 20,000 or so are Indians. The others are the employees of the service and their families.

**Hatters Are Worried**

Worried because only one man in every seven in England goes bareheaded, London hatters are introducing "a really featherweight hat weighing two ounces or less—so light that the 'hatless brigade' will hardly realize they are wearing headcovering at all," according to their announcement.

**Where Endive Is Grown**

Almost the entire world's crop of endive is raised within a radius of 20 miles of Brussels. And this delightful tangy and crisp vegetable is a staple in the diet of the French and Belgian housewife. The average daily consumption of endive in Paris is 800,000 pounds, or 400 tons!

Lovers bless and dogs bark at the moon.

**QUICK STARTING  
WINTER "MOBILGAS"**

... shortens the starting period — catches on faster.

And MOBIL ARCTIC makes the engine easier to turn over.

ASK US about "Progressive Winter-proof Service"

**CARROLL'S Central Service**

Main St., opp. Armory Phone 2592

**ADVERTISING SPACE**

FOR NEXT WEEK . . .

NEXT THURSDAY  
IS THANKSGIVING

"The News" will be  
issued Wednesday.

Advertising copy must be in  
at once.

**The Perfect Gift . . .  
A DIAMOND**

Beautiful Diamonds in the newest  
solid gold or platinum mountings,  
\$9.95 to \$1,000.00

Engagement and Wedding Rings.

Special — Diamond, set in solid  
gold or platinum mountings,  
\$17.45 up

—CREDIT at CASH PRICES—

**S. A. GILBERT**  
JEWELER

510 Exchange St. Geneva, N. Y.

**FREE TICKETS TO SCHINE'S THEATRES—  
EACH WEEK**

Read each advertisement in this issue. Look for the stars (\*). A number of them are scattered among the different ads (throughout the entire issue). Make up a list of the firms in whose ads these stars appear.

Mail your list to "Star Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct—Two tickets each to Regent Theatre.  
Next four correct—One ticket each to Geneva Theatre.

NOTE—Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

# T. J. COMISKY

WINE AND LIQUOR STORE

"FERRERO" Imported Italian Vermouth, large bottle .....	99¢
"MT. VERNON" or "OVERHOLT" (new low prices) .....	\$3.25 qt.; \$1.67 pt.; 88¢ ½ pt.
"SILVER DOLLAR" (Seagram's New Bourbon, 2 years old) .....	\$1.00 pt.; \$1.95 qt.
"LOUISVILLE CLUB" Bourbon (33 months old) .....	\$1.00 pt.; \$1.95 qt.
"LAFAYETTE" Brandy (excellent for fruit cakes) .....	95¢ pt.; 50¢ ½ pt.
"ROCK 'N' RYE" (with Horehound Stick) .....	\$1.10 per pint

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

## = CLASSIFIED BUSINESS DIRECTORY =

### Auto Laundry

#### SIMONIZING

Preserve the finish on your car this Winter by having it Simonized now.

#### JERRY'S AUTO LAUNDRY

rear of Carroll's Central Service  
Main St., opp. Armory

Phone 2592

We Call and Deliver

### Auto Service

## ANTI-FREEZE

#### WE'LL PROTECT YOUR CAR

Ask us about anti-freeze protection. Leave your winter worries with us. See us now!



#### WEST END SERVICE

Hamilton St. foot of Bean's Hill

### Groceries

## BRENNAN'S GROCERY

31 John St.

Phone 4572

Free Delivery

#### BEER and ALE

All Kinds **\$1.99** per case  
(plus deposit)

Let US take care of your needs  
this Fall.

Will you kindly mention  
GENEVA COMMUNITY NEWS  
when buying from our advertisers?

### Meat

## JOE'S MARKET

226 Exchange St., next Geneva Baking Co.  
Phone 2027 Free Delivery

#### —: LOWER MEAT PRICES :—

#### Saturday Specials:

Home Made Italian Sausage.....	25¢
Home Made Pan Sausage,	
2 lbs. ....	45¢
Pork Roast .....	18¢
Lean Pork Steak, 2 lbs.....	45¢
Center Cut Pork Chops.....	28¢

#### STEAKS: Saturday only—

Round .....	25¢
Boneless Beef Stew.....	20¢
Fresh Ground Hamburg.....	18¢
We carry only WESTERN BEEF	

We will carry a full line of Turkeys, Chickens and Ducks for Thanksgiving . . . very reasonably priced.

### Moving - Storage

#### WE'LL STORE YOUR FURNITURE or MERCHANDISE

Reasonable Rates. Move you, too, if you desire. Our vans go anywhere, any time. All loads insured. Also have few odd pieces furniture for sale.

#### GENEVA MOVING & STORAGE CO.

C. A. Bissell, Pres.

99 Genesee Street

Phone 2182

MR. MERCHANT: Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

### Optometrist

GLASSES . . if you need them. We will tell you, if you don't.

We fit glasses, repair frames,  
replace broken lenses.

#### G. W. FLETCHER, OPTOMETRIST

Castle St. - Opp. City Hall

Office Phone 2292

Residence 2044

### Smoker's Supplies

TO GET MORE ENJOYMENT from your Pipe . . . come in and talk with our pipe expert who will give you all the facts about pipes . . . free of charge.\*

H. F. FOX, Tobacconist (Since 1870)  
476 Exchange next Kirkwood Hotel

### Watch Repairing

Phone 5566

Work Called for  
and Delivered

#### GEORGE E. DURKEE

Expert Watch, Clock, and  
Jewelry Repairing

22 Madison St.

Geneva, N. Y.

ONLY

5 WEEKS

TILL

CHRISTMAS

Consistent Advertising — in the  
Geneva Community News — pays.

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"Everybody is ignorant, only on different subjects."—*Will Rogers*.

"The cure for anything is salt water, sweat, tears or the sea."

"He is most cultivated who is able to put himself in the place of the greatest number of persons."—*Jane Addams*.

"Only a convict likes to be stopped in the middle of a sentence."

"Chaperone your cigarettes; they shouldn't go out alone."

"The car to watch is the car behind the one in front of yours."

"Diplomacy is the art of letting some one else have your way."

"Most troubles never happen."—*Lloyds motto*.

"To make trouble last spend plenty of time thinking about it."

(To be continued)

**Reduced \$20 for this sale ONLY!**

## 1938 SILVERTONE 8-TUBE A. C. CONSOLE

With PUSH-O-MATIC TUNING

10 Tube..1938 Performance..\$  
Electronic Tuning Eye .....  
Built-in Aerial Tuning .....  
10-inch Dynamic Speaker ... **40**

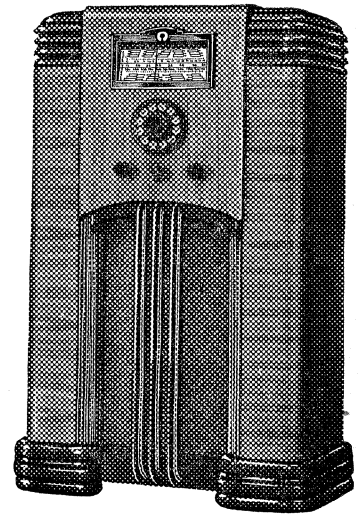
ACT  
QUICKLY

Quantity  
Limited

\$5 Down  
Delivers

**SEARS, ROEBUCK AND CO.**

GENEVA



### REGENT THEATRE ATTRACTIONS

Fri., Sat., Nov. 19-20: Two Big Features—Larry Crabbe and Gertrude Michael in "Sophie Lang Goes West"; also Gene Autry in "Round Up Time In Texas".

Sun., Mon., Nov. 21-22: Double Feature Program—The strangest picture ever presented . . . "Forbidden Adventure", with an all star cast; also James Dunn and Whitney Bourne in "Living On Love".

Tues., Wed., Nov. 23-24: Two Great Features — Irene Hervey and Kent Taylor in "The Lady Fights Back"; also Richard Cromwell and Helen Mack in "The Wrong Road".

Thurs., Fri., Nov. 25-26—Marsha Hunt and Gilbert Roland in "Thunder Trail"; also Added short attractions.

### "NOVEMBER" . . . the month for OVERCOATS

and we have them, too, in a wonderful variety of patterns, styles, and price . . . all the way from

**\$17.50 to \$40.00**

Newest in SUITS, also.....\$18.00 to \$35.00

Men's and Boy's Blouses - Mackinaws -  
Sweaters - Mufflers - Gloves

In fact . . . you'll always find just what you need in  
MEN'S AND BOYS' FURNISHINGS . . . reasonably  
priced . . . at

**WELCH'S**  
494 Exchange St.

### RADIO FLASHES

(Continued from page 6)

over NBC-Red network, Saturday, at 9 p.m. The broadcast, which will originate in the auditorium of Stephens College, where Miss Adams is teaching dramatics, will also mark the actress' debut as a stage director. The program will feature in addition to the interview, presentations of excerpts from "Chantecler", Edmonds Rostand's social satire in which Miss Adams scored a Broadway hit.

Not only do Lum and Abner write their scripts and play all the parts in the episodes, but they also do the sound effects . . . Conductor Raymond Paige has a recording of every broadcast he has ever made . . . Sidney Skolsky was a real estate agent in New York City before becoming a theatrical press representative and newspaper columnist . . . Nov. 13 marked the eighth anniversary of Gertrude Berg's career in broadcasting.

Some merchants . . . strange to say . . . seem to be always trying to figure out reasons why people should not buy: others, why people should buy. Which ones, do you think are most successful? That's an easy one, isn't it?

### "Made Up" Their Veins

Within living memory fashionable French women "made up" their veins with a blue paint to enhance the whiteness and transparency of their skin; Japanese women perfumed their hair by sleeping on a wooden headrest in which incense was burned; and American women wore such long trains that they could not dance unless they brought their maids to carry the unwieldy extension around the ballroom floor.—*Collier's Weekly*.



## THE FUNNYBONE



### For Business Reasons

Teacher—Tommy, why do you spell bank with such a large B?

Tommy—'Cause pa said a bank was no good unless it had a large capital.

### Explained

Husband—Mary, here's a hair in this pie crust.

Wife—It looks like one of yours, Henry. It must have come off the rolling pin.

### A Gracious Gesture

"And you say these lifebelts are guaranteed by the company?"

"Absolutely, madam."

"But supposing I wore one, and went down for the third time?"

"In that case, madam the belt would become your own property."  
—*Montreal Star*.

### Mistaken Identity

Black—Hello, Smith! You've sure changed since prep school.

White—My name's not Smith and I never went to prep school.

Black—Migosh, Smith, you've changed even more than I thought!

### That's Just It!

"Madame, this shoe will fit like a glove."

"That's just the trouble. It ought to fit more like a shoe."—*Atlanta Constitution*.

### WHAT "EXRVAC" HAS DONE FOR 40 PEOPLE IN GENEVA

¶Abnormal falling of hair was arrested in nearly every instance after five hours of treatments.

¶After seven to ten hours of treatments "previous fuzz" usually begins to grow and to develop color.

¶Definite beneficial results in substantially all cases.\*

J. J. O'BYRNE

Hotel Seneca Barber Shop

"It pays to look well"

### Salesmanship

Amateur—Are these hollyhocks quick growers?

Salesman—I should say so; you just plant the seeds and jump clear!

### Angles or Cushions

Newlyweds—We'd like to see a living-room suite.

Salesman—Modern or comfortable?—*Philadelphia Bulletin*.

### Ouch!

Lotta Dough—Such terrible service! And you have the colossal gall to call yourself a lady's maid?

Maid—Not since I got this job, Madam.

### Return Trip

"I understand you talked to Jones about marrying his daughter. How did you come out?"

"Through the window."

### In the limelight

"She's a leading light in the pictures."

"Yes, that's right—shows people to their seats with a torch."—*Tit-Bits Magazine*.

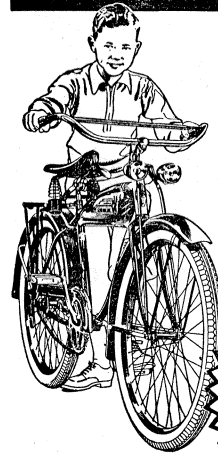
Discretion is usually little more than thinking twice.

## M. F. DEVANEY

CHRISTMAS and NEW YEAR GREETING CARDS

435 Exchange Street

## Goodrich BICYCLES



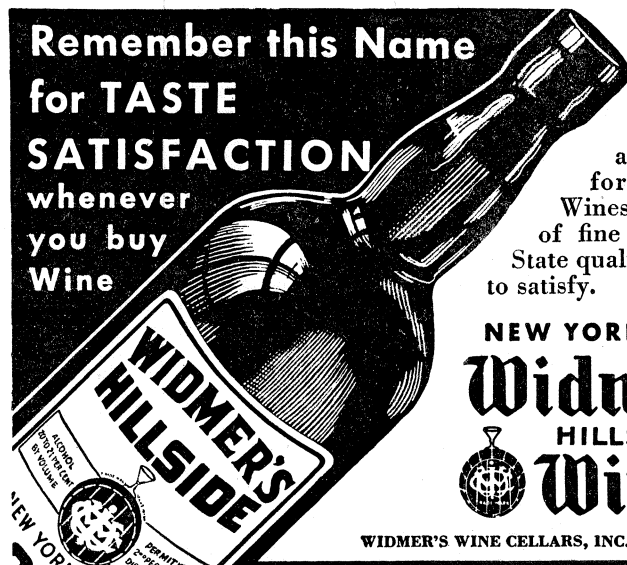
● If you want the smoothest riding — smartest looking — most complete bicycle your money can buy, see this new Goodrich sensation. You can buy it on our Liberal Credit Plan on payments to suit your purse. See it today.

**EASY TERMS**

## Economy Auto Supply

Andrew L. Schaidler, Owner  
469 Exchange St. Geneva, N. Y.  
PHONE\*2482

Remember this Name  
for TASTE  
SATISFACTION  
whenever  
you buy  
Wine



Remember always to ask for Widmer's Wines and be sure of fine New York State quality—certain to satisfy.

NEW YORK STATE  
**Widmer's**  
HILLSIDE  
**Wines**

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

### 15 Uses for Walnut Shells

Fifteen uses have been found for ground walnut shells, including use in roofing paper, in rubber compositions and as a filler in mechanics' soaps and dynamite.

### Dance Until Pay Is Raised

As a protest against a reduction in wages girls employed in a collar factory at Derry, Northern Ireland, staged a stay-in strike and danced and sang until their terms were met.

Sometimes the great must envy nobodies whom the public let alone.

### Used Radio Sale!

Philco - RCA - G.E. - and others  
\$6.00 and up

### GENEVA RADIO SERVICE

275 Castle St. Phone 4537

### WHAT ARE YOUR HEATING PROBLEMS?

Consult . . .

### Homer R. Ostrander

Rear 70 Colt St. Phone 3976

regarding . . .

New Furnaces, Furnace Repairs, Smoke Pipes, Air-Conditioning, Gas and Oil Heating Installations.

### "FULL VALUE"

. . . for your old tires  
in trade for

### GENERAL DUAL 10

"The Safest Tire on  
the Road Today"

### FINK'S SUPER-SERVICE STATION

Lake Street

Phone 2448

## COURAGE *that* CONQUERS



● The early Pilgrims did not dodge difficulties. They faced their problems squarely. They had the courage to conquer!

Our cash loan plan makes it possible for you to work your way out of difficult financial situations. You can get the cash you need on your personal security and signature. No one else need sign the papers. Repayments arranged to fit your income and suit your convenience.

Anyone—married or single—with a steady income can use this dignified plan to secure extra cash. Check over your money needs—then come in and talk it over.

\$30 — \$300 on Household Goods, Co-maker and Auto.  
Come in, write, or phone 2334.

"Loans Made In Nearby Towns"

### LOAN SERVICE CORPORATION

34 SENECA ST., 2nd FLOOR—OVER KEILTY'S DRY GOODS

### Teach Bagpipe Tooting

Throughout Scotland a number of free schools will open during this year to teach only the bagpipe in order to prevent the youth of the nation from losing interest in Scotland's national historic music.

### Feeding Trees

Apple trees which do not obtain sufficient nourishment through their roots are "forcibly fed" in England by means of glass tubes inserted into the trunks and through which a preparation containing phosphate of potash and other chemicals is introduced.

### Apricots Now War Material

The latest war industry to bring wealth to Australia is that of growing apricots. The discovery that a material for powerful explosives exists in all stones has created a greater demand for apricots there than can be supplied.

### Accommodating

Diner—Have you any wild duck?

Waiter—No, sir, but we can irritate a tame one for you.

PHONE 2127

### Wilson & Johnson

\*for the Very Best in  
MEAT - CHICKENS - TURKEYS

261 William St. Plenty of Parking Space

### IS YOUR RADIO IN PROPER CONDITION

for you to hear the

WONDERFUL NEW  
RADIO PROGRAMS

now on the air?

Our repair work is guaranteed  
and must give satisfaction.

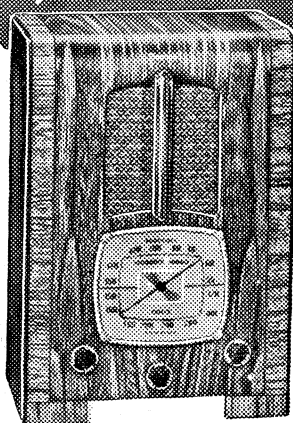
### GEORGE F. BRUZEE

23 E. Castle St. Phone 6522

Public address systems for sale  
and for rent.

- Look at its **STYLE!**
- Hear its Rich **TONE!**
- Compare its **VALUE!**

**Emerson**  
"MIRACLE  
5"



**Famous**

### EMERSON Model R-156

• Brings in American Broadcasts, Police Calls, Amateur and Aeroplane Stations.

• 5-Tube AC Superheterodyne—with all modern features, such as Automatic Volume Control—Tone Control—Dynamic Speaker—3 Watts Output—EXCLUSIVE Gemloid Indirectly Lighted Dial.

• Deep resonant tone—"Re-Creates the Artist in Your Home."

• Hand-rubbed cabinet, top and front of beautifully figured walnut.

**AND NOW . . . ONLY**

**\$22.95**



Come in--and see what outstanding values you get in a wide selection of Emerson Models.

**SEAGERS**

104 Seneca St.

Phone 2463

### Ding-Dong

Bashful Bunny—Er-er-what you say, Miss Dolly, if I should give you a kiss?

Dolly—at last!—*Detroit News*.

### Minimum Wage Defined

In its new law China defines the minimum wage as one that enables a worker to support himself and two members of his family.

## ANOTHER BIG "WEEK END SPECIAL"

-: at the -:

### GENEVA PRODUCE MARKET

"A Market for the Thrifty"

FRIDAY and SATURDAY, Nov. 19-20

A "GENEVA PRODUCE BAG" containing . . .

1 pk. Potatoes  
3 lb. Carrots  
3 lbs. Beets  
3 lbs. Turnips  
1 Cucumber  
1 lb. Cranberries  
2 bunches Celery  
1 head Lettuce  
1 head Cabbage

95¢ VALUE

ALL FOR

**69c**

WHILE THEY LAST! ONE BAG TO EACH CUSTOMER!

**STOCK UP FOR THANKSGIVING!**

Other Specials — this week!

Grade A EGGS (whites).....38¢ doz.

CRANBERRIES (the well-known "Eatmor" brand), 2 lbs., 25¢

GRAPES—California—"Emperor" brand.....4 lbs., 25¢

HUBBARD SQUASH .....1½¢ lb.

ONIONS (fancy) .....10 lbs., 19¢

**GENEVA PRODUCE CO.** E. J. NORMAN,  
Mgr.

(Wholesale & Retail)

on Geneva Refrigerating Grounds—next to American Can Plant,  
Ave. D PLENTY OF PARKING SPACE

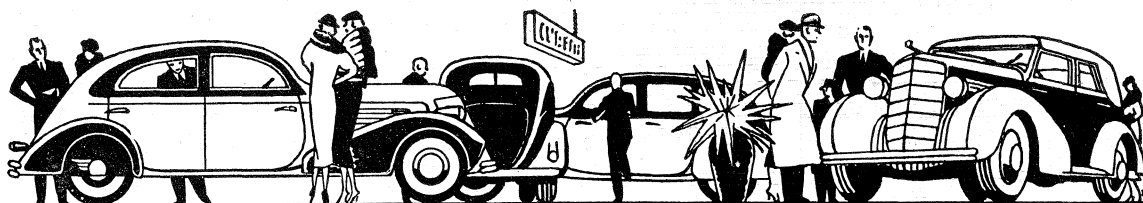
Open Week Days—7 a.m. to 9 p.m. Sundays—1 to 6 p.m.

PHONE 2152 — WE DELIVER

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., NOVEMBER 24, 1937

## GOOD USED CARS



- .... No Down Payment Required
- .... 30 Days Before 1st Payment is Made
- .... As Long as 20 Months to Pay
- .... No Insurance Required

We will finance a Used Car for you without a down payment--  
providing the net price is \$300 or less --

A car balance of \$ 80.00 would be \$ 5.38 a month

100.00	"	"	6.72	"	"
150.00	"	"	10.08	"	"
200.00	"	"	13.40	"	"
300.00	"	"	19.90	"	"

This is in cooperation with the Automobile Dealers in Geneva  
and Surrounding Territory --

The present balance on your car can be re-financed for smaller  
payments.

Come in . . . Write or Phone 2334

### LOAN SERVICE CORPORATION

34 Seneca St.

Geneva, N. Y.

"LOANS MADE IN NEARBY TOWNS"



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., NOVEMBER 24, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Deliveries also made in Ovid, Willard, Waterloo, Phelps, Stanley, Hall, Seneca Castle, and on R.F.D. routes out of Geneva, Phelps, Stanley, and Waterloo.

—o—

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

**A WELL-TRAINED LIFE INSURANCE ADVISOR** may increase the Efficiency of your present Life Insurance.

**LAVERNE F. DARLING**

Life Insurance & Annuity Service  
Geneva Trust Bldg. Phone 2184

**G. H. PRINCE**

20 Linden Street Phone 2685

Watch, Clock and Jewelry Repairing  
and Picture Framing

**COMPLETE  
AUTO ELECTRIC**

and Speedometer  
**SERVICE**

**CAR HEATERS  
BATTERY SERVICE**

Come in . . .

**HAVE YOUR CAR  
"WINTER-CONDITIONED"**

**CHARLES E. COOL**

61 Geneva St.

Phone 2050

Shop Early for Xmas

## "SHOP EARLY"

Once more jolly Christmas rolls around.

But . . . "Shop Early" this year and save headaches and disappointments by not waiting until "the last minute". Start making up your Gift list NOW!

And make a note of the fact that Friday and Saturday, December 3 and 4 are "Shop Early" Days in Geneva.

While many Christmas sales are already being reported . . . Toys, Jewelry and some other merchandise now on display and stores taking on a Holiday appearance . . . the Geneva merchants, under the leadership of the Merchants' Division of the Chamber of Commerce, are perfecting plans to have everything in readiness for complete displays, and holiday decorations up in stores and on city streets, by the dates above mentioned.

You can count on the Geneva merchants to help you make this December 25 a real "Merry Christmas"! The merchants have combed the markets and are assembling in their stores hundreds of lovely "givable" things. Grand gifts for the most favored of your friends or relatives—perfect solutions for Aunt Emily or Uncle John . . . the most stunning collection of "fussy" or practical gifts that ever slipped out of lovely packages on Christmas morning!

And remember . . . these will all be ready and waiting for your inspection on "Shop Early" Days, Friday and Saturday, Dec. 3 and 4.

**BRING YOUR  
REPAIR WORK TO US**

We have on our staff an expert tailor, available to you for all kinds of repairs on Ladies' and Gents' Clothing.

**FOOTE'S CLEANERS**

78 Castle St.

Phone 2910

New Cleaning Price on Skirts, 40¢  
(Pleated Skirts Slightly More)

As announced last week, the Geneva Community News, George F. (Continued on page 5)

**XMAS CARDS . . . SELECT NOW**

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4797

**CARPENTER and BUILDER**  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given—free

**\$20  
FOR YOUR OLD RADIO**

on

\$59.95

"Grunow" Automatic Cabinet  
\*Radio

You pay \$39.95

**BOLIN MUSIC HOUSE**

**Delays are  
Costly . . .**

**AT THIS TIME OF YEAR**

Don't let a hard freeze catch you with your car unprepared.

Drive in today for Winter Oil and Lubrication.

**RICKELS**

**SERVICE STATION**

Lake Street

Phone 2920

# ★ DOROTHY GOES SHOPPING ★



Phone 3533 . . .

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

**Practical Gifts for Christmas at  
The Julia Elizabeth Shoppe**  
18 Linden St.

Fine selection of **Dresses**, sizes  
1-16. Cotton, Silk, Velvet . . . .  
**Brother 'n' Sister Outfits with Big  
Sister Dress** to match.  
Early shoppers have best choice!

—D—

Say "**Merry Christmas**" with a  
**"Gift Certificate"** from  
**The Rose Beauty Shop**  
(over Regent Theatre)  
What Gift could be more appealing  
than a new **Permanent** or several  
other **Beauty Treatments**.  
Dial 5827

—D—

Mistaken Elmer—thinks he can't  
. . . but he can have his watch re-  
paired by an expert at a very rea-  
sonable price.

G. H. Prince  
**Prince's Jewelry Store**  
20 Linden St.

—D—

Plaids are tops for winter. One  
two-piece frock has a merry plaid  
front but the back, sleeves and skirt  
are of plain material.

**McCarthy's Pharmacy**  
162 Castle St.

have a complete stock of  
**Christmas Greeting Cards**  
and advise you to make an early  
selection. Many beautiful designs  
to choose from.

—D—

**International Custom Clothes**  
Pure Wool!

The first lesson in ordering Made-  
to-Measure Clothes is to insist on  
Fabrics of Pure Wool Quality.

**Suits Topcoats Overcoats**  
**A. P. Petersen Custom Tailor**  
476 Exchange St.

—D—

It is important to have at least  
one printed daytime frock.

—D—

## FREE

1 Long Handled Applier with  
½ gallon Glo-Coat.....\$1.59

Free

2/3 Pint Furniture Polish with  
½ gallon Glo-Coat.....\$1.59

Free

1 Long Handled Applier with  
2-lb. Tin Paste-Wax.....\$1.00

For Johnson Wax and Polish  
**Beard's**  
93 Castle Street Phone 2651

**Three Beautiful Portraits**  
for only  
**\$5.00**

See them in our window this week.

**The Stewart Studio**  
41 Seneca Street Dial 2183

—D—

**Special for Thanksgiving**  
Serve an **Ice Cream Cake** made  
of Butter Pecan Ice Cream, deco-  
rated with Frozen Whipped Cream.  
**Bulk Fro-joy Ice Cream**  
**Ginger Ale Club Soda**  
**Lime Rickey**  
**The Corner News**  
cor. Main & Castle St.

—D—

Will you kindly mention the  
"Dorothy Goes Shopping" page of  
THE GENEVA COMMUNITY NEWS  
when making purchases from any of  
the advertisers in these columns?  
**"Dorothy"**

—O—

## Now, That's the Question

"Better be careful."  
"What for?"  
"The worm will turn."  
"What can a worm do if he does  
turn?"

—O—

## Good Prescription

"Doctor, how can I prevent my  
husband from talking in his sleep?"  
"Give him a few opportunities in  
the daytime."—*Philadelphia Bulletin*.



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Beet and Carrot Relish

- 4 cups chopped cabbage
- 4 cups chopped cooked beets
- 4 cups chopped raw carrots
- 1 cup grated horseradish
- 3 cups sugar
- 5 cups vinegar
- $\frac{1}{3}$  cup salt
- 1 teaspoon paprika

Mix ingredients, bring slowly to boiling point and allow to boil for 1 minute. Pour in hot jars and seal immediately.

A. B. O'C., Main St., Waterloo

## Dixie Dinner

- 1 pound ground raw smoked ham
- $\frac{1}{4}$  cup bread crumbs
- 1 small onion, minced
- $\frac{1}{2}$  cup raw rice
- $\frac{1}{2}$  green pepper, diced, dash of black pepper
- 3 cups of canned corn and tomatoes

Combine ham, bread crumbs, onion and black pepper. Form into patties and brown in frying pan. Add rice, green pepper, corn and tomatoes. Cover skillet and cook until steam comes from vent, then turn very low and complete cooking, total time about 45 minutes. Serves 4.

Mrs. G. C., William St.

## Peanut Butter Bacon Sandwich

Spread 6 slices of toast with mixture of  $\frac{1}{2}$  cup peanut butter,  $\frac{1}{3}$  cup grated nippy cheese. Top with diced bacon and broil until bacon is crisp.

E. C., Genesee St.

## Hermits (drop cookies)

- 2 cups brown sugar
- $\frac{3}{4}$  cup butter (or other shortening)
- 2 eggs, well beaten
- 1 teaspoonful soda in  $\frac{1}{2}$  cup boiling water
- 3 cups flour
- 1 cup raisins and nuts, chopped
- $\frac{1}{2}$  teaspoon salt
- 1 teaspoon cinnamon
- $\frac{1}{8}$  teaspoon each allspice and cloves

Vanilla

Mix in order given and drop by spoonfuls on greased baking sheet. Bake in moderate oven.

Mrs. W. R., R.D., Geneva

We'd rather have a bronze statue that is bad art erected to our memory than no statue at all.

Shop Early for Xmas

Let us show you the

**"COOLERATOR"**

... the conditioned-air

REFRIGERATOR

**C. J. BRADY**

RE-FILTERED  
CITY WATER ICE

110 Lake Street

Phone 2740

Brains in a little town are often neglected and in the big city often never discovered at all.

It's sentiment that makes one pay for the mountainous repairs on a house after it is 60 years old.

**MULVEY'S**

PHONE 2712

We will have the finest selection of Poultry available for your Thanksgiving Dinner

70 N. Genesee Street

We Deliver

**CHRISTMAS IS ONLY  
FOUR WEEKS AWAY —**

The wise buyer will shop early!

**Diamonds - Watches - Jewelry**

Make your choice from our  
Selected Stock of

Quality Merchandise

A small deposit will hold 'till Christmas

**L. H. BARTH**

86 Seneca St. Schine Theatre Bldg.

**BAUMGARTNER'S  
FOOD STORE**

Quality Foods — Chain Store Prices\*

THANKSGIVING SPECIALS:

FRESH EGGS, Pullets, doz.....28¢  
Ivanhoe MINCEMEAT, 2 pkgs.....17¢  
DIAMOND WALNUTS, lb.....20¢  
POTATOES, peck .....19¢  
SWEET CIDER, in your container,  
gal.....30¢  
FRUIT COCKTAIL, per can.....14¢  
JELLO, assorted flavors, pkg..... 5¢  
ORANGE, LEMON, and CITRON,  
pkg. .... 9¢  
Kraft SALAD DRESSING, pint.....25¢

—: OPEN THANKSGIVING :-

— Top of Bean's Hill at edge of city —

PHONE 2546

WE DELIVER

**'BLUE' COAL - - SOLVAY COKE**

FUEL OIL - MASON SUPPLIES

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 2393 and 2373 261 Exchange St.

Before installing any "Automatic Heat" System investigate the . . . .

**MOTOR  
STOKOR**

THERE IS STILL TIME . . .

to have one of those fine  
**COPPER BOUND ROOFS**  
put on before bad weather sets in

**JOHN A. PONTIUS**

Furnaces - Metal Work - Roofing

90 Elm Street

Phone 4575

**"SHOP EARLY"**

(Continued from page 2)

Bruzee and Bolin Music House are to sponsor, in co-operation with the Retail Merchants' Division, a broadcast of Christmas music. A public address system is to be set up on top of the Dorchester & Rose block in the center of the business section and from there you will hear "Adeste Fideles", "Hark the Herald Angels Sing", "Oh Little Town of Bethlehem" and others of your favorite Christmas selections. Tentative arrangements are for a program from 4 to 4:30 p.m., Friday afternoon, and 4 to 4:20 Saturday afternoon and 7 to 7:20 Saturday evening. See next week's "News" for definite announcements.

On Thursday, December 2, "The News" will issue a special "Shop Early" edition, which will cover not only our usual large distribution, but a considerable additional territory as well.

With our issue of Dec. 2 each copy—delivered on all routes covered by our own carriers (that is, not sent by mail)—will contain an insert bearing a special Christmas message from the Merchants' Division.

Watch for next week's "Shop Early" edition of the Geneva Community News.

—O—

"Schemes" are not to be depended on; but people are. Give us one real man to half a dozen untried "ideas."

**THANKSGIVING SALE!**

ALL THIS WEEK

**Dining Room Furniture**

in

— Period and Modern Styles —

MAHOGANY

WALNUT \* MAPLE

**\$79.00 to \$224.00****WHEELER'S**opposite  
Post Office**A Thanksgiving Prayer**

*For what we have, though small it be,  
We thank thee, Lord.  
For the simple joys of serenity,  
We thank thee, Lord.  
For the gentle touch of the friendly hand  
Of those who love and understand,  
We thank thee, Lord.*

*Of all thy gifts the greatest three  
Are friendship, love and fidelity.  
Let others pray for the harvest's yields,  
For the golden grains of the fruitful fields,  
Humbly our prayer to thee we send  
That when we've reached our journey's end,  
Someone may say, "Farewell, good friend."*

W.P.R.



From Kansas City Times

**HERE IS THE LIST OF THEATRE TICKET WINNERS**

... in our "Star Counting Contest" for the past week:  
(See instructions on page 7)

(Geneva City)

Mrs. Charlotte Lahr, 34 Dorchester Ave.

Mrs. B. F. Butler, 98 Hamilton St.

Winifred E. Badgley, 164 S. West St.

Mrs. Gordis Henning, 22 Argyle St.

Mrs. Dominick Lally, 124 Andes Ave.

(Outside Geneva)

Mrs. A. F. Berlin, R.D. 3, Waterloo

Billy Woods, Willard

ORDER  
A SUPPLY  
OF\***D & H Hard Coal**

or

**Semet-Solvay Coke**and you will have no fear of  
cold weather

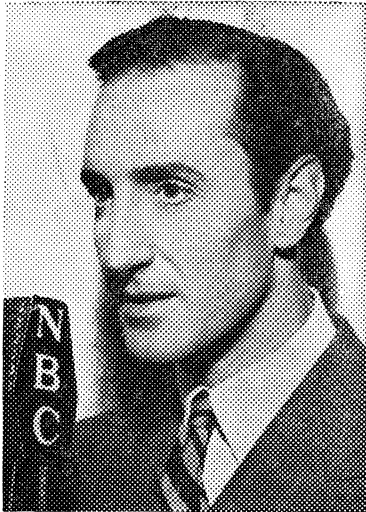
CALL

**RAPALEE'S****Phone 2221**



## RADIO FLASHES

by Ralph Le Brun



**Basil Rathbone**, "dyed in the wool" movie villian, will step out of that character into his own on Feg Murray's "Seeing Stars" program on NBC-WHAM, Sunday, at 7:30 P.M. Rathbone's hue and cry against the movie studios is that they never let him play a sympathetic part.

That's why he says he prefers radio where his true character may be aired. Feg Murray will dramatize fascinating phases of Rathbone's life. The actor will then be called to the microphone to complete his ether etching himself. The Bakers' Broadcast also features the singing of Harriet Hilliard and Ozzie Nelson's orchestra.

The story of Thanksgiving from the Pilgrim days in which its ideals were founded will be told in melody when Victor Bay directs his "Essays in Music" program over the Columbia network, Thursday, at 10:30 p.m. After an appropriate introduction based on the Largo movement from Dvorak's "From the New World" symphony, pictures of Indian life and the arrival of the Puritans will be drawn with two MacDowell compositions, "From an Indian Lodge", and "A. D. 1620". Then the early victory of the Indians over the Pilgrims will be symbolized with Skilton's "Indian War Dance", to be followed by a contrasting description of the first harvest and the establishment of peace with the Indians in "Old Hundredth", from the Ainsworth Psalm Book, 1612.

On Friday, at 11 a.m., the Magazine of the Air will present Angelo Patri, noted child authority, who will give advice to parents, as guest of the day. The usual

members of the cast, Frank Cromit, Julia Sanderson, Bill Adams, food editor; B. A. Rolfe's Orchestra, are on hand in addition to another episode of "Carol Kennedy's Romance".

On Saturday, at 1:15 p.m., over the Columbia network, Ted Husing will give a play-by-play description of the annual football game from the Municipal Stadium in Philadelphia between the Cadets of West Point and the Middies of Annapolis.

A new musical comedy series which will star Harry Conn, well-known comic artist, with a supporting cast of 40 and Mark Warnow's Orchestra, will be given when "Earaches of 1938" is broadcast over the Columbia network, Sunday, at 8:30 p.m. Conn turns his talents to radio for the first time as a featured performer in the unique position of a comedian who writes and tells his own jokes. Vaudeville audiences for seventeen years applauded his drollery as vehemently as radio audiences have been laughing at the humor he has put in the mouths of today's leading network stars. Since his last appearance as a tap dancer and comedian in 1922 on the Pantages circuit, Conn has been writing funny lines for radio's funniest personalities.

A prophet that has to say "I told you so" after every verification of his prophecy is without honor in his own country.

Safe driving will permit the sending of the ever-welcome message. "Arrived safely after pleasant trip."

## "That's Just the Car I've Been Looking For" . . .

is what many buyers of USED CARS say when they come to Seneca Motors.

YOU, TOO, WILL UNDOUBTEDLY FIND—HERE—THE KIND OF USED CAR YOU ARE LOOKING FOR.

## SENECA MOTORS

-- De SOTO — PLYMOUTH --

209 Exchange Street

Phone 2613

## The Ideal Xmas Gift

NEW HAMILTON BEACH FOOD MIXER

With all these features—Bowl control . . . shifts bowl so beaters are in any position desired, (insures thorough mixing).

Any speed desired. Steady full power at all speeds . . . Controlled by a single switch.

One-Piece Guarded Beaters . . . PRICE \$19.90

Be sure and see this new Hamilton Beach Mixer now.

## COONEY, WATTS & COONEY

513 Exchange St.

HARDWARE

Phone 2170



## RADIO

TUBES, PARTS & SERVICE  
for any make radio

**RALPH LE BRUN**

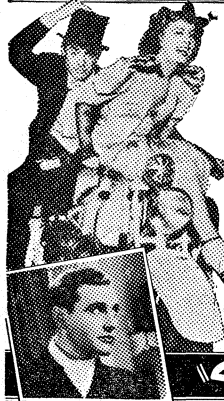
225 High St.

Phone 6257

Shop Early for Xmas

**SCHINE'S**  
**GENEVA**

**SPECIAL MIDNITE SHOW**  
 Wed. Eve., 11:30  
 Thanksgiving - Fri. - Sat.



They've Got  
the Whole  
Town  
Agog with  
Glee!


**IRENE  
DUNNE  
CARY  
GRANT**

IN  
*"The  
Awful Truth"*

with  
Ralph BELLAMY  
Alexander D'Arcy

Added:  
Popeye Cartoon  
Pete Smith  
Oddity

**24 HOURS OF THROBBLING LIFE!**  
**IN THE WORLD'S  
MOST EXCITING  
CITY!**



**THUNDERING FURY!**  
**"DEAD END"**  
 with  
**Sylvia SYDNEY  
Joel MCCREA**  
 HUMPHREY BOGART  
WENDY BARRIE  
A UNITED ARTIST RELEASE

SUN.

MON.

TUE.

**CHRISTMAS CAROLS**

and other appropriate Christmas music . . . to be broadcast from atop Dorchester & Rose block, Exchange and Seneca Streets, "Shop Early" Days, Friday and Saturday, Dec. 3 and 4 . . . under sponsorship of Geneva Community News, Geo. F. Bruzee and Bolin Music House, in co-operation with Retail Merchants' Division of Geneva Chamber of Commerce.

**No Rubber Heels**

Diner — What's this leathery stuff?

Waiter—That is filet of sole, sir.

Diner—Well, take it back to the kitchen and see if you can't find me a nice piece of upper with the buttons off.—*Pearson's Weekly*.

**ADVERTISING SPACE**

Copy must be  
in immediately  
for next week's  
special  
"Shop Early"  
edition of  
"The News".

**AT LAST!**  
**WORKLESS WASHDAYS!**  
**"BENDIX"**  
**HOME LAUNDRY**

Washes . . Rinses . . Damp-dries  
Automatically

Without hands ever touching water

Now on display at . . .

**W. C. DEMMING CORP.**  
 505 Exchange St. Phone 2998

**MEN'S SCARFS,**  
 Silks and Wools....\$1.00 up  
**FLANNEL PAJAMAS,**  
 .....\$1.00 and \$1.65  
 Men's 10% Wool\* .....  
**UNION SUITS.....\$1.00**  
 Silk & Wool HOSIERY, 35¢

**R. J. IREDALE**  
**MEN'S FURNISHINGS**

461 Exchange St. Next Western Union

**BEAUTIFUL & LASTING**

Not just for special occasions  
—but every day in the week you  
will enjoy your table set with . . .

**SPARKLING CRYSTAL**  
 \$6.00 per doz. up

**EXQUISITE DESIGNS IN  
CHINA, \$6.95 Set up**

**BEAUTIFUL SILVER, \$12.95 up**  
 Credit Easily Arranged

**S. A. GILBERT**  
**JEWELER**

510 Exchange St. \* Geneva, N. Y.

**FREE TICKETS TO SCHINE'S THEATRES—  
EACH WEEK**

Read each advertisement in this issue. Look for the stars (\*). A number of them are scattered among the different ads (throughout the entire issue). Make up a list of the firms in whose ads these stars appear.

Mail your list to "Star Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

**FREE THEATRE TICKETS** will be mailed to persons sending correct list, as follows:

First three correct—Two tickets each to Regent Theatre.  
 Next four correct—One ticket each to Geneva Theatre.

**NOTE**—Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

## START YOUR THANKSGIVING FEAST WITH AN APPETIZER

"3 STAR" BRANDY..... $\frac{1}{2}$  pt., 45¢; pt., 85¢  
 KENTUCKY BOURBON (2 $\frac{3}{4}$  years old).....pt., \$1.00; qts., \$1.95  
 "WIDMER'S" Port - Sherry - Tokay - Muscatel.....35¢ up  
 IMPORTED VERMOUTH.....99¢ large bottle  
 WHISKIES and GINS.....69¢ up  
 "OLD PIONEER" Wine.....qts., 49¢;  $\frac{1}{2}$  gal., 89¢; gal., \$1.59

OPEN AS USUAL THANKSGIVING DAY

# T. J. COMISKY

WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

## = CLASSIFIED BUSINESS DIRECTORY =

### Auto Laundry

#### SIMONIZING\*

Preserve the finish on your car this Winter by having it Simonized now.

#### JERRY'S AUTO LAUNDRY

rear of Carroll's Central Service  
Main St., opp. Armory

Phone 2592

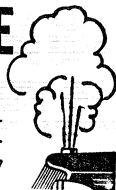
We Call and Deliver

### Auto Service

## ANTI-FREEZE

#### WE'LL PROTECT YOUR CAR

Ask us about anti-freeze protection. Leave your winter worries with us. See us now!



#### WEST END SERVICE

Hamilton St. foot of Bean's Hill

### Groceries

## BRENNAN'S GROCERY

31 John St.

Phone 4572

Free Delivery

#### BEER and ALE

All Kinds \$1.99 per case (plus deposit)

Let US take care of your needs this Fall.

Will you kindly mention  
GENEVA COMMUNITY NEWS  
when buying from our advertisers?

### Meat

## JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

THANKSGIVING and  
Week-end SPECIALS

## TURKEYS fine young Toms 31c lb.

Home Made Italian Sausage.....25¢  
 Pork Loin Roast.....22¢  
 Lean Pork Shoulders.....17¢  
 Tender Pot Roast.....19¢

#### TENDER STEAKS . . .

Round, Sirloin or Porterhouse, 25¢

### Moving - Storage

#### WE'LL STORE YOUR FURNITURE or MERCHANDISE

Reasonable Rates. Move you, too, if you desire. Our vans go anywhere, any time. All loads insured. Also have few odd pieces furniture for sale.

GENEVA MOVING & STORAGE CO.

C. A. Bissell, Pres.

99 Genesee Street

Phone 2182

MR. MERCHANT: Many a business with good possibilities has been lost because the owner did not believe in advertising. Don't make the same mistake. Phone 2108. GENEVA COMMUNITY NEWS.

### Optometrist

GLASSES . . if you need them. We will tell you, if you don't.

We fit glasses, repair frames,  
replace broken lenses.

#### G. W. FLETCHER, OPTOMETRIST

Castle St. - Opp. City Hall

Office Phone 2292

Residence 2044

### Smoker's Supplies

BEFORE MAKING YOUR XMAS SELECTIONS . . . see the best display in this State of "Everything for the Smoker".

H. F. FOX, Tobacconist (Since 1870)  
476 Exchange next Kirkwood Hotel

### Watch Repairing

Phone  
5566

Work Called for  
and Delivered

#### GEORGE E. DURKEE

Expert Watch, Clock, and  
Jewelry Repairing

22 Madison St.

Geneva, N. Y.

ONLY

4 WEEKS

TILL

CHRISTMAS

Consistent Advertising — in the  
Geneva Community News — pays.



## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"Praising a man's baby is an open sesame in any language."

"Never start a fight, but if you get in one finish it."

"No man knows how strong he is until he has faced his greatest trial."

"Fannie Hurst received 36 rejection slips from the Saturday Evening Post before she broke the ice."

"An adventure is an inconvenience rightly considered; an inconvenience is an adventure wrongly considered."

"He who laughs—lasts."

"If you brood over your troubles you'll have a perfect hatch."

"Even the things one likes best can be attained only by doing the things one hates most."

"Hope may travel far if faith gives her wings."

"Conceit is God's gift to little men."—Bruce Barton.

"We sometimes get the truth, even in an affidavit."—Chief Justice Hughes.

(To be continued)

Welcome



SANTA!

GENEVA "SHOP EARLY" DAYS

FRIDAY and SATURDAY  
DEC. 3 and 4

Sponsored by

RETAIL MERCHANTS' DIVISION  
GENEVA CHAMBER OF COMMERCE

**\$ — MONEY — \$**

deposited ON OR BEFORE

Friday, December 3

Will Earn Dividends from December 1

**Geneva Savings Bank**  
24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —

**FOR HIS CHRISTMAS GIFT  
... an OVERCOAT ... a SUIT**

**\$15.00 \$19.50 \$22.50 \$25.00 \$35.00**

(A deposit will hold)

INTERWOVEN HOSE.....39¢ (3 pr., \$1.10)

50¢ - 75¢ - \$1.00

BEAUTIFUL NECKWEAR.....50¢ - 95¢ - \$1.50

SHIRTS.....\$1.00 to \$4.00

MUFFLERS, large assortment of styles

and patterns.....50¢ - 75¢ to \$1.95

MACKINAWS and BLOUSES for MEN and BOYS

—: From a Man's Store :—

**WELCH'S**  
494 Exchange St.

Shop Early for Xmas

**USED  
CARS**



**HONEST VALUES . . .**

1937 CHEVROLET DeLuxe Touring Sedan  
(demonstrator)

1936 CHEVROLET Town Sedan

1936 CHEVROLET Coupe

1935 CHEVROLET Coach

1933 CHEVROLET Sport Roadster

1933 HUDSON Coach

Some other lower priced cars, with down  
payments as low as \$25.00

**TRUCKS . . .**

1936—1½ ton CHEVROLET

1931—FORD PANEL

**RUSSELL-HART CHEVROLET, INC.**

Phone 6621 604 South Exchange St. Geneva, N. Y.



## THE FUNNYBONE



### Extreme Love

He (under the bright light)—  
Dearest, I love you terribly.

She—You certainly do.

### Add New Main Spring

Alice—Nothing can mend a broken heart.

Berte—Except re-pairing.

### Early Retirer

Tramp (to the park-keeper) —  
You're sure that paint will be dry  
by ten? I want to turn in early to-  
night.

### Drowsy Crack

He waxed almost poetical. "Your  
hair—divine!" he said "Your eyes  
—I've never seen such dreamy  
eyes!"

She yawned. "You've never  
stayed so late before," she said.

### Well Spent

Mother — Why, Johnny, what  
have you done with all your mon-  
ey? Your money box is empty!

Johnny—Well, mother, yester-  
day was a rainy day, so I spent it.

### Deceived

"Why does your cook constantly  
sing the scale?"

"She hears my son playing them  
and thinks they are the latest popu-  
lar songs."

PHONE 2127

## Wilson & Johnson

for the Very Best in

MEAT - CHICKENS - TURKEYS

261 William St. Plenty of Parking Space

## M. F. DEVANEY

CHRISTMAS and NEW YEAR  
GREETING CARDS

435 Exchange Street

### He's No Centipede

Absent-minded Man—I want a  
pair of socks.

Clerk—What number?

Absent-minded Man—Why-ah-  
two, of course!

The secret of a lot of happy mar-  
riages is a lot of secrets.

Shop Early for Xmas

## IS YOUR RADIO IN PROPER CONDITION

for you to hear the

WONDERFUL NEW  
RADIO PROGRAMS

now on the air?

Our repair work is guaranteed  
and must give satisfaction.

**GEORGE F. BRUZEE**

23 E. Castle St. Phone 6522

Public address systems for sale  
and for rent.

## COLONEL CHEERIO

—: Says :—

WE HAVE A LARGE ASSORTMENT OF LIQUORS  
AND WINES FOR YOUR THANKSGIVING DINNER

"STATE SEAL" CHAMPAGNE.....\$2.25 5th  
NEW YORK STATE WINES.....49¢ 5th up  
CALIFORNIA WINES .....49¢ qt. up

—: We Deliver :—



## for TASTE SATISFACTION

with Thanksgiving dinner  
or any other time



NEW YORK STATE  
**Widmer's**  
HILLSIDE  
**Wines**

The fine New York State quality  
of Widmer's Wines will add a  
new zest to your Thanksgiving  
dinner — a new satisfaction to  
your enjoyment of wine any-  
where — anytime.

**WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.**

ALCOHOL 20-21% BY VOLUME

**Used Radio Sale!**

Philco - RCA - G.E. - and others  
\$6.00 and up

**GENEVA RADIO SERVICE**

275 Castle St. Phone 4537

**NEVER BEFORE . . .**  
SUCH AN OPPORTUNITY

Brand new enclosed delivery car—  
PLYMOUTH — run only 1700  
miles. Will sell at a BIG SACRI-  
FICE. Phone 2433.

**NEVER AGAIN . . .**  
SUCH AN OPPORTUNITY

Shop Early for Xmas

**WHAT ARE YOUR  
HEATING PROBLEMS?**

Consult . . .

**Homer R. Ostrander**

Rear 70 Colt St. Phone 3976

regarding . . .

New Furnaces, Furnace Re-  
pairs, Smoke Pipes, Air-Con-  
ditioning, Gas and Oil Heat-  
ing Installations.

**X-TRA  
ALLOWANCE**

. . . on your Old Tires

—: up to December 1 :—

in trade for the

**GENERAL  
DUAL 10**

**FINK'S  
SUPER-SERVICE STATION**

Lake Street

Phone 2448

**TURKEYS**

**FRESH, DRY PICKED . . .  
NOT FROZEN BIRDS**

1000 TO  
PICK FROM **29c** lb. DRESSED

**-- Open Thanksgiving --**

COMPLETE LINE MEATS AND GROCERIES  
CHICKENS, DUCKS and GEESE

**W. J. MILLER**

LYONS ROAD

OPEN 7 a.m. to 10 p.m.

Phone 2657

**REGENT THEATRE**

Thanksgiving day attraction:  
Thur., Fri.—Marsha Hunt and Gil-  
bert Roland in "Thunder Trail".

Saturday only: two feature pro-  
gram—William Hall and Anne Na-  
gel in "Escape by Night"; plus  
Charles Starrett in "Old Wyoming  
Trail".

Sun., Mon., Tues.—Jane Withers  
in "45 Fathers".

Wed., Thur., Dec. 1-2: two big  
features—Eric Linden and Boots  
Mallory in "Here's Flash Casey";  
plus Don Terry and Jacqueline  
Wells in "Paid to Dance".

—o—

**Alibi**

Lawyer—It would be better if  
you could prove an alibi. Did any-  
body see you at the time of the  
crime?

Client—Fortunately, no.

—o—

**Just Ordinary**

Guppy—What do you mean by  
going all around and telling people  
I'm a first-class idiot?

Blowtoad—I didn't say first-  
class.

—o—

**Come In**

"She's got a head like a door-  
knob."

"What do you mean?"

"Any man can turn it."

**In the Jail House**

Warden—What's your name and  
occupation?

Prisoner—My name is Spark.  
I'm an electrician and I was sent  
up for assault and battery.

Warden—Hey, Gerard, give this  
man a nice dry cell.

**"WISECRETE"**

Mr. Home Owner:

We are introducing to you  
"Wisecrete"—for that wet or  
damp cellar. Unconditionally  
guaranteed to **MAKE A  
WET CELLAR A DRY  
ONE . . .** and all this is done  
**FROM THE INSIDE** — (a  
saving to you of at least one-  
half over other methods of  
waterproofing).

**NOW IS THE TIME** for  
that waterproofing job. Let us  
quote you our price. Prices  
quoted on jobs either inside  
or outside Geneva.

**NICHOLAS COBLIO  
C O N T R A C T O R**

62 E. North St., Geneva, N. Y.

Phone 5719

## NEW CAKE CARRIERS WITH CUTTING BOARD

All Colors  
\$1.49

## KITCHEN STOOLS

heavy \$1.39  
durable

White - Green - Ivory - Red

WASTE CANS, 60¢ to \$1.00

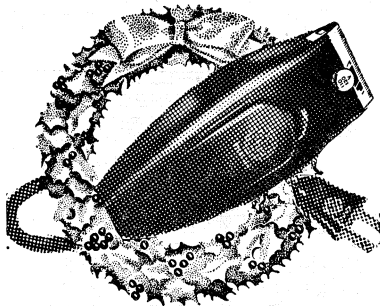
"WEAR-EVER" ALUMINUM  
SPECIALS

## Dorchester & Rose

HARDWARE

Exchange at Seneca Phone 2496

"115 Years of Quality  
with Economy"



Give him

### PRICELESS Shaving with a SCHICK

Give him a Schick and never again will he have to buy shaving creams, lotions or blades! Shaving will never again be an expense! And he'll always get clean, close shaves, without face irritation no matter how tough his beard or tender his skin. Schick can promise you these things—only the original Schick has the experience to know. \$15, AC or DC.

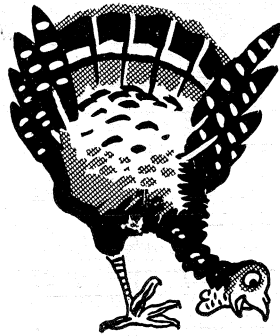
**SCHICK SHAVER**  
NO BLADES • NO LATHER

Over a Million in Use

**Seneca Drug Co.**

10-Seneca St. Phone 2263

WE DELIVER



**HERE'S  
SOMETHING  
TO GOBBLE  
ABOUT!**

*Thanksgiving*

"FRUIT  
AND  
NUT  
SPECIAL!"

**at the GENEVA PRODUCE MARKET**

WEDNESDAY and THURSDAY, NOV. 24-25

A "GENEVA PRODUCE BAG" containing . . .

1 doz. ORANGES, Floridas  
2 GRAPEFRUIT  
3 BANANAS  
1 doz. APPLES  
1 lb. MIXED NUTS  
1 lb. CALIFORNIA GRAPES

95¢ VALUE  
ALL FOR

**69c**

Other "Money-Saving" Thanksgiving Suggestions . . .

MUSHROOMS, new crop.....	29¢ lb.
HUBBARD SQUASH .....	1½¢ lb.
CRANBERRIES ("Eatmor" brand).....	2 lbs., 25¢
EGGS, Grade A, whites.....	38¢ doz.
ONIONS (fancy).....	10 lbs., 19¢

NOTE — for your convenience —

Open Thanksgiving Day . . . 9 a.m. to 6 p.m.

**GENEVA PRODUCE CO.** E. J. NORMAN,  
Mgr.

(Wholesale & Retail)

on Geneva Refrigerating Grounds—next to American Can Plant,  
Ave. D **PLENTY OF PARKING SPACE**

Open Week Days—7 a.m. to 9 p.m. Sundays—1 to 6 p.m.

PHONE 2152—We Deliver. (No deliveries Thanksgiving Day.)

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., DECEMBER 2, 1937



## "EARLY BIRDS" get the BEST *GIFT* BARGAINS

Be Money-wise! Do your Gift Shopping now. Get the widest selections of merchandise. Get the biggest bargains. To pay for such items in cash often means lower money-saving prices. If you require further funds . . . see us.

This time of year, with the additional expense of Winter, Clothing, Coal and accumulated bills . . . the Holidays make it very difficult to stretch the Budget.

We can consolidate these all into one and give you the extra Cash to do your Shopping Early . . . Your payments do not start till next year.

Let us help you remove the Worry from your Holiday Pleasure, but do not wait until the last minute. Our service and consultation is Free and without obligation.

We invite you to call on us for financial assistance, at any time. You'll find us alert to your problems and heedful of your interests. You'll be surprised at the ease and quickness with which you can get cash.

If you live out of town . . . Write, our representative  
will call at your home and explain our plan.

LOANS ON HOUSEHOLD GOODS, AUTO, COMAKER

Come in . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca St.

Geneva, N. Y.

"LOANS MADE IN NEARBY TOWNS"

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., DECEMBER 2, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Deliveries also  
made in Ovid, Willard, Waterloo,  
Phelps, Stanley, Hall, Seneca Castle,  
and on R.F.D. routes out of Geneva,  
Phelps, Stanley, and Waterloo.

—o—

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

**CO-OPERATING for EFFICIENCY**  
Your Trust Officer—Your Attorney—  
Your Life Insurance Advisor

**LAVERNE F. DARLING**

Life Insurance & Annuity Service  
Geneva Trust Bldg. Phone 2184

**G. H. PRINCE**

20 Linden Street Phone 2685

Watch, Clock and Jewelry Repairing  
and Picture Framing

**COMPLETE  
AUTO ELECTRIC**

and Speedometer  
**SERVICE**

**CAR HEATERS  
BATTERY SERVICE**

Come in . . .

**HAVE YOUR CAR  
"WINTER-CONDITIONED"**

**CHARLES E. COOL**

61 Geneva St. Phone 2050



Friday and Saturday, Dec. 3 and  
4, are "Shop Early" Days in Ge-  
neva.

The Merchants' Division of the  
Geneva Chamber of Commerce . . .  
through whose sponsorship the  
early shopping campaign is being  
conducted . . . is extending an  
invitation to the shoppers of this  
area to visit the stores of Geneva  
on the above days and take advan-  
tage of the complete stocks of  
Christmas merchandise now on dis-  
play.

It is to the advantage of shop-  
pers, as well as merchants, to co-  
operate in an early buying plan,  
as it provides the gift buyer with  
selections from complete stocks  
and eases up on the store employees  
by eliminating some of the last-  
minute rush.

Christmas decoration of store  
fronts was started during the past  
week and the City Park Board  
plans to have street decorations  
completed so that by Friday and  
Saturday the downtown section of

**YOU DON'T  
HAVE TO "SHOP"**

. . . to find the right place to take  
your **DRY CLEANING** and **RE-  
PAIR WORK** (both Ladies' and  
Gents' Clothing).

Just take it to . . .

**FOOTE'S CLEANERS**

78 Castle St. Phone 2910

and be assured of **SATISFACTION.**

the city will present a real holiday  
appearance.

(Continued on page 7)

**XMAS CARDS . . . SELECT NOW**

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4797

**CARPENTER and BUILDER**

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given—free

**AT LAST!**

**WORKLESS WASHDAYS!**

**"BENDIX"**

**HOME LAUNDRY**

Washes . . Rinses . . Damp-dries  
Automatically

Without hands ever touching water

Now on display at . . .

**W. C. DEMMING CORP.**

505 Exchange St.

Phone 2998

**HERE'S AN IDEA . . .**

**WHY NOT?**

. . . a change of oil

. . . a lubrication job

. . . or a tank of Texaco  
"Fire-Chief"

for someone for Xmas.

**RICKELS**

**SERVICE STATION**

Lake Street

Phone 2920

Shop Early for Xmas

**AN IDEAL XMAS GIFT**

Install a Thermostat and enjoy  
even heat throughout the season

**HOMER R. OSTRANDER**

Rear 70 Colt Street

Phone 3976

**"SHOP EARLY"**

FOR YOUR CAR, TOO!

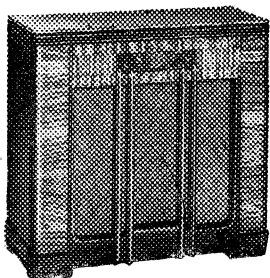
General Dual-10 Tires  
Arvin Heating Systems  
Batteries  
Delco Radios  
Motor Service  
Lubrication  
Auto Laundry

at . . .

**FINK'S  
SUPER-SERVICE STATION**

Lake Street

Phone 2448

**R. C. A. ELECTRIC  
PHONOGRAPH**

\$19.95 up

The best music on Victor rec-  
ords for Xmas and all thru  
the year.

**BOLIN MUSIC HOUSE****Charm of Christmas**

The chief charm of Christmas is its simplicity. It is a festival that appeals to everyone, because everyone can understand it. A genuine fellowship pervades our common life—a fellowship whose source is our common share in the gift of the world's greatest Life which was given to the whole world.

**"Mailing Early"**

The first reference to "mail early" in the Post Office department files is in November, 1913. This was at the time the parcel post was established. Sending packages overseas during the World War emphasized the idea, and succeeding years have found mailed packages more evenly distributed over the weeks before Christmas.

**Paint Brightens Toys**

In the basement or the attic many of us will find old toys the children

have discarded. Christmas is almost here and much joy can be brought into the lives of less fortunate youngsters if we get out these toys, give them a coat of gayly colored enamel and distribute them ourselves or turn them over to a social agency to be handed out to needy youngsters on St. Nick's day.

**In England's Wassail Bowls**

Brewed in England's Yuletide wassail bowls are baked apples, hot ale seasoned with spice, orange juice and rind and whipped eggs.

**FINE  
JEWELRY!**

YOU'LL FIND THE PER-  
FECT GIFT FOR HER OR  
HIM AT GILBERT'S!

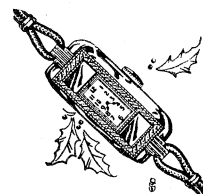
**Real Bargains in FINE WATCHES**

(Both Ladies' and Men's)

\$9.00 to \$250.00

TOILET SETS.....\$2.95 to \$50.00

RINGS, all kinds . . birth stones, cameo, initial,  
emblematic, for ladies, gentlemen, or children—  
\$2.00 to \$75.00

**DIAMONDS**

Unset or in  
fine settings

\$9.95 to

\$500.00

Matched . . Sheaffer . .

PEN &amp; PENCIL SETS.....\$3.95 up

RONSON LIGHTERS

SMOKERS' ARTICLES, Etc.

62-PIECE SILVER SET.....\$29.75

LUCIEN LE LONG TOILETRIES

**"G.E." - "SETH THOMAS" - "TELECHRON" ELEC. CLOCKS****FINE SILVERWARE IS ALWAYS APPRECIATED****BEAUTIFUL CHINA AND GLASSWARE****HE'LL BE MIGHTY GRATEFUL for a SCHICK RAZOR, \$15.00****510 EXCHANGE  
STREET****S. A. GILBERT****PHONE 2241  
GENEVA, N. Y.****J-E-W-E-L-E-R****DIGNIFIED CREDIT EXTENDED AT CASH PRICES**



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Christmas Salad

Dissolve 1 pkg. lemon-flavored gelatine in 1 cup hot water; add  $\frac{3}{4}$  cup canned beet juice, 3 tablespoons vinegar,  $\frac{1}{2}$  teaspoon salt, 2 teaspoons minced onion, 4 tablespoons horseradish; chill until partially set. Fold in 1 cup diced beets,  $\frac{1}{2}$  cup diced cucumbers; chill in 8 individual molds. Serve on crisp lettuce with mayonnaise.

E. C., Genesee St.

## Holiday Jam

3 cups cranberries  
1 cup diced apples  
Juice and rind of 1 lemon  
1 cup cooked crushed pineapple  
 $1\frac{1}{2}$  cups water  
3 cups sugar

Cook cranberries and apples in the water until tender. Add pineapple, lemon and sugar. Mix well and boil until thick and clear. Remove from fire, let cool until it thickens slightly, then pour in hot sterilized glasses and seal.

Mrs. S. D., Lyceum St.

## TURKEY DINNER AT PHELPS

The Ladies Aid of the Phelps M. E. Church will hold a Turkey Dinner and Bazaar in Phelps Masonic Hall on Saturday, Dec. 4. Dinners will be served from 5 to 8 p.m. Tickets for adults, 50¢; children, under 12 years, 35¢. Fancy work will be sold from 9 a.m.

**MULVEY'S** PHONE 2712  
- WEEK-END SPECIAL -  
**FRESH GROUND HAMBURG 18c**

## Walnut Carmel Puddings

Mix  $\frac{3}{4}$  cup sugar, 5 tablespoons flour,  $\frac{1}{2}$  teaspoon salt in double boiler; add 2 cups of milk, 3 slightly beaten egg yolks; cook ten minutes, stirring constantly; remove from heat, but leave over hot water. Carmelize  $\frac{1}{3}$  cup sugar; add to custard; stir until blended; add 1 tablespoon of butter,  $\frac{1}{2}$  teaspoon vanilla. Pour into custard cups; cover with meringue of 3 stiff-beaten egg whites and 6 tablespoons of sugar; top with California-walnut halves; brown in moderate oven (350°). Chill. Serves 6.

Mrs. A. F., Genesee St.

## Magic Crunches

$1\frac{1}{3}$  cups sweetened condensed milk (1 can)  
3 cups graham cracker crumbs  
 $\frac{1}{2}$  lb. pitted dates  
1 teaspoon cinnamon

Thoroughly blend together condensed milk and graham cracker crumbs, chopped dates and cinnamon. Drop by spoonfuls on buttered baking-sheet and bake in moderate oven for 15 minutes or until brown. Remove from pan at once. Makes 36.

Mrs. A. O'C., Main St., Waterloo

Will you kindly mention  
GENEVA COMMUNITY NEWS  
when buying from our advertisers?

For THIRTY-FIVE YEARS

The\* **BARTH**

name of Seneca St.

Phone 2686 Schine's Theatre Bldg.

... has been a lasting guarantee for  
Beautiful High Grade Diamonds ...  
Watches ... Jewelry and Silverware.  
Don't fail to see our new stock of  
Quality Merchandise.

— A small deposit holds any article. —

## BAUMGARTNER'S SERVICE STATION

BE SAFE!!

KEEP THAT MOTOR YOUNG!

... by letting us change the oil EVERY  
500 MILES — to give the best results  
for WINTER DRIVING.

Transmission and differential should  
now be drained and refilled with WIN-  
TER GEAR OIL.

We have your popular brand to choose  
from —

MOTOR OILS:

Gulf - Mobil - Veedol - Sunoco  
and Kendall

— Top of Bean's Hill at edge of city —

PHONE 2546

## GIVE YOURSELF MODERN REFRIGERATION THIS CHRISTMAS!

"COOLERATOR" OFFERS YOU MANY SOLID  
ADVANTAGES OVER ANY OTHER TYPE OF  
REFRIGERATOR YOU HAVE EVER KNOWN.

No excessive drying out of foods ...  
No need to cover dishes to prevent  
mingling of food flavors.

There is only one

**COOLERATOR**

The Air-Conditioned REFRIGERATOR

On display in our showrooms ...

**C. J. BRADY** RE-FILTERED **ICE**  
CITY WATER

110 Lake Street

Phone 2740

**A Christmas Thrill**

Look around and get your thrill buying a Christmas doll for a little girl who hasn't any.

**SIMONIZING**

Preserve the finish on your car this Winter by having it Simonized now.

**JERRY'S AUTO LAUNDRY**

rear of Carroll's Central Service  
Main St., opp. Armory

Phone 2592

We Call and Deliver

## SHOP EARLY!

See our display of  
Unfinished Furniture  
new styles —  
reasonably priced —

Visit our gift  
and novelty counter  
featuring the  
Birchcraft Industries  
line.

**FAIRFAX BROS. CO.**

87 Castle St. Phone 2441\*

**... SPECIALISTS ...**

Yes we're specialists in knowing  
what the well dressed young men  
want in smart Haberdashery ...  
You'll do well to choose your  
Christmas gifts for Him at  
this store.

**Specialists in Shirts and Ties**

**MANHATTAN SHIRTS** - \$1.95 ea.

in a big variety of patterns and  
collar styles.

**SUPERBA TIES** - 65c and \$1.00 ea.

in beautiful Stripes, Plaids and  
Figures (Christmas Ties  
He'll Wear).

And a host of Unusual Xmas  
gift items.

**Hadlow's Haberdashery**

35 Seneca St. Next to Loblaw's

**WHERE THE YOUNG MAN  
BUYS FOR HIMSELF**

**XMAS GIFTS . . .**

*for every pocketbook*



LINENS - BLANKETS - BEDSPREADS

COMFORTABLES - TOWELS - BATH SETS

HOSIERY - COSTUME JEWELRY - GLOVES - BAGS

MEN'S SOCKS - HANDKERCHIEFS - NOVELTIES

INFANTS' WEAR - TOYS

All Moderately Priced

Xmas Wrappings

## HOWARD DRY GOODS CO.



*Buy NOW for Xmas*

## GIFTS

For  
the  
Home

CAN YOU IMAGINE?

. . . anything nicer than a  
**STEWART-WARNER ELECTRIC  
REFRIGERATOR**

Save \$25.00 on a Brand New Stewart-Warner Refrigerator  
for HER Christmas.

—:— Low Monthly Payments —:—

A Complete Line of . . .

**WAFFLE IRONS, TOASTERS, GRILLS, ELECTRIC CLOCKS,  
HOT POINT IRONS, WASHING MACHINES.**

"Xmas Presents" to be enjoyed by all the family

## COONEY, WATTS & COONEY

513 Exchange Street

**HARDWARE**

Phone 2170

**Big Christmas Stocking**

A stocking 80 feet long hung  
from the roof of Albert hall, in  
London, during a Christmas sale.

**The Birth of Christ**

The time draws near the birth of  
Christ;

The moon is hid; the night is still;  
The Christmas bells from hill to hill  
Answer each other in the mist.

—Tennyson.

**Christmas Cheer**

"What some folks call Christmas  
cheer," said Uncle Eben, "is only  
an expensive form of nuffin' but  
condensed trouble."

**Good Christmas Habit**

Jud Tunkins says if you can't be  
merry on Christmas you can at  
least help others by keeping your  
personal annoyances to yourself.



## RADIO FLASHES

by Ralph Le Brun



Leopold Stokowski

on

December 6

will direct the

Philadelphia

Orchestra

in a

full hour

broadcast

over NBC

devoted exclusively

to one

orchestral number,

Tschaikowsky's

Fifth

Symphony.

For the seventh year the Metropolitan Opera Saturday matinee will be broadcast, beginning Saturday, Dec. 4, at 1.55 p.m., over NBC-WHAM. Bidu Sayao, soprano, and Richard Crooks, tenor, will be featured in Massenet's "Manon".

In the nature of an experiment, the Metropolitan Auditions of the Air program has reduced commercial announcements from 3 minutes to 35 seconds. The "middle" announcement has been eliminated entirely and the opening and closing announcements "reduced to an almost 'irreducible minimum'" according to an

(Continued on page 14)



In the evening hours

When your Radio won't click  
Telephone me

For Service that's quick

**RALPH LE BRUN**

225 High St.\*

Phone 6257

INSURANCE  
AND REAL ESTATE

**FRANK A. SNYDER**

PHONE 6359  
43 PULTENEY ST.  
GENEVA, N. Y.

DEPENDABLE SERVICE

## Gift Slippers

... FROM THE STORE THAT IS  
OUTSTANDING IN VALUE GIVING.

SLIPPERS FOR THE ENTIRE FAMILY

PRICED FROM

79¢ to \$3.00

## SMITH'S Quality Shoe Store

502 Exchange Street

Geneva, N. Y.

(\*formerly Fitzwaters)

YOU'RE SURE TO FIND IT HERE

## GIFTS FOR A MAN

That will PLEASE him!

Any gift you get here is certain to please, because he probably gets his best looking clothes from us, anyway!



TIES, thousands of 'em.....	50¢ - 95¢ - \$1.50
MUFFLERS .....	50¢ to \$2.95
DRESS GLOVES .....	\$1.00 to \$7.50
SWEATERS .....	\$1.00 to \$5.50
PAJAMAS .....	\$1.00 to \$1.95
Mackinaws - Union Suits - Blouses	
HOSIERY, Interwoven.....	39¢ (3 pr. \$1.10) and 55¢
SHIRTS.....	\$1.00 to \$1.95
HANDKERCHIEFS (Boxes of 3).....	50¢ - \$1.00
SUEDE JACKETS.....	\$5.95 to \$11.95
SUITS .....	\$18.50 to \$35.00
OVERCOATS.....	\$17.50 to \$40.00
TOPCOATS.....	\$15.00 to \$35.00

A Deposit Will Hold Your Selection\*

—: THE STORE FOR MEN'S GIFTS :—

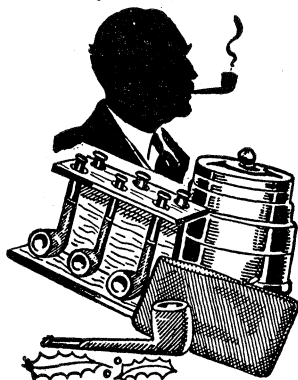
**WELCH'S**  
494 Exchange St.

## "Early Shopping"

MEANS MORE  
SATISFACTION

to the Buyer and Recipient

The "Cream of the Crop" is here  
... and is yours for the choosing.



### PIPES:

MEERSCHAUM—finest grade  
KAYWOODIES—complete line  
(7 day matched straight grain set)  
COMOYS DUNHILLS  
ROYAL DEMUTH  
FRANK MEDICO  
FOX'S ENGLISH BRIAR

You will find here the largest assortment of high-grade smoking mixtures ... including our own "FOX'S SPECIAL" ... the largest selling mixture of them all. Don't fail to see our fine line of Smoking Stands, Humidors, Pipe-Racks, Lighters and "Everything for the Smoker".

A deposit on anything selected will hold it until December 18th.

## H. F. FOX

(Since 1870)

"At the Indian"

(Next to Kirkwood Hotel)

### Noel, Name of Two Towns

Noel, the French for Christmas, is the name of towns in Virginia and Missouri.

### "The Feast of Lights"

"The Feast of Lights" is one of the oldest names of Christmas.

### Believe Animals Fall on Knees

A superstitious notion prevails in the western part of Devonshire, England, that at 12 midnight Christmas eve the oxen in the stables always fall on their knees.

### "SHOP EARLY"

(Continued from page 2)

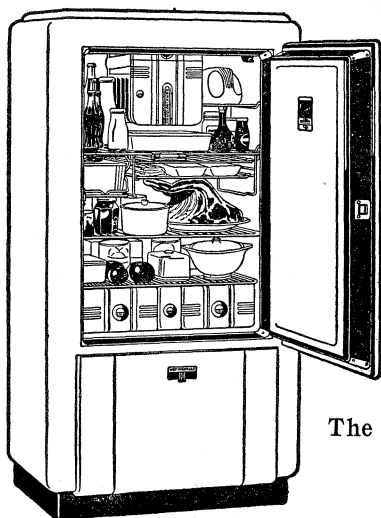
Christmas carols and other appropriate music will be broadcast Friday and Saturday over a public address system from the roof of the Dorchester & Rose building. The time of these broadcasts will be from 4 to 4:30 p.m. on Friday and from 4 to 4:20 and 7 to 7:20 p.m. on Saturday.

Why not take a pencil and paper ... right now ... make a list of

those to whom you expect to make gifts this year ... then go over this special "Shop Early" edition of the News, see what the different merchants are offering, and make a note of where to shop for the things you need?

—o—

McDonnell's Magazine Agency,  
92 N. Main St., Geneva, N. Y. Pictorial Review with Delineator, Cosmopolitan, Good Housekeeping, all three, \$5.50.

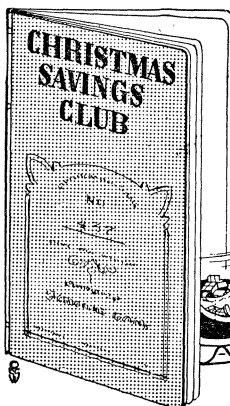


## JUST IN TIME for CHRISTMAS

Practical homemakers in 102 Westinghouse Home Proving Kitchens told us what new refrigerator features they wanted. Here they are ... Kitchen-proved. For an ideal Christmas gift that's wanted in YOUR home give ...

The New 1938 WESTINGHOUSE  
Kitchen-proved REFRIGERATOR

Bring in the Kiddies — Our **DILLINGHAM & SON, INC.**  
TOYLAND is now open! 20-22 Castle St. Phone 2278



## EXTRA MONEY NEXT CHRISTMAS

Here's the easy way to have some extra money next year ... join our Christmas

Savings Club! Start now ... make next year's gift shopping easier and a real pleasure. It doesn't take much — a few cents each week will grow

into a tidy sum for next year's Christmas shopping. Open an account today!

50¢ DEPOSITED EACH WEEK FOR 50 WEEKS  
TOTALS \$25.00

**GENEVA SAVINGS BANK**  
24 LINDEN STREET

# DOROTHY GOES CHRISTMAS SHOPPING

Phone 3533 . . .

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

Members of  
**The Loan's Christmas Club**  
can give really nice Gifts. Why  
don't you drop in

**The Loan**  
and start your Club for next year?  
Only a small saving each week —  
but, at Christmas Time, when you  
need it most—a worthwhile check.  
You may start this week with any  
amount.

—D—

"Pre-Holiday Festivities" offer a  
hostess the opportunity to express  
her personality. The proper table-  
setting is essential.

**The Staley Flower Shoppe**  
84 Castle St.  
is an authority on the "newest" in  
**Center-Pieces**  
Dial 2105

—D—

It's practically a "family tradi-  
tion" to have

**Isenman's**  
delectable **Candies** . . . and freshly  
**Salted Nuts** for Holiday Entertain-  
ing.

Thoughtful Gift for the Hostess!  
**Isenman's**  
150 Castle St.

SINCE LAST CHRISTMAS  
. . . we have combed the nation  
for

PRACTICAL  
"DIFFERENT"  
and REASONABLE  
**GIFTS**  
and we think we  
have "IT"

Come in and "shop"

**FIROOZI**

59 Seneca St.

None too early to place your  
order for

**Genuine Fruit Cake**  
from  
**Ringer's Bakery**  
Your choice of white or dark cake  
Dial 2011

—D—

**Gift deluxe**  
For everyone in the home  
The new  
**"Hamilton Beach Food Mixer" and**  
**"Juice Extractor"**  
A beautiful Kitchen Accessory . .  
Saves time . . labor . . food . .  
Special features, such as—"Guard-  
ed Beaters" . . "Bowl Control" . .  
"Speed Control" . . "Portable Mix-  
er".

**Cooney, Watts & Cooney**  
513 Exchange St.

—D—

Gift Suggestions from  
**The Conniff Shoe Co.**  
For Ladies:  
**Beautifully Fitted Traveling Cases**  
\$10.95 to \$24.95  
For Men:  
**Genuine Leather Gladstone Bags**  
\$10.95 to \$23.95

—D—

Lovely to look at . . delightful to  
give . . and gratefully received—a  
**Permanent, or a course of several**  
**Beauty Treatments.** Give gracious-  
ly with

**"Gift Certificates"**  
from  
**The Rose Beauty Shop**  
(over Regent Theatre)

—D—

Give the Children "Useful Gifts"  
Snow-Suits . . Coats  
Knitted Legging Sets  
Dresses  
Cotton Silk Velvet  
Knitted Pantie Suits and Dresses  
. . Silk Underwear . . Pajamas . .  
Bathrobes  
**The Julia Elizabeth Shoppe**  
18 Linden St. Dial 3164

**Prince's**

For Gifts of Lasting Remembrance  
**Rings** **Watches**  
A large selection of **Rings** —  
Birthstones and Cameos . . . all  
the new styles in **Watches** — for  
both men and women.

**Prince's Jewelry Store**  
20 Linden St. Dial 2685

—D—

**The Seneca Shop**  
**Florence Toole**  
offers a choice selection of  
"Novelty" Christmas Gifts  
Inexpensive yet Practical  
Table Linens . . Blankets . . Tow-  
els of all descriptions . . Bedspreads  
. . Umbrellas . . Handkerchiefs . .  
Manicuring Sets . . Sewing Kits  
. . Powder Boxes.

—D—

This year, for Christmas Gifts  
**McCarthy's Pharmacy**  
162 Castle St.  
suggests Gift items from the  
**House of Lenthéric!**  
Gift Sets . . and Individual Items  
**Tweed . . Miracle . . Shanghai**  
Also, Gifts of **"Evening in Paris"**  
. . **"Yardley's"** . . **"Hudnut"**.  
Never before a more beautiful  
display of

**Christmas Greeting Cards**  
Make your selection early!

—D—

Your shoes are the foundation of  
your comfort and appearance. You  
can't afford to neglect them. Wear  
them with pride when they have  
been rebuilt expertly at

**Carl's Shoe Repair**  
Castle St.

WE HAVE MOVED  
to our new location on  
**GENEVA STREET**  
Be sure to see  
**OUR BIG DISPLAY of**  
**FINE LIVING ROOM SUITS**  
and **CHAIRS**

—Buy from factory at factory prices—  
**SENECA FURNITURE MFG. CO.**

# DOROTHY GOES CHRISTMAS SHOPPING

Swing into the round of Holiday Parties knowing you look your best . . . Hair perfectly groomed . . . Complexion glowing . . . Nails neatly manicured.

Shampoo, 25¢ Finger Wave, 25¢  
Facial, 50¢ Manicure, 25¢  
The Terrace Beauty Shoppe  
16 Sherrill St. Dial 5715

—D—

"Gift" selecting is easy at  
Lynch's  
479 Exchange St.

You will be interested in the large assortment and the very moderate prices.

Lace Dinner Cloths  
Sofa Pillows  
Blankets Bedspreads  
Embroidered Luncheon Sets

—D—

None too early to select your  
Christmas Gift Luggage  
Gifts for Travelers and Week-  
enders

Name or initials stamped in Gold  
or Silverleaf without charge.

Brunskill's  
438 Exchange St.  
Quality Merchandise at  
Lower Prices

—D—

High-Grade Used Apparel  
Evening Wear

Formal Gowns Wraps  
A few pair of Evening Slippers.  
Also, a fine selection of Winter  
Coats and Jackets—Fur and Fab-  
ric.

The Ladies' Used Apparel Shop  
68 Main St.

—D—

After-Dinner Cordials  
afford the hostess an excellent  
opportunity to express individual-  
ity.

Colonel Cheerio suggests:  
Anisette . . Peach . . Apricot  
Creme De Cacao  
Geo. M. Peters  
Liquor Store  
148 Castle St.

And already, this week, hundreds  
of people are starting their new  
Christmas Club Accounts

at  
The Loan  
The Building  
with the Green Window Bars.

—D—

"The Gift" that really lasts—and  
is sure to be appreciated by your  
friends and family—"Your Photo-  
graph" . . See the new Style Por-  
traits for Christmas at  
The Stewart Studio  
41 Seneca St.

—D—

Hand-Knit Gifts for the new Baby.  
Bonnets, 50¢ . . Booties to match,  
50¢. Also, some cunning styles in  
Sweaters, Made-to-Order.

W. A. Schmitt  
57 John St.

Call anytime except Sat. and Sun.

—D—

Ideal Christmas Gifts for Men  
Ties . Custom-Made Shirts . Hose  
International Custom Tailoring  
Suits . Topcoats . Overcoats  
A. P. Petersen Custom Tailor  
476 Exchange St.

Price Down!  
Lightning Cleaner Prices  
are way down

Old Price	New Price
30¢.....Half Pound.....	20¢
50¢.....Pound.....	30¢
\$4.25.....Ten Pounds.....	\$2.50

at

Beard's 93 Castle St.

—D—

Magazine Subscriptions  
"The Christmas Gift" for mem-  
bers of the family and your friends  
—The Gift which will be appre-  
ciated long afterwards!  
For a complete line of Magazines  
The Corner News  
cor. Main & Castle St.

—D—

Will you kindly mention the  
"Dorothy Goes Shopping" page of  
THE GENEVA COMMUNITY NEWS  
when making purchases from any of  
the advertisers in these columns?  
"Dorothy"

—D—

Plan Christmas Dinner

Plan to prepare as much of the  
meal as possible on the day prior  
to Christmas so that the housewife  
can enjoy the day with her family.

## BAKER & STARK INC.

# Are Now Ready For CHRISTMAS

Choosing a Gift here is no effort at all  
—where he buys for himself is where  
you'll find what he really likes . . .

 **Baker & Stark, Inc.**  
CASH & CRY PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange St.

North Regent Theatre



Radiator SERVICE  
Crank Case SERVICE  
Battery SERVICE and  
CIRCLE SERVICE\*  
all at the . . .  
WEST END SERVICE  
Hamilton St. foot of Bean's Hill

## o\* SCHINE'S GENEVA

Friday - Saturday

FLAWLESS... even as a lover!

ERROL FLYNN  
JOAN BLONDELL  
IN  
"The PERFECT  
SPECIMEN"

WITH  
DICK FORAN  
BEVERLY ROBERTS  
Edw. Everett HORTON  
A WARNER BROS. PICTURE



Many reasons all day Sat.

Sunday - Monday - Tuesday

That "Thin Man"  
couple are off again  
...on the year's gay-  
est love-spreel



Added Shorts



### CHRISTMAS CAROLS

and other appropriate Christmas music . . . will be broadcast from atop Dorchester & Rose block, Exchange and Seneca Streets, "Shop Early" Days, Friday and Saturday, Dec. 3 and 4 . . . under sponsorship of Geneva Community News, Geo. F. Bruzee and Bolin Music House, in co-operation with Retail Merchants' Division of Geneva Chamber of Commerce.

Time of broadcasts: Friday — 4 to 4:30 p.m.; Saturday—4 to 4:20 and 7 to 7:20 p.m.

### HERE IS THE LIST OF THEATRE TICKET WINNERS

. . . in our "Star Counting  
Contest" for the past week:

(See instructions on page 15)

(Geneva City)

Mrs. L. A. Fleming, 20 Goodelle  
Terrace  
Mrs. Pauline Troutman, 196  
Main St.  
Mary Damick, 322 Castle St.  
Katherine Gilbert, 128 Nursery  
Ave.  
Mrs. Wm. Cummings, 15 Milton  
St.

(Outside Geneva)

Doris L. Griffis, R.D. 2, Stanley  
Bertha McDonald, 17 E. Race  
St., Waterloo

Shop Early for Xmas

## 3 Things MAKE A WASHER *Fast*

### ① The Shape of the Tub —

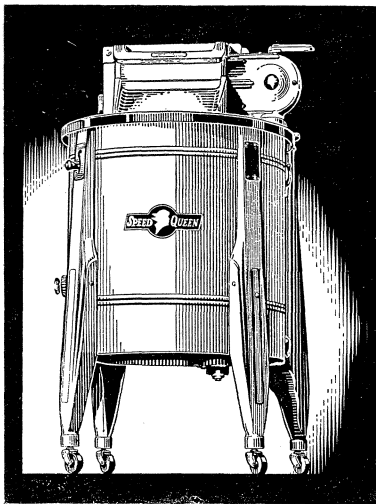
Just as eggs beat faster in a round  
mixing bowl—so a washer washes  
faster in a Bowl-Shaped Tub.

### ② The type of agitator—

The so-called submerged type agi-  
tator oscillating about 56 strokes a  
minute has been proved the most  
efficient.

### ③ The temperature of the water—

Everybody knows that hot water re-  
moves dirt faster. Therefore, a tub  
should be insulated with DOUBLE  
WALLS to keep the water hot  
through a whole washing.



The Speed Queen is the only washer that  
gives you all three of these requirements  
for fast, efficient washing.

**SPEED QUEEN**  
WASHERS IRONERS

**LARRISON'S**  
GAS AND ELECTRIC APPLIANCES  
MAGIC CHEF RANGES 116-SENECA ST. SPEED QUEEN  
WASHERS PHONE 2056

## Practical CHRISTMAS GIFTS . . .

### ROAD and FOG LIGHT

Added safety for winter driving.  
Sells regularly for \$1.59.

**Special \$1.29**

### YOUR CREDIT IS GOOD HERE

That's right. Just select what you need—Goodrich tires, batteries, heaters, Motorola or Man-  
tola radios—and pay as you ride. Your  
license identification opens your account.

**EASIEST CREDIT IN TOWN**  
Ask for the Budget  
Department

### SAVE TWICE ON TIRE COST HERE'S HOW

Save on the low cost—second, on the  
extra mileage  
Goodrich builds  
into every  
Commander  
tire. Long on  
wear—long  
on mileage.

**GOODRICH  
COMMANDERS  
AS LOW AS  
\$5.85**  
30x3 1/2

### "SILLY SYMPHONY" CHRISTMAS BELLS

**39c**

A parade of Walt Disney's Silly  
Symphony characters. Set of 8  
bells that can be added  
to present Christmas tree  
lights.

### Special!!!! CHRISTMAS TREE LIGHTS

Under-  
writers'  
Approved **29c**

### MANTOLA DUO-SET RADIO

**\$14.95**

Can be used  
"upright" or "lay-  
down." 5 tubes.  
Tunes police and regular broadcast.  
Beautiful plastic molded cabinet.

### MIRROR CLOCK

Standard  
30 - hour  
type. A  
practical  
Christmas  
Gift.

**\$1.79**

### BANJO DRESS-UP SPOKES

Trans-  
forms  
steering  
wheel into  
modern, up-  
to - the - min-  
ute style.

**\$1.79**

### MOTOROLA AUTO RADIO

Get the world's finest en-  
tertainment as you drive.  
A Christ-  
mas gift  
the entire  
family will  
enjoy.

**\$32.95  
UP**

### HORN RING

A light touch on  
ring at any point  
will blow horn.

**\$1.39**

## Economy Auto Supply

ANDREW L. SCHADLER, Owner  
469 Exchange St. Phone 2482 Geneva, N. Y.



## Y. M. C. A. NEWS

**Friday Night Club:** Last Friday evening the second meeting was held. Thirty-five young people were present. A number of names of prospective members were submitted. At the next meeting—tomorrow evening, Dec. 3, the nominating committee will report and election of officers will take place.

**Saturday Night Club:** Over 100 were in attendance last Saturday. Any high school boy or girl, in upper classes, interested in joining should give their name to Herbert Fitch, Billy Palmer, Adelma Fahy, or John O'Malley. Students in both local High Schools are eligible, but no Freshmen.

**Friendly Indian Club:** The first dinner of the season was served last Saturday. Mrs. Frank Corwin was in charge, assisted by Mrs. Darling, Mrs. Roberts and Mrs. Chas. Smith. Of the 128 enrolled members, 81 were present. Mrs. Earl Finzar, chairman of Boys' Work Committee, and Mrs. Lyman Hammond, member of the committee and responsible for Junior Boys' Work, were guests and spoke briefly.

**Omega Chapter Hi-Y:** Mr. R. M. Harman and Mr. Robt. Moore are working with Pres. John Wellington in preparation for the Hi-Y State Assembly to be held in Albany, on Dec. 10-11-12.

**Hi-Y Program:** Dec. 7—Mr. Lyman Hammond will speak on "World War"; Dec. 14—Mrs. Irving McGrew will speak on "The Art of Being a Gentleman."

## FURNITURE for GIFTS

A Gift from  
WHEELER'S

... means

"Satisfaction"

SEWING CABINETS .....	\$7.65 up
KNEE HOLE DESKS .....	\$16.00 up
COFFEE TABLES .....	\$1.75 up
GATELEG TABLES .....	\$11.75 up
END TABLES .....	\$1.39 up
PULL-UP CHAIRS .....	\$4.95 up
SMOKERS .....	.95¢ up
HASSOCKS .....	\$1.00 up
COCKTAIL TABLES .....	\$10.00 up
CEDAR CHESTS .....	\$17.00 up
DAVENPORT SUITES .....	\$75.00 up
LAMP TABLES .....	\$2.50 up
LOUNGE CHAIRS .....	\$19.75 up
MAGAZINE BASKETS .....	\$1.00 up
CHILD'S ROCKERS .....	\$1.50 up
SIX WAY PILLOWS .....	\$1.95 up
BOUDOIR CHAIRS .....	\$6.25 up

OUR SELECTION OF LAMPS IS THE LARGEST  
Junior Study Lamps, Junior Floor Lamps, Reading  
Lamps. (All indirect.).....\$4.50 up

# WHEELER'S

Opposite P. O.—Geneva

## ★ Smith's

J. W. Smith Dry Goods Co.



### Smith's "SHOP EARLY DAYS"

bring you Gifts galore from our  
linen center.

#### ★ GUEST TOWELS

Beautifully embroidered - All linen, fine  
quality - Hemstitched colored borders..... **29¢** ea.

#### ★ BOXED GUEST TOWELS

Two in gift box - All linen -  
Beautifully embroidered ..... **79¢** box

#### ★ BRIDGE SETS

Linen cloth and 4 napkins - Embroidered \$ **1.00**  
or applied in color ..... set

#### ★ EMBROIDERED PILLOW CASES

Fine quality tubing - Attractively boxed - \$ **1.00**  
Hand embroidered in color..... pr.

#### ★ MADERIA PILLOW CASES

A gift to be proud of! Handsome Maderia \$ **1.98**  
embroidery - Fine tubing - Boxed..... pr.

#### ★ SHEET AND CASES

Close count sheeting - Embroidery in color - \$ **2.98**  
1 sheet—2 cases—boxed ..... set

#### ★ SPONGEX BATHROOM SET

Large sponge rubber bath mat - Seat \$ **2.39**  
cover to match - Bathroom colors..... set

#### ★ BATH TOWEL SETS

Large heavy bath towel - 2 wash cloths - **79¢** ea.  
Attractive patterns and colors .....

#### ★ ALL LINEN DAMASK SETS

52 in. Damask cloth - 6 napkins - \$ **2.98**  
Floral and garland patterns..... set  
Others to \$4.98

#### ★ FILET LACE CLOTHS

60 x 90 size - Ecru color - Handsome \$ **1.98**  
patterns ..... ea.

#### ★ ALL LINEN CLOTHS

Size 54 x 54 - Hand blocked patterns - \$ **1.00**  
Linen plaids - Fast color..... ea.

VISIT TOYLAND ON SECOND FLOOR

## First Christmas Carol When Christ Was Born

Christmas is the time when men are drawn together in a great unity. Much of this may be attributed to our response to familiar songs, sung year after year to commemorate the advent of a little Child on earth. The first Christmas carol ever heard, we like to believe, came over the field of Bethlehem, when Christ was born—"Glory be to God on high, and on earth, peace, good will toward men."

But it was 1,200 years later that St. Francis of Assisi and his brothers took up the singing in public of carols at Christmas to combat the unbelief of their time. With lighted tapers they went about the streets of the small Italian village pouring out their hearts in songs of praise. In the 800 years since then the singing of Christmas carols has gone around the world. Wherever Christianity is known carol singing follows.

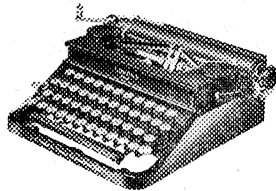
The simple vision of a mother lulling her babe to sleep gives Christmas music its strength. Some sing as a tribute to their religious faith, others as a custom they enjoy. But whatever the reason, the important thing is that more and more people do it. From such widely different sources as churches, theaters, schools, clubs, radio stations, come the words of "Away in a Manger," "Silent Night," "Joy to the World," "Little Town of Bethlehem," "Hark the Herald Angels Sing," and "Come All Ye Faithful," sung by soloists, choirs, choruses or the voices of school children. So each year new joy is expressed through old channels. —Frances Grinstead.

Copyright Western Newspaper Union.

English judges on the King's bench get \$25,000 a year.

Somebody is always doing what somebody else said couldn't be done.

**CORONA**  
**ROYAL**  
**REMINGTON**  
**UNDERWOOD**



New Portables priced from \$39.50 up. Terms as low as 75¢ per week.

**BARGAINS IN RECONDITIONED MACHINES**

We repair and rebuild all make machines. Buy your typewriters where you can get prompt and efficient service.

**Geneva Typewriter Exchange**

OFFICE SUPPLIES & EQUIPMENT

17 E. Castle Street

Phone 6500

—:— BUY HIS GIFTS IN A MAN'S STORE —:—

**Buy His Gift at Casey & Son**

TIES  
BELTS  
SHIRTS  
SWEATERS  
SILK ROBES  
FLANNEL ROBES  
HOSE  
HATS  
HDKFS

**CASEY & SON**

71 Seneca Street

Phone 2078

—:— THE MEN'S STORE OF GENEVA —:—

**USED  
CARS**



**HONEST VALUES . . .**  
**CARS THOROUGHLY RE-CONDITIONED**

1936 CHEVROLET Town Sedan

1936 CHEVROLET Coupe

1935 CHEVROLET Sedan

1935 CHEVROLET Coach

1934 CHEVROLET Coupe

A few others, with down  
payments as low as \$25.00

ALSO SEVERAL TRUCKS

**RUSSELL-HART CHEVROLET, INC.**

Phone 6621 604 South Exchange St. Geneva, N. Y.

**RADIO FLASHES**

(Continued from page 6)

announcement by the Auditions Committee. The program heard over NBC-WHAM, on Sundays, at 5 p.m., is sponsored by the Sherwin-Williams Paint Co.

Presenting another series of tests and experiments in mental telepathy under the supervision of several of America's leading university scientists, the "Zenith Foundation" will begin weekly broadcasts over the Columbia network, Sunday, at 10 p.m. Conceived and founded by Commander E. F. McDonald, Jr., president of the Zenith Radio Corp., the programs are designated to determine whether telepathy as an extra-sensory power exists and if so, to learn what such powers of the human mind are, how common they may be, to what extent they may be cultivated, and how they function.

Dick Powell, motion picture star, and Rosemary Lane, recently featured with him in the picture, "Varsity Show," will be co-starred in the new Warner Brothers produced program, "Your Hollywood Parade", beginning a 52 week series over the NBC-Red network, on Wednesday, Dec. 8. With Powell as master of ceremonies and central star, and all the talent resources of Warner Bros. Pictures, Inc. behind it, the new show is designed to provide a panoramic radio view of activities in the movie capital.

On the Columbia network—The problems and methods of the Royal Canadian Mounted Police will be explained by Commissioner Sir James MacBrien on the "Fighting Crime" broadcast Saturday, at 6:45 p.m. . . . Lawrence Tibbett, baritone, appears as guest soloist with the Ford Symphony Orchestra and Chorus, Sunday, at 9 p.m. . . . Clark Gable, film favorite, stars in a "Silver Theatre" production, Sunday, at 5 p.m.

**WHEN "SHOPPING" for FUEL—remember  
'BLUE' COAL - - SOLVAY COKE**

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 2393 and 2373 261 Exchange St.

Before installing any "Automatic Heat" System investigate the . . .

**MOTOR  
STOKOR**

## Air-Conditioning

. . . may be applied to your present heating system.

**GET OUR ESTIMATES**

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

AGAIN! AS USUAL, IT'S

## THE SENECA SHOP

For NEW AND DIFFERENT GIFT THINGS

Silk Lingerie

Gloves

Silk Negliges

Hosiery

and House Coats

Costume Jewelry

Flannel Robes

Ski Suits

and House Coats

Leather Handbags

You know the advantages to be derived from making selections early.

ALL GIFTS TASTEFULLY BOXED,  
OF COURSE.

## THE SENECA SHOP

James F. Hobbins

**Announcing . . .**

## Two New FORD V-8 Cars

FOR 1938

Two V-8 Engine Sizes — two Price Ranges — Ford Values.

The QUALITY CAR in the low-priced field  
NOW ON DISPLAY

## PHILLIPS MOTOR CO.

Authorized Ford Dealer  
230 Genesee St. Geneva, N. Y.

Also come here for the  
BEST USED CAR AND TRUCK VALUES  
in Geneva.

THIS WEEK'S SPECIALS:

1935 DeLuxe TERRAPLANE Sedan (low mileage . . excellent condition).....only \$395.00  
1935 Master CHEVROLET Coach, with trunk good condition . . looks like new), only \$365.00  
1934 DODGE Truck (long wheel base . . new paint . . good tires . . excellent condition . . only .....\$275.00

Being polite to the public makes fortunes. Sometimes young men get into commerce who do not realize this.

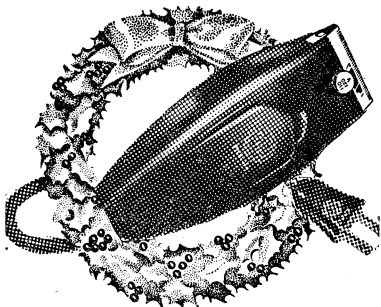
PHONE 2127

## Wilson & Johnson

for the Very Best in

MEAT - CHICKENS - TURKEYS

261 William St. Plenty of Parking Space



Give him  
**PRICELESS Shaving**  
with a **SCHICK**

Give him a Schick and never again will he have to buy shaving creams, lotions or blades! Shaving will never again be an expense! And he'll always get clean, close shaves, without face irritation no matter how tough his beard or tender his skin. Schick can promise you these things—only the original Schick has the experience to know. \$15, AC or DC.

**SCHICK SHAVER**  
NO BLADES • NO LATHER

Over a Million in Use

**Seneca Drug Co.**

10 Seneca St. Phone 2263

WE DELIVER

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"Don't stay away from a task that is difficult; it may have a great contribution to make to you."

"The higher the pay the worker gets out of his job, the higher shall be his pay in money also."

"If life gives you a cross, nail some cross pieces upon it and make a ladder of it."

"The wise are indifferent to difficulties."

"Ability will stand and win when pride and dust will crumble."

"Occasions of adversity best discover how great virtue or strength each one hath—for occasions do not make a man frail, but show what he is."—Thomas A. Kempis.

"The worst of all mistakes are those we never recognize as mistakes."

"Society cannot exist without a few who will risk everything for the sake of the rest of us."

"He who has no faith in himself will have little faith in other people."

"Leisure is the thing we work for, and the thing we try to escape."

(To be continued)

Consistent Advertising — in the Geneva Community News — pays.

## M. F. DEVANEY

CHRISTMAS and NEW YEAR  
GREETING CARDS

435 Exchange Street

## SWISS STEAK SUPPER

Geneva Chapter, No. 83, O. E. S., will serve a Swiss Steak Supper and hold a bazaar in Masonic Temple, Thursday, Dec. 9. Supper served from 5 to 8. Tickets, 50¢.

Shop Early for Xmas

## new!

Progressive Winter-proof Service — for the cold weather protection of your radiator, gears, engine, chassis. Socony-Vacuum's famous Winter products and this new system of recorded protection will enable you to enjoy safe driving this winter. Come in, let us tell you about it.

## CARROLL'S Central Service

Main St., opp. Armory

Phone 2592

## PUBLIC ADDRESS SYSTEMS

... FOR SALE  
AND FOR RENT

Be sure your Radio is in proper condition to hear the wonderful

XMAS and NEW YEAR  
RADIO PROGRAMS

Our Radio repair work is guaranteed and must give satisfaction.

**GEORGE F. BRUZEE**

23 E. Castle St. Phone 6522

## FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK

Read each advertisement in this issue. Look for the stars (\*). A number of them are scattered among the different ads (throughout the entire issue). Make up a list of the firms in whose ads these stars appear.

Mail your list to "Star Contest", Geneva Community News, Geneva, N. Y., as quickly as possible — each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct—Two tickets each to Regent Theatre.  
Next four correct—One ticket each to Geneva Theatre.

NOTE—Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

# GIVE WINES *and* LIQUORS *for* CHRISTMAS

WE HAVE THEM IN FANCY BOXES AT NO EXTRA COST

Your choice of over 500 different items . . . all leading brands . . .  
suitable for Christmas Gifts.

## T. J. COMISKY

NEW YORK STATE WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

GLASSES . . if you need them. We will  
tell you, if you don't.

We fit glasses, repair frames,  
replace broken lenses.

G. W. FLETCHER, OPTOMETRIST

Castle St. - Opp. City Hall

Office Phone 2292

Residence 2044

Many Christmas Trees

Approximately 9,000,000 Americans  
buy Christmas trees every  
year.

—o—

A man is usually reconciled to  
growing old—a woman never.

Phone  
5566

Work Called for  
and Delivered

GEORGE E. DURKEE

Expert Watch, Clock, and  
Jewelry Repairing

22 Madison St.

Geneva, N. Y.

## DO YOUR SHOPPING EARLY



USE THE

# Firestone

## LAYAWAY PLAN

• EASY TO BUY •  
CONVENIENT TO PAY

## Firestone Auto Supply & Service Stores

Lake & Exchange Sts.—J. H. BINDEMAN, Mgr.—Phone 2323



## REGENT THEATRE ATTRACTIONS

Fri., Sat., double feature—Lynne Overman and Roscoe Karns in "Partners in Crime"; also Buck Jones in "Law for Tombstone".

Sun., Mon., Tues., Dec. 5-6-7—John Boles, Jack Oakie and Ida Lupino in "Fight for Your Lady".

Wed., Thurs., Dec. 8-9—Robt. Armstrong and Irene Hervey in "The Girl Said No"; plus Preston Foster and Carol Hughes in "The Westland Case".

## Profit After Death

There was a time when the material profits of great artistry in the field of song ceased when the singer passed away. Then there were no such things as phonograph records to perpetuate the voice of a Jenny Lind, or Adeline Patti. The voice became a memory, and those who remembered it, soon became but a memory as well. But about the time when Enrico Caruso was at the height of his popularity, the discs were one of the most popular forms of entertainment, and even today, years after his death, the royalties from the sale of the records pay upwards of \$50,000 a year to his estate. Thus does the voice of a great artist not only continue to thrill and inspire thousands, but to pile up material profits for his heirs.—*Columbus Dispatch*.

To make flattery effective you must be somewhat insincere; for example, tell a homely girl that she's pretty.

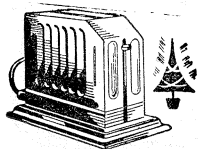
See . . .

OUR NEW TOYLAND

All kinds of  
Toys, priced  
from a few cents  
up

SLEDS - WAGON - VELOCIPEDES - SKIS  
\$1.00 and up to \$8.95

NEW LOW PRICES ON ELECTRIC . . .



WAFFLE IRONS  
TOASTERS  
PERCOLATORS  
SANDWICH TOASTERS  
HEATERS  
Toastmasters - Elec. Stoves

**\$1.00 and up to \$16.00**

General Motors Table Radios . . . \$29.95  
"Wear-Ever" Aluminum Pyrex Wares  
ROBESON-ROCHESTER CUTLERIES  
SHOE SKATES, box toed . . . at \$5.50  
SHELBY BICYCLES . . . \$29.95 and up  
HANSON BATHROOM SCALES . . \$3.95

**DORCHESTER & ROSE**

Exchange at Seneca HARDWARE Phone 2496

"115 Years of Quality with Economy"

## Men Do House Work to Save

Seven men students at Massachusetts State college, Amherst, Mass., are proving that they can have a successful home without a woman's touch, reports the college. In order to cut down their living expenses they have hired a house and do their own buying, wash their own dishes, and keep their house clean. They call themselves the E. E. boys—Everybody Eats.

To say that something is unethical, means nothing.

SEE . . .

**SENECA MOTORS**

-- De SOTO -- PLYMOUTH --

209 Exchange Street

Phone 2613

**for GOOD USED CARS**

The Cataract Brewing Company  
Rochester, N. Y.

Announces with pleasure, the

APPOINTMENT

-- of --

**EDWARD J. BYRNE**

AUBURN, N. Y.

17 Green Street

Phone 3431

AS DISTRIBUTOR FOR

**CANANDAIGUA**

**Premium BEER and Pale ALE**

Appointment of Edward J. Byrne as exclusive distributor for CANANDAIGUA PREMIUM BEER and CANANDAIGUA PALE ALE means that hundreds in the Geneva area who prefer these two fine brews will now be able to get their favorite at their BEST — with sealed brewery goodness. Modern storage facilities, where brewery correct temperatures are maintained and quick, improved distribution facilities mean that you always get CANANDAIGUA ALE and BEER at their best.

IN BETTER TAPROOMS EVERYWHERE  
ON DRAUGHT and IN BOTTLES



## THE FUNNYBONE



### In the Picture

"My husband proposed five times before I accepted him."

"Is that so? Who were the five lucky girls?"

### Funds Exhausted

"We had a lot of rain this month."

"Yes, it must have been pretty tough on those who were saving for a rainy day."

### Still Punches the Clock

Client—How long have you worked in this office?

Clerk—Ever since they threatened to fire me.

### On the Cinder Path

"So you're captain of your cycling club. Why did they choose you?"

"I'm the only one with a bicycle."

### The Way to Heaven

Cheeky Person (to clergyman)—Can you tell me the way to Heaven?

Clergyman—Certainly, turn to the right and keep straight on.

## BRENNAN'S GROCERY

31 John St.

Phone 4572

Free Delivery

BEER and ALE

All Kinds \$1.99 per case (plus deposit)

Let US take care of your needs

### The Dimensions

"Was it a big check you lost?"

"Not very—about the same size as a postcard."—*Tit-Bits Magazine*.

### Ability Counts

Johnny—Pa, what's an author?

Pa—It's a man who empties his head to fill his stomach.

### Heard About Her

Crystal Gazer—I see—I see buried treasure—

Client—Yes—never mind that. It's probably my husband's first wife. I know all about her.

### As Matters Go

"We don't see so many blood and thunder novels."

"It's bad enough to keep up with the current news."—*Philadelphia Bulletin*.

The first automobile pneumatic tire was made in 1896.

## "WISECRETE"

Mr. Home Owner:

We are introducing to you "Wisecrete"—for that wet or damp cellar. Unconditionally guaranteed to MAKE A WET CELLAR A DRY ONE . . . and all this is done FROM THE INSIDE — (a saving to you of at least one-half over other methods of waterproofing).

NOW IS THE TIME for that waterproofing job. Let us quote you our price. Prices quoted on jobs either inside or outside Geneva.

**NICHOLAS COBLIO**  
CONTRACTOR

62 E. North St., Geneva, N. Y.

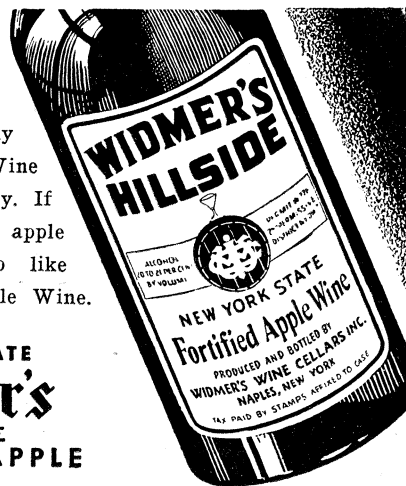
Phone 5719

# NEW-

Here is a new and delightfully different taste treat—Apple Wine fortified with Apple Brandy. If you like the tang of an apple flavor, you're bound to like Widmer's Fortified Apple Wine.



NEW YORK STATE  
**Widmer's**  
HILLSIDE  
FORTIFIED APPLE  
Wine



Alcohol 20 to 21% by Volume.

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.



## 'Twas DER NIGHT BEFORE Christmas

The LIVEST CHRISTMAS CARD  
ON THE MARKET TODAY

What was mama's gift to papa?  
Ask the man who has seen one!

WARNING!  
NOT FOR PRUDES

Price (with envelope)  
5¢ each

For sale only by CARPENTER—He Prints, 595 Exchange St., Geneva. Phone 2434.

### Not All

Tessie—There is no truth in men; they're like musical instruments, which sound a variety of tunes.

Helen—In other words, you mean you believe all men are lyres. —*Pathfinder Magazine*.



# A STORE OF PRACTICAL



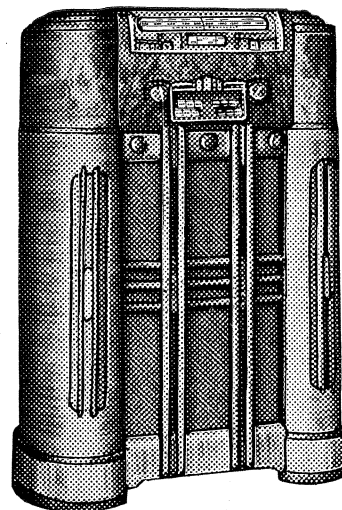
# GIFTS

## 1938 SILVERTONE

With PUSHOMATIC TUNING

The Most Complete Line of Radios in Geneva. SHOP EARLY.  
Make your Selection Now. A Deposit Will Hold for Delivery Any  
Time from Now 'til Christmas.

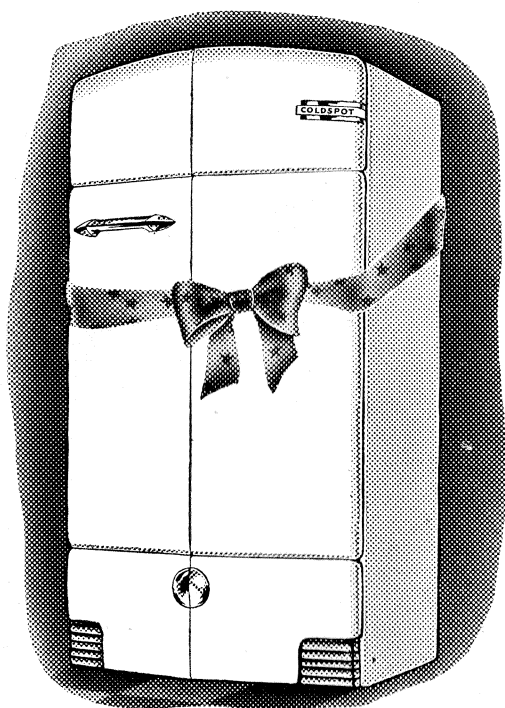
**\$10<sup>95</sup>** up



## COLDSPOT

ELECTRIC REFRIGERATOR

Select Your Model Now. Delivery  
Made Any Time from Now 'Til  
Xmas. SHOP EARLY!



Fastest Selling Refrigerator in Geneva!

## TOYLAND OPEN

Biggest  
Ever

Make Your Selection  
Now. A deposit will  
hold. SHOP EARLY!

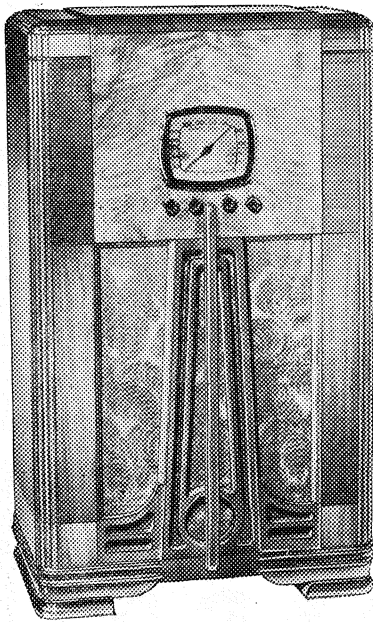


# SEARS, ROEBUCK AND CO. GENEVA

The Gift Store of a Nation

## "MERRY CHRISTMAS"

for  
THE ENTIRE FAMILY



GIVE  
THIS AMAZING

# EMERSON

all-wave

## Console Radio

only

# \$49.95

Generous allowance  
for your old Radio

DON'T WAIT . . .

PLACE ORDERS NOW  
FOR XMAS DELIVERY

# SEAGERS

104 Seneca St. Phone 2463

Be polite to young nobodies.  
They may decide not to be that.

—o—

### He Could Prove It

First Bird—Don't you know better than to sit on this chimney?  
You're getting all dirty.

Second Bird—Soots me all right.

—o—

### One Reason

"How come Jake lost his hair so fast?"

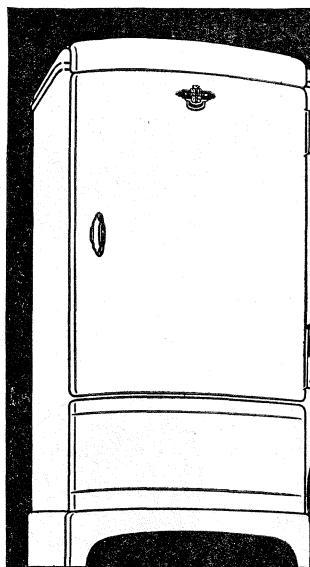
"I heard his wife had a hand in it."—*Our Paper.*

## JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

### SATURDAY SPECIALS:

Round Steak, or Round Roast.....	25¢
Boneless Rib, or Rump Roast.....	25¢
Porterhouse or Sirloin Steak.....	28¢
Home Made Italian Sausage.....	25¢
Pan Sausage .....	20¢
Center Cut Pork Chops.....	25¢
Fresh Ground Hamburg.....	15¢



*For a  
Merry Christmas  
and Many Happy  
New Years of  
Extra Savings*

PRICES  
AS LOW AS

# \$113.50

EASY TERMS

# 1938 FRIGIDAIRE

with *NEW SILENT* METER-MISER

*WILL SAVE HER MORE MONEY, MAKE HER KITCHEN  
HOURS HAPPIER, EASIER THAN EVER BEFORE!*

*Come in! See the Proof!*

# EASY WASHER SHOP

"Geneva's Oldest Appliance Store"

471 Exchange St.

Phone 6323

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., DECEMBER 9, 1937

## JOIN THE NATIONAL BANK CHRISTMAS CLUB FOR 1938

### CHRISTMAS CLUB CLASSES

Deposit Weekly	Receive in 50 Weeks
25c . . . . .	\$ 12.50
50c . . . . .	\$ 25.00
\$1.00 . . . . .	\$ 50.00
\$2.00 . . . . .	\$100.00
\$3.00 . . . . .	\$150.00
\$5.00 . . . . .	\$250.00

•  
THE  
EASY WAY  
TO  
SAVE  
•

•  
SAVE FOR  
ANY  
ANNUAL  
EXPENSE  
•

Your first deposit  
makes you a member

BE PREPARED NEXT YEAR

IT'S EASY TO DEPOSIT A SMALL AMOUNT EACH WEEK AND  
FUN TO SEE THE MONEY MOUNT UP

# THE NATIONAL BANK OF GENEVA

Member Federal Deposit Insurance Corp.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., DECEMBER 9, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week.  
Distributed to homes, stores and offices  
in the City of Geneva. Deliveries also  
made in Ovid, Willard, Waterloo,  
Phelps, Stanley, Hall, Seneca Castle,  
and on R.F.D. routes out of Geneva,  
Phelps, Stanley, and Waterloo.

Advertising space must be re-  
served by Saturday noon preceding  
publication day and all copy must  
be in by Monday noon.

### LIFE INSURANCE and ANNUITIES

A reliable, personal Insurance Service

**LAVERNE F. DARLING**

Geneva Trust Bldg.

Phone 2184

## G. H. PRINCE

20 Linden Street

Phone 2685

Watch, Clock and Jewelry Repairing  
and Picture Framing

## for CHRISTMAS...

and all thru the  
Winter Season

THE ENTIRE FAMILY  
will appreciate

**A CAR HEATER**

**CHARLES E. COOL**

Complete Auto Electric and  
Speedometer Service

61 Geneva St.

Phone 2050

Do your Christmas Shopping  
NOW!

## Y. M. C. A. NEWS

**Friendly Indian Club:** The  
Friendly Indians are making elab-  
orate plans for a big Christmas  
Party to be held Saturday, Dec. 18.  
Mr. Lyman Hammond and Mr.  
Earl Finzar are assisting. Every  
Friendly Indian should sign up at  
once.

**Junior Comrade Club:** Last Sat-  
urday 32 members were present at  
the dinner served by Mrs. Larsen  
and Mrs. Smith, mothers of boys  
who are members.

**Friday Night Club:** The Friday  
Night Club of young people elected  
Mr. Ben Whiteman, Pres.; Mrs.  
Robert Curtis, Vice-Pres.; Miss Al-  
berta Roberts, Secy.; Mr. Paul  
Loomis, Treas. The President ap-  
pointed a Committee to decide on  
a name for the Club and also the  
program and refreshments for the  
next meeting, Friday, Dec. 17.  
About 50 young people were pres-  
ent and it was one of the most en-  
joyable meetings held. The meet-  
ing lasted until about 11:30.

**Hi-Y State Assembly:** Tomor-  
row, Friday, Dec. 10, Mr. W. G.  
Warr, Miss Evelyn Booth and a  
delegation of 5 high school boys  
and girls leave for the Hi-Y State  
Assembly in Albany, Dec. 10-11-  
12. Mr. Tom Wilson, Pres. of the  
Rural Hi-Y Club has been selected  
Chaplain Pro-tem of the Senate  
of the Assembly. Secretary Warr  
will act as Chairman of the Com-  
mittee on Agriculture and Markets.

## BE PREPARED for THE HOLIDAYS

... before the rush

Our entire experienced personnel is at  
your service for ...

DEPENDABLE QUALITY  
CLEANING and CLOTHING  
REPAIR WORK.

## FOOTE'S CLEANERS

78 Castle St.

Phone 2910

One of the State Representatives  
will be present and aid in the dis-  
cussion of all bills which have been  
presented by the Hi-Y Club.

**XMAS CARDS ... SELECT NOW**

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4797

## CARPENTER and BUILDER

Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given — free

## PICTURE FRAMING

COMPLETE NEW LINE  
OF MOULDINGS\*

## W. C. DEMMING CORP.

505 Exchange St.

Phone 2998

HERE'S AN IDEA ...

## WHY NOT?

... a change of oil  
... a lubrication job  
... or a tank of Texaco  
"Fire-Chief"

for someone for Xmas.

**RICKELS**

SERVICE STATION

Lake Street

Phone 2920

**Buys Geo. Peters' Store**

Wm. R. Riley, for a number of years proprietor of the Messenger Hotel at Cortland, has purchased the Geo. M. Peters' Wine and Liquor Store, at 148 Castle St. Mr. and Mrs. Riley will reside at 40 N. Main St.

McDonnell's Magazine Agency, 92 N. Main Street, Geneva, N. Y. Phone 6098. "Ken" — the insiders world . . . will tell you what the newspapers never tell.

**AN IDEAL XMAS GIFT**

Install a Thermostat and enjoy even heat throughout the season

**HOMER R. OSTRANDER**

Rear 70 Colt Street

Phone 3976

**XMAS GIFTS**

FOR YOUR CAR, TOO!

- General Dual-10 Tires
- Arvin Heating Systems
- Batteries
- Delco Radios
- Motor Service
- Lubrication
- First Class Washing

at . . .

**FINK'S  
SUPER-SERVICE STATION**

Lake Street\* Phone 2448

# JEWELRY

*Gift*

## SPECIALS

Matched . . . Sheaffer . . .  
PEN & PENCIL SETS.....\$3.95 up  
RONSON LIGHTERS  
SMOKERS' ARTICLES, Etc.  
62-PIECE SILVER SET.....\$29.75  
LUCIEN LEONG TOILETRIES

Glamorous BOUDOIR SETS  
for "Her"  
\$2.95 to \$50.00



The Regal Gift  
for Christmas

**DIAMONDS**

\$9.95 to  
\$500.00

There is no Gift that can compare with the luxury and exquisite beauty of fine Jewelry —

from GILBERT'S

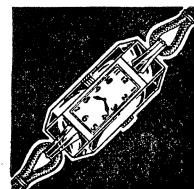
Many Grand Values

Nationally known makes

**- WATCHES -**

LADIES' . . .  
MEN'S . . .

\$9.00  
to  
\$250.00



"SWANK" JEWELRY  
for "Him"  
50¢ to \$50.00

BIRTH STONE RINGS  
\$2.00 to \$75.00

VANITIES . . . 50¢

MATCHED BRIDAL SETS  
\$17.45

MEN'S TRAVELING SETS, \$3.50 SCHICK RAZORS, \$15  
WELL AND TREE PLATTERS BEVERAGE SETS  
BEAUTIFUL CHINA AND GLASSWARE  
LEADING MAKES.....Self Starting.....ELECTRIC CLOCKS

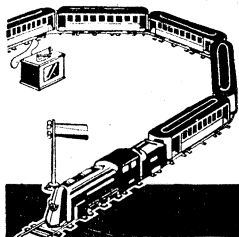
510 EXCHANGE  
STREET

**S. A. GILBERT**

PHONE 2241  
GENEVA, N. Y.

J-E-W-E-L-E-R

CREDIT EASILY ARRANGED



ALL THE NEWEST  
1938 MODELS . . .

**TOYS**

Streamlined Trains & Vehicles  
Autos, with Trailers, Sleds,  
etc., etc.

GREAT REDUCTIONS  
ON ELECTRIC TRAINS

Complete assortment of large and small TOYS,  
for both girls and boys — from 5¢ up

20-22 Castle Street

**DILLINGHAM & SON, Inc.**

Geneva, N. Y.

MAKE THIS

**An Electrical Xmas**

Give WESTINGHOUSE Gifts that  
GIVE and GIVE and GIVE in  
SERVICE and SATISFACTION.

We invite you to come in and see our  
complete APPLIANCE DISPLAY.  
Stoves - Refrigerators - Washing  
Machines - Radios - Ironers - Sandwich Grills -  
Percolators - Toasters - Waffle Bakers - Irons - and  
the Wonderful Westinghouse "Food Crafter".

— every house needs WESTINGHOUSE —



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Gingerbread Banana Shortcake

- 1 3/4 cups flour
- 1 teaspoon baking powder
- 1 teaspoon ginger
- 1/2 teaspoon cinnamon
- 1/2 teaspoon each salt and soda
- 3 tablespoons shortening
- 1/2 cup sugar
- 1 egg
- 1/2 cup Brer Rabbit molasses
- 1/2 cup boiling water

Sift together all dry ingredients, cream together shortening and sugar, add beaten egg and molasses. Add dry ingredients and mix thoroughly. Lastly add boiling water, beat well. Bake in 2 layer cake tins in moderate oven (350°) for 20 to 30 minutes. Serve slightly warm with whipped cream and sliced bananas between layers and on top.

Mrs. M. S., R.D. No. 3

## Cranberry and Peach Salad

- 1 cup ten minute cranberry sauce
- 1 can peaches (halves)
- 1 head lettuce
- Mayonnaise

Place drained peaches on crisp lettuce. Fill center of each with one tablespoon of cranberry sauce from which the juice has been drained. Serve with mayonnaise. Canned pears may be substituted for peaches.

J. L., Hillcrest Ave.

## Ashville Salad

- 1 cup tomato soup
- 2 pkgs. Philadelphia cream cheese
- 2 tablespoons gelatine
- 1/2 cup cold water
- 1 cup mayonnaise
- 1 1/2 cups of chopped celery, onion and green peppers

Heat tomato juice to boiling point, then add cream cheese and gelatine which has been softened in the cold water for five minutes. When partly cooled, add mayonnaise and chopped vegetables. Chill in individual molds and serve on lettuce.

Mrs. F. E. W., Hoffman Ave.

## Fairy Puffs

- 1 cup granulated sugar
- 2 egg whites
- 1 cup shredded cocoanut
- 1/2 teaspoon vanilla, and pinch of salt

Beat egg whites until stiff, add pinch of salt and mix sugar in thoroughly. Cook for 15 minutes in double boiler. Remove from fire, add cocoanut and vanilla. Drop by teaspoonfuls on greased baking sheet and bake in moderate oven for 12 minutes or until delicate brown.

D. E. R., R.D. No. 2

Give Yourself  
**MODERN  
REFRIGERATION**  
this Christmas

"COOLERATOR"  
... the conditioned-air  
REFRIGERATOR\*

**C. J. BRADY**

RE-FILTERED ICE  
CITY WATER

110 Lake Street Phone 2740

## "The Woman Pays"

Ralph—Why didn't you take Betty to a movie after she suggested it? Were you broke?"

Alf—No, but she was.—*Detroit News.*

PHONE 2712  
**MULVEY'S**  
- WEEK-END SPECIAL -  
**FRESH GROUND  
HAMBURG 18c**  
OYSTERS, per pint.....28c

## Christmas Gifts

For Mother, Dad, Sister, Brother,  
or Sweetheart.

Newest Designs in Watches, Rings,  
Brooches, Gent's Evening Sets, Silver-  
ware, Toilet Sets, and Leather Goods.

Watch Our Window for  
Gift Suggestions.

**L. H. BARTH**

86 Seneca St. Schine Theatre Bldg.

**BAUMGARTNER'S**  
SERVICE STATION

BE SAFE!!

KEEP THAT MOTOR YOUNG!

... by letting us change the oil EVERY  
500 MILES — to give the best results  
for WINTER DRIVING.

Transmission and differential should  
now be drained and refilled with WIN-  
TER GEAR OIL.

We have your popular brand to choose  
from —

**MOTOR OILS:**

Gulf - Mobil - Veedol - Sunoco  
and Kendall

— Top of Bean's Hill at edge of city —

PHONE 2546

## Air-Conditioning

... may be applied to your present  
heating system.

GET OUR ESTIMATES

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

YOU CAN'T GO WRONG  
with "BLUE COAL"  
or SEMET-SOLVAY COKE

**MOTOR  
STOKOR**

Easy Terms on Money Saving Motor Stokor  
Installations

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 2393 and 2373 261 Exchange St.  
Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

### Gaspe Once Wasted Lobsters

In Gaspe, Quebec, lobsters once were used as fertilizer and now are so scarce that fishermen are permitted to catch them only during June and July.

Sometimes pride goeth before a fall, and sometimes it comes afterward if it was 3,000 feet and no bones broken.

### USED RADIOS

Better buy a good Used Radio than a cheap new one. These sets have all been reconditioned.

LOT 1 ..... \$7.95

LOT 2 ..... \$12.95

RCA - General Electric - Fada - Philco - Atwater-Kent - Sperton - Bosch, and other makes are included in these used sets.

COME IN AND HEAR THESE SETS. ALL REAL BARGAINS.

**BOLIN MUSIC HOUSE**

### The New Arrivals in GIFT SHIRTS

at  
'HADLOW'S Haberdashery'  
are positively the SMART-EST and LATEST IN PAT-TERN and DESIGN to be found anywhere.

Featuring The Duke of Kent Trubenized, English Tab and the Park Avenue collars.

**\$1.65 to \$1.95**

Shirts for the conservative man down to the young man with the taste for unusual patterns.

Drop in and see our unusual display of "knickknacks" for Men.

**Hadlow's Haberdashery**  
35 Seneca St. Next to Loblaw's

## CHRISTMAS SALE !!

**FREE . . . FLASHLIGHT,**  
complete, with  
any "TRUETONE" Mantel  
Radio—\$14.95 to \$39.95

**FREE . . . WALL CLOCK,**  
with any  
CONSOLE RADIO—  
\$44.95 to \$73.50

**FREE . . . DEFROSTER,**  
with each  
MASTER HEATER—\$9.95

**FREE . . . Installation with**  
AUTO RADIO  
\$29.95 to \$35.95

(THESE OFFERS GOOD ONLY 'TIL CHRISTMAS)

Complete Line of Auto Accessories . . .

. . . Use our Easy Payment Plan

**Western Auto Associate Store**

440 Exchange St.

Phone 2249

Geo. S. Jameson  
Owner

Geneva, N. Y.



### THREE STARS IN THE APPLIANCE WORLD!

— NAMES TO CONJURE WITH —

**EACH ONE A LEADER  
IN ITS RESPECTIVE FIELD!**

### "EASY" ★ WASHER

See the new 1938 "EASY"  
Damp-drier, with the new  
"EASY" Meter . . before you  
buy any washer.

(Sold exclusively by us)



★ Big display . . including  
23 Arm-chair 1938 mod-  
els to choose from . . .  
Priced \$19.95 up

(We are exclusive dealers)



HERE IN TIME FOR  
CHRISTMAS!

Brand new . . .  
The Gift of the Year!

Complete display of new 1938 FRIGIDAIRE Models . . . with new silent  
"Meter-miser" Come in, see, and hear the proof. PRICED from \$113.50 up.

(Sold exclusively by us)

## EASY WASHER SHOP

"Geneva's Oldest Appliance Store"

471 Exchange St.

Phone 6323





## RADIO FLASHES

by Ralph Le Brun



Paul Dumont,  
Master  
of Ceremonies,  
Pontiac  
Varsity Show,  
heard  
each Friday,  
at 9 p.m.,  
over  
NBC-WHAM.  
This week  
the broadcast  
will be from  
Smith College,  
the first  
girl's college  
to be visited by  
the Varsity Show.

Captain Frederick Albert Cook, the American physician and explorer whose claim to the discovery of the North Pole on April 21, 1908, led to many years of controversy, will be among the guests of the "We, the People" broadcast over the Columbia network, Thursday, at 7:30 p.m. Others to be heard on this program include Miss Virginia Gardner, a reporter for the Chicago Tribune, whose stories exposing medical quacks resulted in twenty-two arrests; Frank Weidman, Jr., whose father, a policeman, was shot recently while apprehending criminals; and Dr. C. H. Hall, of Elkins, who performed an emergency operation on a motor accident victim, only to discover the patient was his own daughter.

"The King of Jazz", the world-renowned Paul Whiteman, will return to the Columbia network on December 31, for an extended series of popular music programs which will be heard every Friday night, at 8:30 p.m. In addition to the inimitable music provided by his orchestra of 26 stellar instrumentalists, America's foremost popular musical leader also will bring to the CBS airwaves each Friday a different star from stage and screen, many of whom Whiteman himself started on the road to fame as members of his musical ensemble. The first five programs of the series will originate in Hollywood while the Whiteman Orchestra fulfills an engagement at the famed Cocoanut (Continued on page 11)



In the evening hours  
When your Radio won't click  
Telephone me

For Service that's quick

**RALPH LE BRUN**  
225 High St. Phone 6257

# FREE!! ... FOR 10 DAYS ONLY STARTING TODAY!

## 50 GALLONS GASOLINE and 5 OIL CHANGES

... with each of our

## USED CARS

priced \$100.00 or over

All cars guaranteed to be right

SEVERAL MAKES and MODELS  
to choose from

COME IN . . . . LOOK THEM OVER

## SENECA MOTORS

-- De SOTO -- PLYMOUTH --

209 Exchange Street

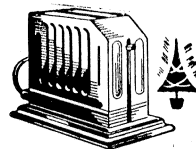
Phone 2613

## Again We Announce OUR NEW TOYLAND

All kinds of  
Toys, priced  
from a few cents  
up

SLEDS - WAGON - VELOCIPEDS - SKIS  
\$1.00 and up to \$8.95

NEW LOW PRICES ON ELECTRIC . . .



WAFFLE IRONS  
TOASTERS  
PERCOLATORS  
SANDWICH TOASTERS  
HEATERS

Toastmasters - Elec. Stoves

**\$1.00 and up to \$16.00**

SUNBEAM "MIXMASTER" .....\$22.50  
SHELBY-CYCLES .....\$29.95 and up  
SHOE SKATES, box toed, new low price,  
Ladies'.....\$5.00 Men's.....\$5.50  
"SILEX" DRIP-O-LATORS .....\$4.95  
GENERAL ELEC. Self Starting CLOCKS.....\$2.95 up  
WEST-CLOX (all styles) from.....\$1.25 up

## DORCHESTER & ROSE

Exchange at Seneca HARDWARE Phone 2496

"115 Years of Quality with Economy"

There are two kinds of righteous:  
Those who are righteous for their  
own sakes and those who want to  
be messiahs to others.

Will you kindly mention  
**GENEVA COMMUNITY NEWS**  
when buying from our advertisers?

### Proud Hubby

"There's one thing I can say for  
my wife."

"What's that?"

"Yes."—*Atlanta Constitution.*

Being content with what we have  
is necessarily compulsory.

# More. Quicker. HEAT



### Goodrich Super DeLuxe CAR HEATER

Here's an unusual new heater  
that throws a 4-way stream of  
hot air to every corner of your  
car—at the same time. You can  
get one *now* and pay on easy  
terms, as you ride. No red  
tape or delays. Quick, courteous  
service to everyone.

**See It Before You Buy**

## EASY TERMS

NO PAYMENTS UNTIL NEXT YEAR

## Economy Auto Supply

ANDREW L. SCHADLER, Owner

469 Exchange St.

Phone 2482

Geneva, N. Y.

## SCHINE'S GENEVA

Friday - Saturday

### DRAMA OF BLACK GOLD!



Sunday - Monday - Tuesday

### NIMBLE-FOOTED!



"Pluto's Quin Puplets"

Wednesday - Thursday

GRETA

CHARLES

## GARBO BOYER "CONQUEST"

Shop Early for Xmas

### FREE TICKETS TO SCHINE'S THEATRES — EACH WEEK

Read each advertisement in this issue. Look for the stars  
(\*). A number of them are scattered among the different ads  
(throughout the entire issue). Make up a list of the firms in  
whose ads these stars appear.

Mail your list to "Star Contest", Geneva Community  
News, Geneva, N. Y., as quickly as possible — each week.

FREE THEATRE TICKETS will be mailed to persons  
sending correct list, as follows:

First three correct—Two tickets each to Regent Theatre.  
Next four correct—One ticket each to Geneva Theatre.

NOTE—Two of the Regent Theatre tickets and one of the  
Geneva Theatre tickets will be given to the first and second  
correct lists received from our readers in communities out-  
side of Geneva.

Contest is open to entire public except associates of Ge-  
neva Community News. Make up your list and mail at once.

# D O R O T H Y G O E S C H

Phone 3533 . . .

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

## McCarthy's Pharmacy

162 Castle St.

is showing a fine assortment of  
**Gifts for Men**

Traveling Cases.....\$2.49 to \$4.39

Prophylactic Military Brush Sets

\$1.00 to \$3.50

Shaving Sets..... 98¢ up

Also, many other useful Gifts!

—D—

## For the Boys' Christmas

Boys' Wash Suits, sizes 1 to 6  
Wool Pants . . . . Wash Waists  
Suits

Corduroy (three pieces)

Cotton Jersey . . . . . Knitted  
Underwear

Bathrobes . . . . Pajamas

**The Julia Elizabeth Shoppe**  
18 Linden St. Call 3164

—D—

Pre-Holiday Festivities naturally  
inspire you to look your loveliest.  
Hair perfectly groomed . . . Nails  
neatly manicured . . . Complexion  
glowing.

**Shampoo, 25¢ Finger Wave, 25¢**  
**Facial, 50¢ Manicure, 25¢**

**The Terrace Beauty Shoppe**  
16 Sherril St. Dial 5715

As surely as your mirror  
**Your home reflects You!**

**Finzar & Stevenson**

111 Castle St. . . 'Phone 2661

take pride in knowing

where . . . and . . . when

to find the best values in

**Real Estate**

**To Buy . . . To Rent . . . To Sell**

—D—

To friends and relatives . . . at  
home or abroad—wherever they  
are, extend a more personal  
Christmas Greeting with Flowers,  
through

**Florist Telegraph Delivery**

**The Staley Flower Shoppe**

84 Castle St.

is a Bonded F. T. D. Member

—D—

Members of

**The Loan's Christmas Club**

can give really nice Gifts. Why  
don't you drop in

**The Loan**

and start your Club for next year?  
Only a small saving each week —  
but, at Christmas Time, when you  
need it most—a worthwhile check.  
You may start this week with any  
amount.

—D—

"Mother may not tell you so—  
but she would take pride in having  
a

**Choice Brandy or Wine**  
to serve with her fruit cake."

**Wm. R. Riley**

**Liquor Store**

148 Castle St.

—D—



## Ideal Christmas Gifts

For Men:

**Ties . . Custom Made Shirts . . Hose**

For Ladies:

**Luxus Custom-Tailored**

**Suits and Coats**

**A. P. Petersen Custom Tailor**

476 Exchange St.

—D—

## Price Down!

**Lightning Cleaner Prices**

are way down

**Old Price**

**New Price**

30¢.....Half Pound.....20¢

50¢..... Pound .....30¢

\$4.25.....Ten Pounds.....\$2.50

at

**Beard's**

93 Castle St.

—D—

**The Gift** that really lasts—and  
is sure to be appreciated by your  
friends and family—

**Your Photograph**

See the new Style Portraits for  
Christmas at

**The Stewart Studio**

41 Seneca St.

—D—

No Gift could be more pleasing  
than one which is destined to grace  
her moments of leisure.

**The Seneca Shop**

45 Seneca St.

is in glorious array with a lovely  
variety of Lingerie . . Negligees  
. . Flannel Robes . . Lounging Pa-  
jamas . . House Coats.

## WE HAVE MOVED

to our new location on  
**GENEVA STREET**

Be sure to see

**OUR BIG DISPLAY of**  
**FINE LIVING ROOM SUITS**  
**and CHAIRS**

—Buy from factory at factory prices—

**SENECA FURNITURE MFG. CO.**

F I R O O Z I

The  
**STORE**

with

**1000**  
**GIFTS**

Practical . . . Distinctive  
. . . Reasonable

F I R O O Z I

59 Seneca St.

# R I S T M A S      S H O P P I N G

Ask Miss Murphy about  
The "Gift Certificates"  
from

**The Rose Beauty Shoppe**  
Call 5827

- \$1.00—Oil Shampoo and Finger Wave or Marcel
- \$2.50—End Permanent
- \$3.00 to \$10.00—Permanent natural looking waves and croquignole ends
- \$3.00 up — Machineless End Permanent
- \$5.00 up—Machineless Permanent

—D—

**Ideal Gift for Mother**  
**Toastmaster Toaster**

Makes perfect Toast every time  
Fully Automatic

Flexible Timer—times each slice accurately . . . No pre-heating . . . Pops the Toast . . . Adjustment button for light, dark or medium Toast . . . Quick Toasting.

Price \$16.00

**Toastmaster "Junior" Toaster**  
\$7.50

**Cooney, Watts & Cooney**  
513 Exchange St.

—D—

**Prince's**

For Gifts of Lasting Remembrance  
**Rosaries . . . . . Crosses**  
**Bracelets . . . Brooches . . . Earrings**  
Next time you're shopping, stop in and see the fine selection at

**Prince's Jewelry Store**  
20 Linden St.      Dial 2685

## GIVE LUGGAGE for CHRISTMAS

- Fitted Cases
- Gladstone Cases
- Fitted Toilet Cases

**The CONNIFF SHOECO.**  
*Ask to be Fitted*

**Leather Gifts**

That Men Like

Billfolds . . \$1.00 up  
Billfolds and Key-Case Sets

\$2.00—\$10.00

Gladstone Bags . . . \$8.25—\$20.00

Zipper Traveling Sets

\$3.25—\$15.00

Name or initials stamped in Gold or Silverleaf without charge.

**Brunskill's**

**438 Exchange St.**

Quality Merchandise at Lower Prices

—D—

Give "Him" a Pipe for Christmas.  
Large assortment to choose from at

**The Corner News**  
**Main & Castle Sts.**

Kaywoodie and Yellowbole Pipes, from \$1.00 to \$4.00; pipe sets 49¢ to \$2.00; Xmas wrapped cigars, cigarettes and tobaccos.

—D—

Don't delay . . . do your Christmas Shopping at once.

—D—

If there's a doubt in your mind —

**Give Isenman's Candy**

For the Holidays

**Special Gift Packages of**

Isenman's

Assorted Chocolates, Hard Candies  
150 Castle St.

—D—



Shop at once for Christmas.  
Only 13 more shopping days.

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?  
**"Dorothy"**



**SPLENDID CHRISTMAS**  
**GIFTS for LADIES**

**MUNSINGWEAR HOSIERY**

*For Sheer Satisfaction*

**SERVICE or CHIFFON**

- Flawless
- Ringless
- Full Fashion
- Cradle Foot
- French Heel

**79<sup>C</sup> Pair**

**Baker & Stark**

489 EXCHANGE ST.  
North Regent Theater

# GIVE WINES AND LIQUORS FOR XMAS

We have them in fancy Xmas boxes at no extra cost . . .

**Brandy ★ 1½ Pts., 45c ★ Pts., 85c**

(For that Fruit Cake, Plum Pudding or Sauces)

**Rum ★ 10ths, 98c ★ Pts., \$1.25 ★ 5ths, \$1.89**

Give Father a pint of his favorite Liquor. Here are some of the famous brands:

"SEAGRAM'S" — "THREE FEATHERS" — "GREEN RIVER" — "CALVERT" — "FOUR ROSES" — "PAUL JONES" — "OLD OVERHOLT" — "OLD GRANDAD" — "GOLDEN WEDDING" — "BALTIMORE CLUB" — "MOUNT VERNON" — etc., etc.

Ranging in price from 69¢ pint up

Give Mother a bottle of Sherry or Port to serve with that fruit cake.

Our store is completely stocked with beautiful Xmas packages. Whether or not you buy, you are welcome to come in and inspect our merchandise.

## T. J. COMISKY

NEW YORK STATE WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

Jud Tunkins says unemployment is a great problem, but around his house it's just a habit.

Gold and diamonds abound in Brazil.

One of the greatest secrets of popularity is to keep your troubles to yourself.

**GLASSES . . if you need them. We will tell you, if you don't.**

We fit glasses, repair frames, replace broken lenses.

**G. W. FLETCHER, OPTOMETRIST**  
Castle St. - Opp. City Hall  
Office Phone 2292 Residence 2044

### BRENNAN'S GROCERY

31 John St. Phone 4572

Free Delivery

BEER and ALE

All Kinds \$1.99 per case (plus deposit)

Let US take care of your needs

### THEATRE TICKET WINNERS

in our "Star Counting Contest" for the past week, are:

(See instructions on page 7)

(Geneva City)

Kathryn Church, 30 Hogarth Ave.

Mrs. Gordon Lahr, 34 Dorchester Ave.

Mrs. W. G. Middleton, 39 Elmwood Ave.

Miss Amber Peck, c/o Nurse's Home, Geneva General Hospital.

Mrs. Anne Harlan, 134 Oak St.

(Outside Geneva)

Mrs. Willard Legerwood, Hall, N. Y.

Mrs. Eugene Dhallo, William St., Phelps.

In exactly what year of American history did noisy shoes disappear?

In the shadow of every prosperous business you'll find a serious hard-working man.

### M. F. DEVANEY

CHRISTMAS and NEW YEAR GREETING CARDS

435 Exchange Street

Men are that honest, that we even have to have patent laws to protect ideas.

You have culture or you have it not, just as you have an aristocratic nose or not.

### JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

#### MEAT SPECIALS

Pork Chops (center cut).....25¢  
Pork Loin Roast.....20¢  
Pan Sausage .....20¢  
Italian Sausage (hot, or sweet) 25¢  
Fresh Ground Hamburg.....15¢  
Choice Chuck Roast.....21¢

#### STEAKS:

Round, Sirloin, or Porterhouse .....25¢

**No Fooling An Expert**

Doctor—I'm afraid he's dead.

Patient—No, I'm not.

Nurse—Be quiet, the doctor knows best.—*Stray Stories Magazine*.

**Take Your Choice**

"It is said that we shall pass away as a tale that is told."

"But tales that are told don't pass away; they are forever being told again."

**TOYS!!**

A large selection to choose from. Bring in the Kiddies to see them. And best of all . . . they are REASONABLY PRICED!

The New  
ERECTOR SETS ..... \$1.19 up

"American Flyer" ELEC- \$4.95  
TRIC TRAINS, with track up

GILBERT  
CHEMISTRY SETS..... \$1.00 up

Pool Tables, Bicycles (Girls' and Boys'), Skis (all sizes), Fleetwing Sleds, Streamline Carts, Hockey Sticks, Daisy Air Guns, Hockey Skates on Shoes.

Visit our ELECTRICAL DEPT. for PRACTICAL XMAS GIFTS

**COONEY, WATTS & COONEY**

513 Exchange Street

HARDWARE

Phone 2170

Lionel MICKEY MOUSE  
HAND CARS, with track 69¢  
SPECIAL.....

Lionel SANTA CARS,  
with track ..... 69¢

All steel Rubber Tired \$1.29  
PEDAL CARS, very spec.

**Telephone Your Christmas Worries To Us . . .****2112**

A SERVICE TO FIT THE  
NEEDS OF ALL

Ready-to-Wear.....10¢ per lb.  
Wearing Apparel (shirts in-  
cluded) 10¢ per lb. additional  
This service returned to you  
neatly ironed.

Semi Finish.....10¢ per lb.  
Flat work ironed — Wearing  
Apparel returned to be ironed.  
Shirts ironed.....10¢ extra

Damp Wash, 10 lbs.....39¢

**FINGER LAKES  
LAUNDRIES, INC.**

\*511 Exchange St.

**REGENT THEATRE ATTRACTIONS**

Fri., Sat., Dec. 10-11: 2 big features—Cedric Hardwick and Anna Lee in "King Solomon's Mines"; plus Gene Autry in "Yodelin' Kid from Pineridge".

Sun., Mon., Tues., Dec. 12-13-14—Boris Karloff in "West of Shanghai".

Wed., Thurs., Dec. 15-16: double feature program—Clare Trevor and Donald Woods in "Big Town Girl"; also Patric Knowles and Beverly Roberts in "Expensive Husbands".

**RADIO FLASHES**

(Continued from page 6)

Grove. But the remaining programs of the series will come from one of Columbia's New York playhouses where the noted music critic and composer, Deems Taylor, will bring to the series his informal and stimulating musical commentaries.

**His Sermons for Posterity**

Rev. William Davy, an English clergyman, born in 1743, constructed his own press, bought a quantity of worn and cast-off type, and composed and ran off one page at a time of his sermons. In thirteen years he thus wrote and printed twenty-six volumes of nearly 500 pages each; went off to London and deposited fourteen copies each in every one of the principal libraries there—to insure that he would be remembered by posterity.

**A GIFT THAT  
WILL BE  
MOST APPRECIATED**

Give HIM an OVERCOAT -  
TOPCOAT - or SUIT  
... from WELCH'S

OVERCOATS — \$17.50 to \$40.00  
TOPCOATS — \$15.00 to \$35.00  
SUITS — \$18.00 to \$35.00

We also suggest . . .

QUALITY SHIRTS, all sizes.....\$1.00 up  
GLOVES, leather and knits.....\$1.00 up  
TIES, silks or wools, all colors.....50¢ up  
SOX, silks, wools, lises.....25¢ up  
ROBES, silk, flannel, cotton.....\$3.50 up  
TIE SETS.....95¢ PAJAMAS.....\$1.00 up  
Sweaters, Mufflers, Handkerchiefs, etc., etc.

—: THE STORE FOR MEN'S GIFTS :—

**WELCH'S**  
494 Exchange St.

## CHRISTMAS CAROLS and "SHOP EARLY" DAYS APPRECIATED

Many favorable comments were heard last Friday and Saturday, and have been heard since, regarding the rendering of Christmas Carols in the downtown section of the city in connection with "Shop Early" Days.

"Shop Early" Days inaugurated an early buying campaign here this year, so that Geneva will be more in line with other and larger communities in making an effort to spread Christmas buying out over a longer period. This gives buyers a better opportunity to make their selections and eases up materially on the sales people who are usually "rushed to death" with "last-minute" shopping.

Geneva merchants are being commended for their "Shop Early" idea and for letting the public know that our Geneva stores are well stocked with beautiful Christmas merchandise.

The Park Board is also being commended for co-operating with the merchants and having Christmas decorations up in time for the start of the Shop Early campaign.

While Geneva was a week or so later than some places in getting their Christmas campaign under way, with Christmas decorations, etc., the decorations were, nevertheless, up a little in advance of other years and are being greatly admired by the public.

"The Bethlehem of America"—Bethlehem, Pa., is this year spend-

ing \$25,000 for Christmas decorations, the rendering of Christmas Carols, and other promotional ideas. In Bethlehem, as in most other cities, the early shopping campaign is started immediately after Thanksgiving Day.

### A Happy Christmas

Unloving indeed must be the heart that cannot offer and respond to that universal greeting, for Christmas is the time beyond and above all others when we should forget differences and disagreements and quarrels. Serious though we may have hitherto thought them, shall we not put an end to them as the Yuletide greeting rings in our ears, "A Happy Christmas!"

We admire anyone who can use fine words if they are not beyond our comprehension.

## IS YOUR RADIO IN PROPER CONDITION

for you to hear the

WONDERFUL HOLIDAY  
RADIO PROGRAMS\*

Our repair work is guaranteed  
and must give satisfaction.

**GEORGE F. BRUZEE**

23 E. Castle St. Phone 6522

Public address systems for sale  
and for rent.

# Announcing . . .

the purchase . . . by

## Wm. R. RILEY

—of the—

## GEO. M. PETERS WINE and LIQUOR STORE

at 148 CASTLE STREET, GENEVA

Mr. Riley will continue to carry the same complete line of leading brands of Wines - Cordials - Rums - Gins - Liquors - etc.

Mr. Riley says: "Come in . . . let's get acquainted"

PHONE ORDERS GIVEN PROMPT ATTENTION . . .  
DIAL 2054

### WHILE XMAS SHOPPING

. . . leave your car here for  
WASHING

We do SIMONIZING, too.

**JERRY'S AUTO LAUNDRY**

rear of Carroll's Central Service

Main St., opp. Armory

Phone 2592

We Call and Deliver



### Complete BATTERY SERVICE

Recharging . . . Rentals.  
Or a reliable new battery  
to end battery worries.

all at the . . .

**WEST END SERVICE**

Hamilton St. foot of Bean's Hill

# The Wines to pour for TASTE SATISFACTION

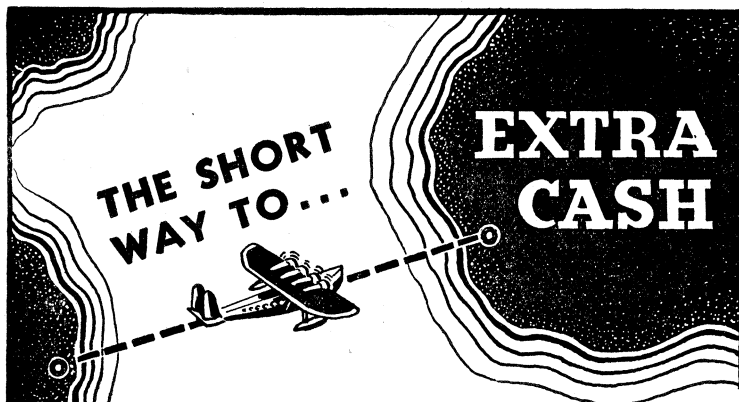
NEW YORK STATE  
**Widmer's**  
HILLSIDE  
**Wines**



No matter what type of wine suits you best, you'll find that Widmer's New York State quality best suits your taste.

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.





### FOR THE HOLIDAYS

At this time of the year our customers must have cash in a big hurry. So we specialize in speed when necessary. Simplicity is the key note of our Personalized Cash Loan Service. Free of disturbing delays . . . reduced to bare essentials.

It's the modern answer to the Money Credit Needs of Modern Men and Women.

Let us assist you with the extra burden of the Holidays and help make your Christmas a Merry one.

Our complete service includes loans on your auto, household goods or other personal security and signature. Small, easy-to-meet repayments.

Come in, write or telephone for further facts. Your inquiry will not obligate you at all. Why not investigate today?

## LOAN SERVICE CORPORATION

34 Seneca St., 2nd Floor—over Keilty's Dry Goods  
Phone 2334 "Loans Made In Nearby Towns"

## "WISECRETE"

Mr. Home Owner:

We are introducing to you "Wisecrete"—for that wet or damp cellar. Unconditionally guaranteed to **MAKE A WET CELLAR A DRY ONE . . .** and all this is done **FROM THE INSIDE** — (a saving to you of at least one-half over other methods of waterproofing).

**NOW IS THE TIME** for that waterproofing job. Let us quote you our price. Prices quoted on jobs either inside or outside Geneva.

## NICHOLAS COBLIO CONTRACTOR

62 E. North St., Geneva, N. Y.  
Phone 5719

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"To make trouble last use every opportunity to talk about it."

"The worst of all success is that which costs us nothing."

"Society cannot exist without curtailing the activities of some reckless individuals."

"He who has no hope of life hereafter finds little hope in life here."

"Leisure is like a little warning—a dangerous thing."

"When we are young we are happy because we don't know anything."

"It takes courage to do your duty."

Phone 5566 Work Called for and Delivered

## GEORGE E. DURKEE

Expert Watch, Clock, and Jewelry Repairing

22 Madison St. Geneva, N. Y.

# - 651 - Extra Reasons

Why You Should Come to

## PHILLIPS

BIG USED CAR AND TRUCK SALE

on or before Dec. 17 and let us Explain These Extra Reasons.

### COMPARE

Our Prices Any Where —

1934 CHEVROLET STAKE TRUCK **\$199**  
Dual Wheels .....

1935 CHEVROLET MASTER COACH **\$345**  
With Trunk, New Paint

1935 TERRAPLANE SED. Kept Like New. **\$399**  
Heater.....

1935 CHEVROLET MASTER SEDAN **\$399**  
With Trunk. New Tires

1936 FORD TUDOR **\$425**

Small down payment. Easy terms.

Big Allowance on Your Car

50 Cars & Trucks to choose from

## PHILLIPS MOTOR CO.

230 Genesee St., Geneva, N. Y.

See the New Ford V8 for 1938

Your Choice **\$65.00**  
For Only

\$25.00 down—\$2.00 per week

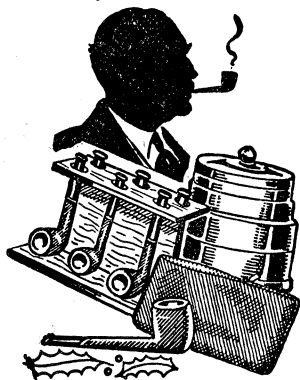
No.

1930 Reo Truck, dual wheels ..... 86  
1931 Ford Pick-up.....122  
1930 Chevrolet Pick-up.....126  
1931 Studebaker Sedan.....944  
1931 Ford Roadster.....951  
1931 Willys Sedan.....906  
1930 Graham Sedan.....872  
1930 Ford Sedan.....969  
1930 DeSoto Coupe.....974

## Shop Early for Xmas

**"Early Shopping"**MEANS MORE  
SATISFACTION

to the Buyer and Recipient

The "Cream of the Crop" is here  
... and is yours for the choosing.

## PIPES:

MEERSCHAUM—finest grade  
KAYWOODIES—complete line  
(7 day matched straight grain set)  
COMOYS DUNHILLS  
ROYAL DEMUTH  
FRANK MEDICO  
FOX'S ENGLISH BRIAR

You will find here the largest assortment of high-grade smoking mixtures ... including our own "FOX'S SPECIAL" ... the largest selling mixture of them all. Don't fail to see our fine line of Smoking Stands, Humidors, Pipe-Racks, Lighters and "Everything for the Smoker".

A deposit on anything selected will hold it until December 18th.

**H. F. FOX**

(Since 1870)

"At the Indian"

(Next to Kirkwood Hotel)

**A GIFT  
Good for Every Day**

Just the thing for  
your boy .. or girl

Something they will thank you for  
the rest of their lives

A MEMBERSHIP

IN THE Y. M. C. A.

**Safety First**

Nurse — Have you told Mr. Brown he's the father of twins?

Maid—No; he's shaving.

"I say, old man, I wish you'd come in for a moment and listen to my loudspeaker."

"Sorry, dear chap, but I haven't time. I've got to get back and have dinner with mine."—*Stray Stories Magazine.*

It is worth it to let one's desk become a jungle of junk, just for the ecstasy of cleaning it out once in six months.

PHONE 2127

**Wilson & Johnson**

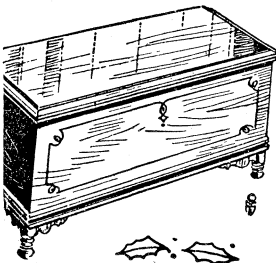
for the Very Best in

MEAT - CHICKENS - TURKEYS

261 William St. Plenty of Parking Space

**Gifts for the Home**

LAMPS ... Our selection is of the largest and best, priced up to \$27

**CEDAR CHESTS****\$15.00 to \$45.00**

Knee-hole Desks .....\$14.50 up  
Smokers .....\$1.00 up  
Coffee Tables .....\$5.50 up  
Lamp Tables .....\$3.75 up  
Card Tables .....95¢ up  
Occasional Chairs .....\$4.75 up  
Lounge Chairs .....\$19.75 up

LARGE HASSOCKS . . . Assortment of Patterns, \$1.75 up

**WHEELER'S**

Opposite P. O.—Geneva

**JOIN OUR CHRISTMAS SAVINGS****CLUB... Right Now!**

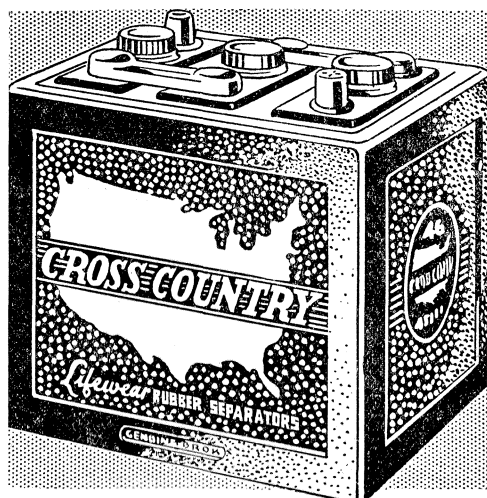
Put away a little each week, and by Christmas, 1938, you'll have enough saved up to pay for your gifts without scrimping or getting in debt!

50¢ deposited each week for 50 weeks totals \$25.00

\$2.00 deposited each week for 50 weeks totals \$100.00

**GENEVA SAVINGS BANK**

24 LINDEN STREET



**\$2.00 TRADE IN FOR YOUR OLD BATTERY WHEN YOU BUY A CROSS COUNTRY SUPER POWER FLO**

**36 MO. GUARANTEE**

**\$5.75 and up**

**SEARS, ROEBUCK AND CO. Geneva**

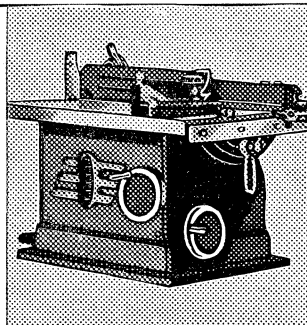
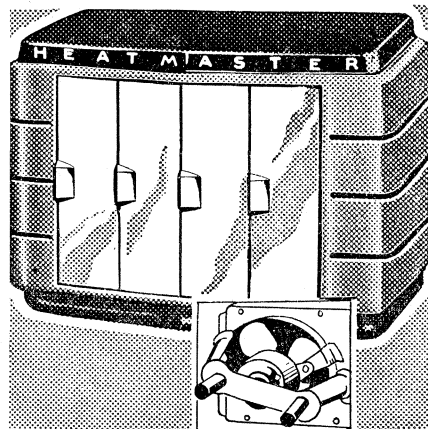
**JUST IN TIME  
FOR XMAS—**

**The Gift for Dad**

## HEATMASTER 77 AUTO HEATER

Worth \$15.00 **now \$6.45**

**Complete . . . Ready to Install**



**2 for 1 Combination Offer!**

**1/3 H.P. BALL BEARING MOTOR FREE**

**with this**

**8 in. CRAFTSMAN Bench Saw**  
Reg. price of get both **\$27.95**  
comb. \$38.90 for

**THIS WEEK ONLY**

**TOYLAND IS BUZZING.  
STOP IN NOW**

**... BUY HIS GIFT IN A MAN'S STORE ...**

## His Gift is Here

**PAJAMAS**  
All Styles  
All Colors

**\$1.95**

Silk .....\$5.00

**ROBES**  
All Wool  
Flannel

**\$6.50 up**

Silk.....\$6.50 up

**HOSE**

Clocks  
Plaids  
Stripes **35c up**

**TIES**

Plain  
Stripes  
Figures **65c up**

## SHIRTS

**THE LARGEST STOCK OF NEW PATTERNS**

*\*(Watch Our Windows)*

## Casey & Son

71 Seneca Street

Phone 2078

**—: THE MEN'S STORE OF GENEVA :—**

## Do Not Buy a Used Car

*until . . .*



**You have inspected our stock, of conscientiously  
reconditioned used cars.**

**With pride, we point to the fact that our stock of  
used cars is small. Our stock of used cars does  
not "pile-up" . . . because WE RE-CONDITION  
THEM, as soon as we take them in, and THEN  
PRICE THEM RIGHT. Thus, and only thus,  
do we prevent an "accumulation".**

**If we do not have what you want, when you want  
it, tell us "your preferences" and "it won't be  
long" before we get in the car you do prefer.**

**Give this sales psychology your deep thought.**

## RUSSELL-HART CHEVROLET, INC.

Phone 6621 604 South Exchange St. Geneva, N. Y.

**For His Xmas!**

**"VAN HEUSEN" SHIRTS**  
\$1.95

**OTHER SHIRTS**  
\$1.00 and \$1.65

**SENECA CRAVATS**  
65¢ and \$1.00

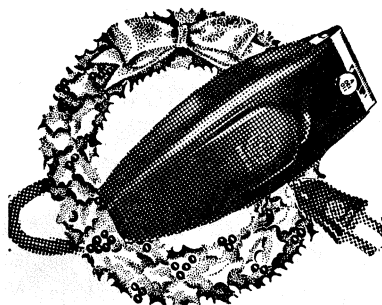
**OTHERS, 50¢ ea.**  
\*Many Patterns!

**TIE and HANDKERCHIEF**  
**SETS, \$1.00**

**Other HANDKERCHIEF**  
**SETS IN BOXES**  
59¢ and \$1.00

**R. J. IREDALE**  
**MEN'S FURNISHINGS**

461 Exchange St. Next Western Union



**Give him**

**PRICELESS Shaving**  
**with a SCHICK**

Give him a Schick and never again will he have to buy shaving creams, lotions or blades! Shaving will never again be an expense! And he'll always get clean, close shaves, without face irritation no matter how tough his beard or tender his skin. Schick can promise you these things—only the original Schick has the experience to know. \$15, AC or DC.

**SCHICK SHAVER**  
NO BLADES • NO LATHER

Over a Million in Use

**Seneca Drug Co.**

10 Seneca St. Phone 2263  
WE DELIVER

**Remember Your Friends**

**THIS CHRISTMAS**

with a really  
**PERSONAL GIFT —**

**YOUR PHOTOGRAPH**

**THE STEWART STUDIO**

41 Seneca Street

Phone 2183



**FOOD**  
**BARGAINS!**

**PHONE**  
**2152**

We deliver

... and here's another Big

**WEEK-END SPECIAL**

for this week Thursday - Friday - Saturday

— Dec. 9-10-11 —

A "GENEVA PRODUCE BAG", containing:

1 pk. POTATOES  
3 lbs. CARROTS  
3 lbs. BEETS  
3 lbs. TURNIPS  
3 lbs. SWEET POTATOES  
3 large ONIONS  
2 bunches RADISHES  
2 stalks CELERY  
1 head CABBAGE  
1 head ICEBERG LETTUCE

95¢ VALUE

ALL FOR

**69c**

All A-1 Produce  
(Guaranteed)

GRADE A EGGS (whites).....38¢ doz.  
GREEN HUBBARD SQUASH .....1½¢ lb.  
ORANGES, Floridas; large.....25¢ doz.; extra large.....35¢ doz.  
California ORANGES, large .....39¢ doz.

**EXTRA SPECIAL . . .**

ONIONS, fancy (large or small).....98¢ bu.  
McINTOSH APPLES, A-1, delicious, ready-to-eat.....79¢ bu.

**PRODUCE MARKET**

(Wholesale & Retail)

E. J. NORMAN,  
Mgr.

Geneva Refrigerating Grounds—next to American Can  
Open Week Days, 7 a.m. to 9 p.m. . . . Sundays, 1 to 6 p.m.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., DECEMBER 16, 1937

## THE FAMILY CHRISTMAS PROBLEM

**HOW** to make the children's wishes  
come true —

**HOW** to bring cheer and merriment to  
the entire household —

**HOW**, in fact, to stretch the family  
budget to cover the much desired  
extras —

This is the family's annual  
holiday problem.

If someone in the family would join our  
Christmas Savings Club for 1938, much  
anxiety may be avoided. By depositing  
in this club a small amount each week,  
money for next Christmas spending will  
be provided. There are classes to meet  
every pocketbook based on payments for  
50 weeks.

JOIN THE  
1938  
CHRISTMAS CLUB NOW!



### CHRISTMAS CLUB CLASSES

Deposit Weekly	Receive in 50 Weeks
25c . . . . .	\$ 12.50
50c . . . . .	\$ 25.00
\$1.00 . . . . .	\$ 50.00
\$2.00 . . . . .	\$100.00
\$3.00 . . . . .	\$150.00
\$5.00 . . . . .	\$250.00

Your first deposit  
makes you a member  
BE PREPARED NEXT YEAR

Open Saturday Evenings

# THE NATIONAL BANK OF GENEVA

Member Federal Deposit Insurance Corp.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., DECEMBER 16, 1937

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - *Manager*

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Deliveries also made in Ovid, Willard, Waterloo, Phelps, Stanley, Hall, Seneca Castle, and on R.F.D. routes out of Geneva, Phelps, Stanley, and Waterloo.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

Don't Delay — Shop Today  
Christmas only a Week Away

### TWO SOURCES OF INCOME

Men at Work — Money at Work

Life Insurance and Annuities  
answer the problem for many.

**LAVERNE F. DARLING**

Geneva Trust Bldg.

Phone 2184

## G. H. PRINCE

20 Linden Street

Phone 2685

Watch, Clock and Jewelry Repairing  
and Picture Framing

## for CHRISTMAS...

and all thru the  
Winter Season

THE ENTIRE FAMILY  
will appreciate

**A CAR HEATER**

**CHARLES E. COOL**

Complete Auto Electric and  
Speedometer Service

61 Geneva St.

Phone 2050

## Christmas Carols

By Katherine Edelman

Warren Elmore was mad—angry through and through. For the first time in his business career he had had quarrel with his partner. Of course it had been all Peter's fault, but even that thought didn't help so very much. The old saying, "It takes two to make a quarrel" kept bothering him.

What was it that his wife had told him to get at Grant's? He asked himself the question as he entered the big department store. Hose for Muriel, that was it! Both Christmas shopping, anyway; why didn't Beverly tend to things herself?

As he walked down the crowded aisles, he was conscious of music from the balcony. An orchestra was up there playing Christmas carols. Warren Elmore forgot his peeve against the world; he hurried up and joined the happy crowd. His voice joined in "O Little Town of Bethlehem." It was followed by the glorious "Adeste Fideles." Then came "Silent Night." As its beautiful strains filled the store Warren Elmore was conscious that all anger was disappearing from his heart... He wanted to get back to the office, to slap old Peter on the back, and tell him they were

(Continued on page 3)

**YOU'LL WANT TO  
LOOK YOUR BEST**

... \*during the holidays

Our entire experienced personnel is at  
your service for...

**DEPENDABLE QUALITY  
CLEANING and CLOTHING  
REPAIR WORK.**

**FOOTE'S CLEANERS**

78 Castle St.

Phone 2910

Only one more week to shop for  
Christmas.

**XMAS CARDS . . . SELECT NOW**

**HARRY M. MOYER**

—: PRINTER :—

69 Oak Street

Phone 4797

**CARPENTER and BUILDER**  
Weatherstripping and Caulking

**Frank M. Mowers**

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given — free

## USED RADIOS

COMPLETE SELECTION

\$3.00 up

**W. C. DEMMING CORP.**

505 Exchange St.

Phone 2998

A CHANGE OF OIL  
A LUBRICATION JOB  
or A TANK OF

TEXACO GAS

FOR SOMEONE

FOR XMAS

Why Not?

**RICKELS**

SERVICE STATION

Lake Street

Phone 2920



## CHRISTMAS CAROLS

(Continued from page 2)

a pair of fools for letting such a small thing interfere with their friendship . . .

And man-like, he purchased six pairs of hose for Muriel instead of three on the way out. A store that took time and thought for Christmas carols should be rewarded a little bit, he believed.

Copyright Western Newspaper Union.

All the famous old novels were scholarly, but the best sellers of today are often—not.

## AN IDEAL XMAS GIFT

Install a Thermostat and enjoy even heat throughout the season

**HOMER R. OSTRANDER**

Rear 70 Colt Street

Phone 3976

**STOP!!**

You can't if you  
do not have

**GOOD BRAKES**  
and  
**GOOD TIRES**

Come to . . .

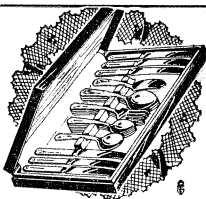
**FINK'S**  
**SUPER-SERVICE STATION**

Lake Street Phone 2448

for Brake Service and  
"GENERAL" TIRES

# IT'S EASY to Choose at

. . . GILBERT'S  
for "HER" . . . for "HIM" . . . for "THEM"



## Fine Silverware

Every woman longs to possess a really fine set of silverware to use when she entertains.

62 piece Sets — \$29.75

"SWANK" JEWELRY  
50¢ to \$50.00

RONSON LIGHTERS,  
SMOKERS' ARTICLES,  
etc.

Men's Traveling Sets, \$3.50

SCHICK RAZORS, \$15

## LUCIEN LELONG TOILETRIES

The Regal Gift  
for Christmas

## DIAMONDS

\$9.95 to

\$500.00

BOUDOIR SETS, \$2.95 to \$50.00

"Sheaffer" PEN & PENCIL  
SETS, \$3.95 UP

Self Starting Electric Clocks  
TOILET SETS .....\$2.95  
BEVERAGE SETS.....\$1.29  
WELL & TREE PLATTERS  
\$5.00

Nationally known makes

## - WATCHES -

LADIES' . . .  
MEN'S . . .  
\$9.00  
to  
\$250.00



Distinctive Cameo Rings — Birth Stone Rings

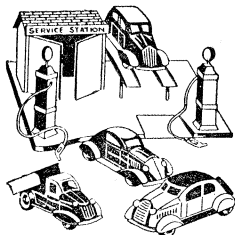
510 EXCHANGE  
STREET

**S. A. GILBERT**  
J-E-W-E-L-E-R

PHONE 2241  
GENEVA, N. Y.

Open Evenings 'Till Christmas

Credit Easily Arranged



## ALL THE NEWEST TOYS

Wind-up Trains .....89¢  
Big Reduction on Elec. Trains  
Sleds .....\$1.09 to \$8.95  
Rocking Horses, \$1.75 to \$4.50  
Airport and Filling Station  
Sets .....89¢  
Special—"Bang-a-Peg" Sets—  
Table and Bench.....98¢

AUTOS - TRUCKS and many other TOYS  
from 5¢ up

20-22 Castle Street

**DILLINGHAM & SON, Inc.**

## ELECTRICAL GIFTS

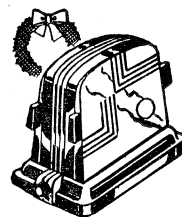
. . . are always Practical

Toasters and Toaster  
Sets.....\$1.00 to \$23.50  
Sandwich Grills.....\$2.95 to \$5.95  
Waffle Bakers.....\$2.95 to \$5.95  
Westinghouse Washing  
Machines.....\$54.95 to \$89.95

Also Stoves - Refrigerators - Radios - and the wonder-  
ful Westinghouse "Food Crafter"

—: WESTINGHOUSE Headquarters :—

Geneva, N. Y.





# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Christmas Bell Salad

Cook fair-sized beets in salted water until tender, allowing 1 for each person. When cool trim to shape of bell and hollow out center leaving shell  $\frac{1}{4}$  to  $\frac{1}{2}$  inch thick. Fill with vegetable filling, place large walnut kernel in filling for clapper and band with mayonnaise to represent ribbon.

### Vegetable filling:

Combine 1 cup chopped beet trimmings, 1 cup diced celery,  $\frac{1}{2}$  cup minced pickle and 1 grated onion. Moisten with mayonnaise. Chill bells and serve on bed of lettuce.

Mrs. A. M. H., Ovid, N. Y.

## Jellied Veal Loaf

- 2 lbs. lean veal
- 1 onion
- 1 stalk celery

Cook until meat is tender and stock reduced to one cup. Grind or dice meat and season to taste. Dissolve 1 tablespoon gelatine in 2 tablespoons cold water and then mix into boiling cup of stock. Place layer of meat in loaf pan and place 3 whole hard boiled eggs and a few stuffed olives on meat then cover with remaining meat mixture. Pour gelatine mixture over all and chill until firm. Cut loaf so that eggs and

olives are cut crosswise and in center of each slice.

Mrs. G. R. S., S. West St.

## Dark Secret

- 1 cup dates, cut in pieces
- 1 cup chopped nut meats
- 3 eggs, separated
- $\frac{3}{4}$  cup sugar
- 2 tablespoons flour
- 1 teaspoon baking powder

Beat egg yolks and whites separately. Mix together dates, nuts, beaten egg yolks, sugar, flour and baking powder. Lastly add beaten egg whites. Put in two well oiled pie tins and bake in moderate oven for about 40 minutes or until done. Cut in wedge shaped pieces and spread with whipped cream. May be served hot or cold.

Mrs. V. H. R., Seneca St.,  
Waterloo

## Pimiento Soup

Cook 1 cup spaghetti, 1 cup minced celery in 4 cups consomme. Stir in 1 tablespoon grated onion,  $\frac{1}{2}$  cup sieved pimiento, 2 beaten egg yolks, salt and pepper to taste.

L. A., Lafayette Ave.

Give Yourself  
**MODERN**  
**REFRIGERATION**  
this Christmas  
**"COOLERATOR"**  
... the conditioned-air  
REFRIGERATOR

**C. J. BRADY**

RE-FILTERED  
CITY WATER ICE

110 Lake Street Phone 2740

If one is interested in something, there is no such thing as ennui.

Usually you disapprove of some of the people your dearest friend likes.

**MULVEY'S** PHONE 2712  
- WEEK-END SPECIAL -  
**FRESH GROUND HAMBURG 18c**  
OYSTERS, per pint.....28c

## Christmas Gifts

For Mother, Dad, Sister, Brother,  
or Sweetheart.

Newest Designs in Watches, Rings,  
Brooches, Gent's Evening Sets, Silver-  
ware, Toilet Sets, and Leather Goods.

Watch Our Window for  
Gift Suggestions.

Open Evenings

**L. H. BARTH**

86 Seneca St. Schine Theatre Bldg.

## CHRISTMAS TREES

ALL SIZES

35¢ and 50¢ each

Trees may be marked and will be cut  
when ready.

Florida ORANGES, 1ge, per doz.....25¢  
GRAPEFRUIT, choice, 1ge, each.....5¢  
QUEEN BESS PANCAKE FLOUR,  
5-lb. sack.....28¢  
CRISCO, 3-lb. cans.....49¢  
BOSCO COFFEE, 1-lb. tins.....30¢

## BAUMGARTNER'S

Service Station and Food Store

— Top of Bean's Hill at edge of city —

Phone 2546

We'll Deliver

## Air-Conditioning

... may be applied to your present  
heating system.

GET OUR ESTIMATES

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

YOU CAN'T GO WRONG

with 'BLUE COAL'

or SEMET-SOLVAY COKE

Easy Terms on Money Saving Motor Stokor  
Installations

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 2393 and 2373 261 Exchange St.

Range Oil, Kerosene Oil, Fuel Oil, Mason Supplies

**MOTOR**  
**STOKOR**

## GLEANINGS

(From collection of quotations compiled by M. F. Devaney)

"As we get older we are, for a time, unhappy, because we do not know a little more."

"As we get still older we become happy again because we know and understand so much more."

"Envy no man whose constant companions are fear and suspicion."

"To make trouble last hunt diligently for some one to blame for it."

"The worst of all jokes is the one that brings tears."

"Society cannot exist without limiting the freedom of all of us for the sake of all of us."

"He who has no worthy work to do has lost all mastery of life."

"Leisure is beautiful as a luxury, and terrible as a necessity."

"Pull can get jobs, but only push can hold them."

"A man prepared has half fought the battle."

(To be continued)

## Gift Ties

"BY REGAL"

Authentic, Beautiful and Colorful styles that have won the enthusiastic approval of the most discriminating from coast to coast.

*We Have Them at*

**65c and \$1.00**

We invite you to drop in and see the array of Gift Items and smart Men's Wear we have gathered together this season for your Gifts to Him.

**Hadlow's Haberdashery**  
35 Seneca St. Next to Loblaw's

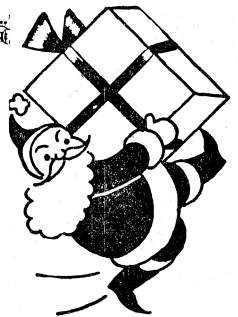
## CHRISTMAS SALE !!

BICYCLES - TRICYCLES  
Scooter Wagons  
TIRES - BATTERIES  
Complete line of  
AUTO ACCESSORIES

1 hr. FREE PARKING for our patrons at Ted's Parking Station

ELECTRIC . . .  
Waffle Irons  
Flat Irons  
Toasters  
Sandwich Grilles  
Mixers

A complete line of Household Electric Appliances



**FREE** . . . Flashlight—with any "Truetone" Mantel Radio, \$14.95 to \$39.95  
... Wall Clock—with any Console Radio.....\$44.95 to \$73.50  
... and—other FREE Merchandise during Christmas Sale.

USE OUR BUDGET PLAN

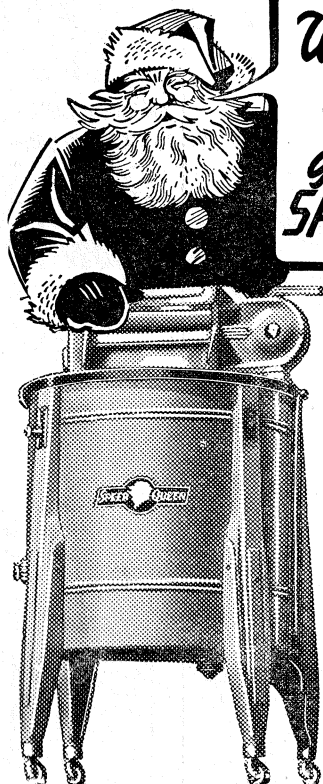
## Western Auto Associate Store

440 Exchange St.

Phone\*2249

Geo. S. Jameson  
Owner

Geneva, N. Y.



*Why don't you all  
chip-in and  
get mother a  
SPEED QUEEN washer*

Imagine this beautiful, double wall Speed Queen standing in front of the tree on Christmas morning. "For Mother—from the family."

She will at once realize the great joy it brings—52 washings a year lightened by a washer that makes quick work of the heaviest family wash and turns out clean fresh-smelling clothes without hand rubbing.

It's all so worthwhile—and yet so easy to do. You can "chip in" together and make your payments on a convenient weekly or monthly basis next year. Come in and see the different models.



**LARRISON'S**  
GAS AND ELECTRIC APPLIANCES

MAGIC CHEF  
RANGES

116-SENECA ST.  
PHONE 2056

SPEED QUEEN  
WASHERS



## RADIO FLASHES

by Ralph Le Brun



Bobby Breen,  
the  
extremely youthful  
singing protege  
of  
Eddie Cantor,  
will return  
to  
Cantor's  
Wednesday night  
CBS  
radio show  
on Dec. 29  
It will be  
the first time  
Bobby  
has been heard  
on the  
Cantor program  
since it vacationed  
for the  
summer months.

From the Columbia network we learn that Dr. James E. West, Chief Executive of the Boy Scouts and Col. Theodore Roosevelt, Jr. will be heard Friday, at 6:35 p.m. . . . John Barrymore and his wife Elaine Barrie will present several scenes from the movie, "Bulldog Drummond's Revenge", during the Hollywood Hotel program Friday, at 9 p.m. . . . "The Goldbergs", starring Gertrude Berg as Molly Goldberg will return to CBS early in January . . . A rebroadcast from Nuremberg, Germany, on Sunday, at 1:30 p.m. will bring a description of a toy factory.

A remarkable three-way conversation spanning the arctic and tropics will be heard over National Broadcasting Company network on Christmas Eve when scientific expeditions at the North Pole and in the South American jungles exchange Yuletide greetings with each other and with their respective families assembled in Radio City studios, New York. The broadcast will be heard over the NBC-Blue network on Friday, December 24, at 10 p.m. The Holden Expedition of the American Museum of Natural History, located deep in the Amazonian jungles of British Gui-



**For Radio Trouble . . .**

We have no double

**RALPH LE BRUN**

225 High St.

Phone 6257

ana, and members of the MacGregor Expedition, located near the North Pole, are both equipped with NBC broadcasting transmitters and both are keeping contact with the outside world through the magic of radio.

Sidelights on the career of Walter O'Keefe, who on January 4 joins the Hollywood Mardi Gras program starring Lanny Ross and Charles Butterworth: Attended school in his native Hartford, Conn . . . went

(Continued on page 17)

## DON'T FORGET!!

THREE MORE DAYS

that you can get

50 GALLONS GAS  
and 5 OIL CHANGES  
FREE

with any Used Car \*(\$100.00 or over)

## SENECA MOTORS

-- De SOTO -- PLYMOUTH --

209 Exchange Street

Phone 2613

## Don't Forget

## OUR NEW TOYLAND

Quality  
Merchandise  
at  
Lowest Prices

The New SHELBY-CYCLES.....\$27.95 and up  
Box-toe WIZARD SHOE SKATES, new low prices  
For Ladies.....\$5.00 For Men.....\$5.50

The "MIXMASTER" .....\$22.50

SKIS - WAGONS - SLEDS - VELOCIPEDES  
\$1.00 to \$8.95

### ELECTRICAL "GUARANTEED" GIFTS

Percolators	Sandwich Toasters
Waffle Irons	Heaters
Electric Irons	Toasters
Heating Pads	Corn Poppers
from \$1.00 to \$16.00	

HANSON (5-yr. guarantee) BATHROOM SCALES,  
all colors.....\$3.95

"Eveready" FLASHLIGHTS and BATTERIES,  
complete line from.....49¢ to \$4.95

FLORENCE RANGE BURNERS and HEATERS,  
from.....\$30.00 to \$95.00

LADIES' SHOPPING BAGS, large assortment,  
from.....39¢ up  
BED LAMPS and DESK LAMPS.....\$1.19 and up  
NEW PORCELAIN DRIP-O-LATORS.....\$1.35 up  
"WEAR-EVER" ALUMINUM SPECIALS  
(Exclusive Dealers in Geneva)

"SILEX" DRIP-O-LATORS .....\$4.95  
GENERAL ELEC. Self Starting CLOCKS.....\$2.95 up  
WEST-CLOX (all styles) from.....\$1.25 up

## DORCHESTER & ROSE

Exchange at Seneca HARDWARE Phone 2496  
"115 Years of Quality with Economy"

## Journey to Bethlehem Not Like Today's Travel

Accustomed to our swift and modern transportation, it is difficult to visualize the hardships of that journey from Nazareth to Bethlehem, or the great fatigue and weariness suffered by Mary and Joseph. Consternation filled their hearts at the decree of Caesar; yet there was nothing to do but obey the summons. They must make the long, tiresome journey, and at once!"

No shining motor car waited outside their gate; no silver-winged plane stood throbbing in a nearby field; not even the meanest ox-cart was available. While others rode by in gorgeous caravans, a patient little donkey was their only means of transportation. We can imagine the tall and bearded Joseph leading the animal along, glancing back every now and then with words of cheer and encouragement for Mary, or pointing out some landmark along the way.

## XMAS TREES

— FRESH CUT —

Choice Nursery Grown  
Blue Spruce - Fir

on display on Castle St. next  
to Gas Company

SEE THESE TREES —  
FIRST!

"Wid" Rogers Tom McDonald  
Joe Wilson

## IS YOUR RADIO IN PROPER CONDITION

for you to hear the

WONDERFUL HOLIDAY  
RADIO PROGRAMS

Our repair work is guaranteed  
and must give satisfaction.

**GEORGE F. BRUZEE**

23 E. Castle St. Phone 6522  
Public address systems for sale  
and for rent.



# "Perfect"

## FOR HIM ★

You'll find the perfect Gift at the perfect price  
... at WELCH'S

SHIRTS .....\$1.00 to \$1.95

GLOVES .....\$1.00 to \$7.50

HANDKERCHIEFS (boxes of  
three).....50¢ - 75¢ - \$1.00

INTERWOVEN SOX, 39¢  
(3 pr. \$1.10)

(Others up to \$1.65 pr.)

ROBES.....\$4.95 to \$6.75

SUITS - OVERCOATS - TOPCOATS.....\$15.00 to \$40.00

BELTS.....50¢ to \$1.50

PAJAMAS.....\$1.00 to \$5.00

SUEDE JACKETS.....\$5.95 to \$11.95

TIE SETS .....\$1.00

SWEATERS.....\$1.00 to \$5.50

MALLORY HATS.....\$5.00

A MAN'S STORE

# WELCH'S

A MAN'S STORE

494 Exchange St.

Behind them now was the Sea of Galilee and Mt. Tabor. Through the plain of Estraleon they labored; then came the rough and uneven trail through Samaria, where even the sure-footed donkey stumbled at times. To the west, the Jordan ran its course, to empty farther south into the Dead sea. Along their way they passed many places whose names would be known and revered around the world in the dim future . . . Did Mary have a vision as she went by that one day the Son whom she was about to bear would go up and down this country preaching a new Gospel of love and peace and hope for man, and that His birth would be held in happy and blessed remembrance by all the peoples of the earth until time would be no more?—Katherine Edelman.

Copyright Western Newspaper Union.

Will you kindly say—when doing your Christmas shopping—"I saw your ad in the Community News"?

PHONE 2127

## Wilson & Johnson

for the Very Best in  
MEAT - CHICKENS - TURKEYS

261 William St. Plenty of Parking Space

**Music Lovers:** "Étude" Magazine—24 pages of Piano and Violin Music each issue. 3000 other magazines to select from. **McDonnell's Magazine Agency**, 92 N. Main St. Phone 6098.

## WHILE XMAS SHOPPING

... leave your car here for  
WASHING

We do SIMONIZING, too.

**JERRY'S AUTO LAUNDRY**

rear of Carroll's Central Service  
Main St., opp. Armory

Phone 2592 We Call and Deliver

Phone  
5566

Work Called for  
and Delivered

## GEORGE E. DURKEE

Expert Watch, Clock, and  
Jewelry Repairing

22 Madison St.

Geneva, N. Y.

## XMAS GIFTS

Unfinished Furniture

BIRCHCRAFT  
ARTICLES

Unusual for Gifts

## FAIRFAX BROS. CO.

87 Castle St. Phone 2441

If a middle-aged man has any memory or perception at all, he knows that a youth in his twenties will be foolish now and then.

It's funny but you never see congress calling in a pauper to investigate his affairs and find out how he got that way.

*Your*  
**CREDIT**  
IS GOOD HERE

ON GUARANTEED

**Goodrich**  
**TIRES • BATTERIES**

That's Right! You can enjoy the safety and economy of these famous Goodrich Tires and Batteries and pay as you ride. Your license identification opens your account and your car need not be paid for. We fit this plan to suit your needs and you set your own terms.

**NO RED TAPE**  
**NO DELAYS**  
**QUICK SERVICE**



**QUALITY PRODUCTS**  
**ON EASIEST CREDIT**

NO PAYMENTS UNTIL NEXT YEAR

**Economy Auto Supply**

ANDREW L. SCHAILDLER, Owner

469 Exchange St.

Phone 2482

Geneva, N. Y.

## 7 Shopping Days before Christmas

**SCHINE'S**  
**GENEVA**

Friday—ONE DAY ONLY

**THIS IS THE BIG NITE**  
**AT BOTH THEATRES!**



Saturday only

Judy Garland - Mickey Rooney  
**"THOROUGHBREDS**  
**DON'T CRY"**

Many reasons all day

Sunday - Monday - Tuesday

SONGS TO REMEMBER ALWAYS  
IN THE PICTURE YOU'LL FIND  
HARD TO FORGET



Wednesday only

Edward Arnold - Shirley Ross  
**"Blossoms on Broadway"**

Many reasons all day

### FREE TICKETS TO SCHINE'S THEATRES— EACH WEEK

Read each advertisement in this issue. Look for the stars (\*). A number of them are scattered among the different ads (throughout the entire issue). Make up a list of the firms in whose ads these stars appear.

Mail your list to "Star Contest", Geneva Community News, Geneva, N. Y., as quickly as possible—each week.

FREE THEATRE TICKETS will be mailed to persons sending correct list, as follows:

First three correct—Two tickets each to Regent Theatre.  
Next four correct—One ticket each to Geneva Theatre.

NOTE—Two of the Regent Theatre tickets and one of the Geneva Theatre tickets will be given to the first and second correct lists received from our readers in communities outside of Geneva.

Contest is open to entire public except associates of Geneva Community News. Make up your list and mail at once.

... BUY HIS GIFT IN A MAN'S STORE ...

**His Gift is Here****PAJAMAS**

All Styles

All Colors

**\$1.95**

Silk .....\$5.00

**ROBES**

All Wool

Flannel

**\$7.50**

Silk....\$6.50 up

**HOSE**

Clocks

Plaids

Stripes

**35c**

up

**TIES**

Plain

Stripes

Figures

**65c**

up

**SHIRTS**

THE LARGEST STOCK OF NEW PATTERNS

(Watch Our Windows)

**Casey & Son**

71 Seneca Street

Phone 2078

—: THE MEN'S STORE OF GENEVA :—

**REGENT THEATRE ATTRACTIONS**

Fri., Dec. 17, one day only—Noah Beery, Jr. and Larry Blake in "Trouble at Midnight".

Sat., Dec. 18, one day only: double feature program—Chas. Quigley in "The Shadow"; also William Boyd in "Texas Trail".

Sun., Mon., Tues., Dec. 19–20–21—Jack Holt and Wynne Gibson in "Trapped by G-Men".

Wed., Thur., Fri., Dec. 22–23–24: two big features—Wendy Barrie and Kent Taylor in "A Girl with Ideas"; also Buck Jones in "Boss of Lonely Valley".

Nothing is so helpless as a fat girl in a rumble seat, unless it's the guy with her.

**★ Smith's**  
J. W. Smith Dry Goods Co.

PHONE 2357

**SPECIAL XMAS PACKAGE**

for Knitters

**\$6<sup>95</sup>** and upAttractively wrapped in cellophane  
for Christmas giving.

A delightful, useful Gift! Contains enough Botany wool goods for skirt and enough Botany yarn to make sweater, dyed to match exactly. Makes a complete matching ensemble.

**ONE WEEK****FREE TRIAL**

THEN IF YOU LIKE IT, PAY ONLY

**9 PENNIES A DAY**

FOR A BRAND NEW 1937 "AUTOMATIC"

**ELECTRIC WASHER****FREE**

SPECIAL CHRISTMAS GIFT ...

40 Packages Rinso  
12 Turkish Wash Cloths  
12 Turkish Hand Towels  
6 Turkish Bath Towels70 ARTICLES FREE with  
the purchase of any new Washer**GORDON'S**

351 Exchange St.



Geneva, N. Y.



# DOROTHY GOES CH

Phone 3533 . . .

or address Miss Dorothy Frautz,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

And already, this week, hundreds of people are starting their new

**Christmas Club Accounts**  
at  
**The Loan**  
The Building  
with the Green Window Bars

—D—

**Gifts of Leather**  
are also pleasing to women—and practical

Fitted Traveling Cases

\$8.75 to \$28.00

Traveling Cases

\$3.50 to \$12.00

Wardrobe Cases

\$10.50 to \$20.00

Purses

\$2.95 to \$12.00

Brunskill's 438 Exchange St.

—D—

**Isenman's**  
**Famous Home-made Ribbon Candy**  
is now on sale. Also  
Candy Canes Buttercups  
Assorted Hard Candies  
For the Holidays —  
Special Flavors of Ice Cream  
Dial 4724

**GIVE HOSIERY**  
**for CHRISTMAS**

"NO MEND"

\$1.00 per pair

**The CONNIFF SHOE CO.**  
*Ask to be fitted*

Gifts!

Chairs . . . \$7.50 up  
Studio Couches . . . \$23.50  
Living Room Suites . . . \$59.50  
Buy from Factory at Factory  
Prices  
**Seneca Furniture Mfg. Co.**  
Geneva St. Dial 4990

—D—

Ask Miss Murphy about  
The "Gift Certificates"  
from  
**The Rose Beauty Shoppe**  
Call 5827  
\$1.00—Oil Shampoo and Finger  
Wave or Marcel  
\$2.50—End Permanent  
\$3.00 to \$10.00—Permanent natural  
looking waves and cro-  
quignole ends  
\$3.00 up — Machineless End Per-  
manent  
\$5.00 up—Machineless Permanent

—D—

Pleasing Gifts for "her" and "him"  
**Schrafft's Assorted Chocolates**  
**Stationery (Hollywood Vanity**  
Box) . . . . . 29¢  
**Cigars and Cigarettes**  
Special Gift Packages  
**Kaywoodie and Yellow-bole Pipes**  
\$1.00 - \$4.00  
**Tobacco, 1-lb. Tins** . . . . . 59¢ - \$1.50  
**Lighters Pipe Accessories**  
**Tobacco Pouches** . . . . . 25¢ - \$1.00  
also  
**Christmas Greeting Cards, 25¢ box**  
**The Corner News**  
cor. Main and Castle St.

—D—



For the Holidays, look your love-  
liest!

Shampoo . . . . . 25¢  
Finger Wave . . . . . 25¢  
Facial . . . . . 50¢  
Manicure . . . . . 25¢  
**The Terrace Beauty Shoppe**  
16 Sherrill St.  
Dial 5715

—D—

**FREE**  
1 Long Handled Applier with  
½ gallon Glo-Coat . . . . . \$1.59  
**Free**  
¾ Pint Furniture Polish with  
½ gallon Glo-Coat . . . . . \$1.59  
**Free**  
1 Long Handled Applier with  
2-lb. Tin Paste-Wax . . . . . \$1.00  
For Johnson Wax and Polish  
**Beard's**  
93 Castle Street Phone 2651

—D—

A grand trip through  
**Toyland**  
awaits the Kiddies at  
**Cooney, Watts & Cooney**  
513 Exchange St.  
All kinds of Toys!  
Games . . . Velocipedes . . . Carts  
Autos . . . Bicycles for Boys and  
Girls  
and  
All kinds of Christmas Tree Lights  
and Trimmings.

—D—

**Prince's**  
For Gifts of Lasting Remembrance  
To please "her" or "him"  
Bracelets . . Crosses . . Rosaries  
Vanity Cases  
Rings Watches  
Cigarette Cases and Lighters  
Solve your Gift Problem at  
**Prince's Jewelry Store**  
20 Linden St.

—D—

No Girl's Christmas is complete  
without a new Dress. Do see the  
line of Cotton . . Wool . . Silk . .  
Velvet . . and Knitted Dresses at  
**The Julia Elizabeth Shoppe**  
18 Linden St. Dial 3164



# CHRISTMAS SHOPPING

Members of  
**The Loan's Christmas Club**  
can give really nice Gifts. Why  
don't you drop in

**The Loan**  
and start your Club for next year?  
Only a small saving each week —  
but, at Christmas Time, when you  
need it most—a worthwhile check.  
You may start this week with any  
amount.

—D—

All orders are promptly filled at  
**The Staley Flower Shoppe**  
84 Castle St.

Cut Flowers Potted Plants  
Candle-Centerpieces Wreaths  
Corsages  
Dial 2105

A choice selection of Christmas  
Greeting Cards.

—D—

Dear old Dad! He would appre-  
ciate a bottle of his "favorite  
brand" — a good

Rye . . . Gin . . . or Scotch  
**Wm. R. Riley**  
Liquor Store  
148 Castle St.

—D—

Hustle into  
**McCarthy's Pharmacy**  
162 Castle St.

and select your  
**Christmas Greeting Cards**  
while the stock is complete.

Also

Box Assortments (18 cards), 49¢  
Box Assortments (20 cards), 69¢

A large selection of Gift Wrap-  
ping Paper . . Tags . . Ribbons . .  
Seals.

10¢ per item

—D—

Ideal Christmas Gifts  
For Ladies:  
Luxus Custom-Tailored  
Suits and Coats

For Men:  
Ties . Custom Made Shirts . Hose  
**A. P. Petersen** Custom Tailor  
476 Exchange St.

**Lynch's**  
479 Exchange St.  
suggest such pleasing Gifts as:  
**Rayon Tablecloths**  
with 8 Napkins.....\$2.25  
**Sofa Pillows** (Kapox Filling)  
\$1.25 . \$1.75 . \$2.25  
**Quaker Lace Luncheon Sets**  
Your choice of a large variety of  
**Lace Dinner Cloths**  
\$1.85 to \$12.90

—D—

From now on, it will be one bril-  
liant occasion after another—**For-  
mal . . Semi-Formal . . Informal.**  
Holiday Festivities call for "im-  
portant" dresses keyed to gay occa-  
sions—gay moods. Be sure to see  
those at

**The Seneca Shop**  
45 Seneca St.

—D—

**The Gift**  
that really lasts—and is sure to be  
appreciated by your family and  
friends—

**Your Photograph**  
There is still time to make an ap-  
pointment at

**The Stewart Studio**  
41 Seneca St. Dial 2183

—O—

**River Jordan Doesn't Reach Sea**  
The River Jordan, in Palestine,  
is one of the very few rivers that  
do not reach the ocean in some way.  
It flows into the Dead Sea, which  
has no outlet, and is 1,300 feet be-  
low the level of the Mediterranean.



Will you kindly mention the  
"Dorothy Goes Shopping" page of  
THE GENEVA COMMUNITY NEWS  
when making purchases from any of  
the advertisers in these columns?  
"Dorothy"

—O—

## Opportunities

In important affairs we ought not  
so much to apply ourselves to cre-  
ate opportunities as to make use  
of those which present themselves.  
(Bacon, on the contrary, said this,  
"A wise man will make more op-  
portunities than he finds." Perhaps  
he meant that a wise man cannot  
only find innumerable opportuni-  
ties, but also make them.)

—O—

Argentina is as large as all of  
the states east of the Mississippi.



## MUNSINGWEAR HOSIERY

Ideal Christmas Gifts

For the Ladies on your list  
Chiffon Service

**79<sup>C</sup>** Pair

**Baker & Stark, Inc.**  
CASH & CRY PRICE CLOTHIERS  
GENEVA, N. Y.

489 EXCHANGE ST.  
North Regent Theater

## THEATRE TICKET WINNERS

in our "Star Counting Contest" for the past week, are:

(See instructions on page 8)

(Geneva City)

Miss Frances Hickey, 27 Elmwood Ave.

Mrs. L. A. Fleming, 20 Goodelle Terrace

Mrs. Paul C. Jenkins, 41 Grove St.

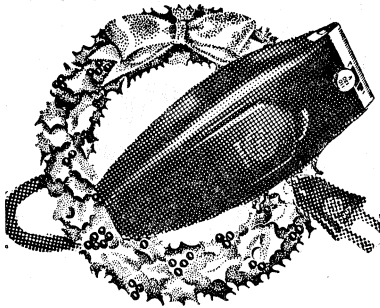
Mrs. T. A. Buchholz, 158 West St.

Mrs. William A. Kane, 142 Hillcrest Ave.

(Outside Geneva)

Mrs. Ward H. Robbins, R.D. 2, Geneva.

Leon W. Warner, Stanley.



Give him

**PRICELESS Shaving  
with a SCHICK**

Give him a Schick and never again will he have to buy shaving creams, lotions or blades! Shaving will never again be an expense! And he'll always get clean, close shaves, without face irritation no matter how tough his beard or tender his skin. Schick can promise you these things—only the original Schick has the experience to know. \$15, AC or DC.

**SCHICK SHAVER**  
NO BLADES • NO LATHER

Over a Million in Use

**Seneca Drug Co.**

10 Seneca St. Phone 2263

WE DELIVER

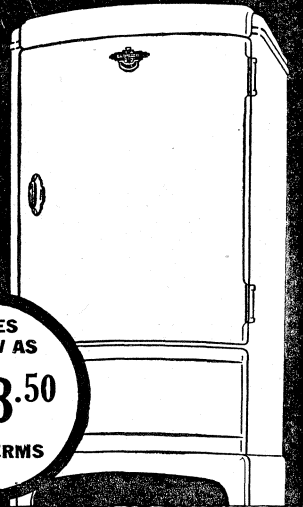


**MON! HERE'S THE  
GIFT and THRIFT  
SENSATION!**

# 1938 FRIGIDAIRE

with NEW  
**SILENT METER-MISER**

**...will save her more  
for years to come!**



PRICES  
AS LOW AS

**\$113.50**

EASY TERMS

*Come in!  
See the Proof!*

## EASY WASHER SHOP

"Geneva's Oldest Appliance Store"

471 Exchange St.

Phone 6323

### Slight Mixup

A man rushed into the newspaper office and demanded to see the editor. "Sir," he cried as he strode up and down the room, "your paper has libeled me. You have called me the lightweight champion."

"But that is true," returned the editor. "You are Mr. Fightwell, aren't you?"

"Yes, yes," cried the other, "but it's my brother who is the boxer. I'm a coal merchant."

Work and thought never killed anyone. Forget mistakes, forget failures, forget everything except what you're going to do now, and do it! —William C. Durant, one-time motor executive.

### Try to Remember This

W. F., St. John's, Newfoundland, confesses that he is "often puzzled over the sequence of i and e in certain words," and asks for a rule.

The answer may be found in Tudor Jenk's rhyme:

When ei and ie both spell e,  
How can we tell which it shall be?

Here is a rule you may believe,  
That never, never will deceive  
And all such troubles will relieve,  
A simpler rule you can't perceive.

It is not made of many pieces  
To puzzle daughters, sons or nieces,  
Yet with it all the trouble ceases.

After C an E apply—

After other letters I.

—Graphic Arts Monthly.

### Stunning Alibi

Liza was on the witness stand.

"Are you positive," inquired the prosecutor, "that you know where your husband was on the night this crime was committed?"

"Ef Ah didn't," replied the witness firmly, "den Ah busted a good rollin' pin over an innercent man's head, dat's all."

### CHRISTMAS ART SALE

Hand Painted China  
Baskets - Christmas Cards

MRS. C. D. WOODCOCK  
28 Sherrill St. Phone 4483

### THE ACCORDION TODAY'S MOST POPULAR INSTRUMENT



*It's fun to play the Accordion  
Learn to Play the Easy Way*

We furnish the accordion as well as lessons and instruction material.

"The **Accordiana** Way"

Each model especially designed to help prove your musical ability. Come in today—let us show you how simple it is. No obligation.

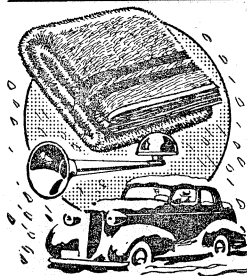
CONVENIENT TERMS!

**BOLIN MUSIC HOUSE**

## BUY NOW!! ONLY ONE MORE WEEK!!



To  
Everybody



ROBES  
Wool,  
full size  
\$3.95 up

AUTO  
HORNS  
89¢ up

FIRESTONE 'TRIPLE SAFE'  
— TIRES —  
as low as 83¢ per week

FLEETWOOD BICYCLES  
as low as \$2.06 per week

SLEDS VELOCIPEDES  
\$1.59 up \$3.59 up

**Firestone**  
AUTO SUPPLY & SERVICE STORES

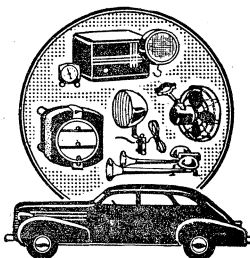
Lake & Exchange Sts. J. H. Bindeman, Mgr. Complete Auto Service

Use the FIRESTONE  
"BUDGET PLAN"  
Easy to Buy—Convenient to Pay

Defrosting  
FANS  
\$1.98

AUTO  
RADIOS  
\$1.87  
per wk.

HOME  
RADIOS  
\$4.95 up



ICE SKATES.....\$4.49 up

BIKE ACCESSORIES . . .

Electric Lights - Horns  
Lock & Chains - Speedometers

Get your free copy of the New  
Winter Auto Supply Catalog



Drive in  
Comfort  
this  
Winter . . .  
AUTO  
HEATERS  
83¢  
per wk.

GRILLE COVERS  
Attractive silver fabricord....89¢

WHEN YOUR CAR  
WON'T START . . .  
PHONE 2323

There's no driving desire for education quite so forceful as that of the five-year-old whose main ambition is to learn to read the funny papers. — Ruth Rusco in the Burr Oak (Kan.) *Herald*.

### Earth's Most Crowded Isle

Java, with an area of 48,504 square miles, is the world's most densely populated island. In 1932 its population was estimated to exceed 36,000,000.

### Demagogue Must Be Convincing

The demagogue must have the facility of making great masses of people believe that he is in earnest, that he sees quite clearly the ends which he would secure, and that he will not flinch from a fight when the time for fighting comes.

### The Sneeze

I sneezed a sneeze into the air;  
It fell to ground I knew not where:  
But hard and cold were the looks  
of those  
In whose vicinity I snooze.

XMAS

XMAS

XMAS

XMAS

XMAS

XMAS

## ALL THE FAMOUS BRANDS . . .

More Attractively Boxed . . . More Reasonably Priced . . . than ever before

"OLD OVERHOLT" or "MT. VERNON (bonded).....\$3.25 qt.; \$1.67 pt.; 88¢ ½ pt.  
 "GOLDEN WEDDING" .....\$1.44 pt.; \$2.79 qt.  
 "FOUR ROSES" .....\$1.64 pt.; \$3.22 qt.  
 "GREEN RIVER" .....99¢ pt.; \$1.95 qt.  
 CHAMPAGNE—Domestic and Imported.....from 50¢ bottle up  
 BRANDY .....from 45¢ ½ pt.; 85¢ pt. up

Cognacs - Rums - Benedictine - Cointreau - Cordials Imported and Domestic Wines and Champagnes  
 See our display of Wines in Xmas packages.

## T. J. COMISKY

NEW YORK STATE WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

Phone 2635

We Deliver

Good deeds are scarcer than bad ones, but one evil act will keep people talking longer than a hundred good ones.

—o—

A woman who understands men is one who listens to them.

### WHY NOT GLASSES . . .

for yourself . . . or for someone else you know needs them\* . . .  
 FOR XMAS

G. W. FLETCHER, OPTOMETRIST  
 Castle St. - Opp. City Hall  
 Office Phone 2292 Residence 2044

### BRENNAN'S GROCERY

31 John St. Phone 4572

Free Delivery

BEER and ALE

All Kinds \$1.99 per case (plus deposit)

Let US take care of your needs

### PARK YOUR CAR IN PARKING STATIONS

No Tags  
 No Bent Fenders  
 No Accidents  
 Relieve Traffic Congestion  
 Save Money

Parking Facilities Available at:  
 (Outside Stations)

JOHN MALONE'S,  
 Linden St. off Seneca  
 TED TAYLOR'S,  
 rear Dillingham's off Castle  
 HARVEY ANDERSON'S,  
 rear Socony Station off Main  
 W. B. FAIRCHILD'S,  
 Franklin St. off Exchange  
 KITCHELL MOTORS,  
 Exchange St.

Rates:

(Weekly Rates upon Request)  
 3 hours, 15¢; over 3 hours, 25¢.

### Home Talent

Jones—Now, there's Shelley — don't you think he employs too many metaphors?

Binks—Yes, I think he ought to give American workmen a chance.  
 —Hartford Courant.

### M. F. DEVANEY

CHRISTMAS and NEW YEAR  
 GREETING CARDS

435 Exchange Street

### JOE'S MARKET

226 Exchange St., next Geneva Baking Co. Phone 2027 Free Delivery

### MEAT SPECIALS

Pork Chops (center cut).....25¢  
 Pork Loin Roast.....20¢  
 Pan Sausage, 2 lbs.....35¢  
 Italian Sausage (hot, or sweet)  
 2 lbs.....45¢  
 Fresh Ground Hamburg.....15¢  
 Boneless Beef Stew.....20¢  
 Boneless Rump Roast.....25¢

### NICE TENDER STEAKS:

Round, Sirloin,  
 or Porterhouse.....25¢

## IT'S NOT TOO LATE . . . . . To Get Extra Money for Xmas

WE WILL ARRANGE A LOAN FOR YOU

**up to \$300.00**

On your signature and security

We invite you to call at our office any time you need ready cash. If you live out of town write and our representative will call.

### LOAN SERVICE CORPORATION

34 Seneca St.

2nd Floor—over Keilty's Dry Goods

Phone 2334

"Loans made in Nearby Towns"

One who has always made his living by writing sometimes pauses to think that it is an extraordinary way to do it.

A "state of mind" is also usually temperament.

A long-winded man is seldom cured by neglect.

## "WISECRETE"

Mr. Home Owner:

We are introducing to you "Wisecrete"—for that wet or damp cellar. Unconditionally guaranteed to **MAKE A WET CELLAR A DRY ONE . . .** and all this is done **FROM THE INSIDE** — (a saving to you of at least one-half over other methods of waterproofing).

**NOW IS THE TIME** for that waterproofing job. Let us quote you our price. Prices quoted on jobs either inside or outside Geneva.

**NICHOLAS COBLIO**  
**C O N T R A C T O R**

62 E. North St., Geneva, N. Y.  
Phone 5719

Children of geniuses may admire them but they do not understand them.

It seems sometimes, that the dull-est epigrams are those oftenest copied.

One thing which the pessimist has on the optimist is that he isn't nearly so apt to be disappointed.

The Gold Coast of Africa produces vast quantities of cocoa beans.

The rolling stone, while it may not gather any moss, sometimes acquires a polish.

If, as has been said, events travel in circles, it is no wonder that the world is dizzy.

Dodge controversies. They only make you warm and your face red; and lead to quarrels.

Try to learn how to pronounce words that newly come into use. It makes you more distinguished.

People are suspicious of too much pressure in handclasps. But they know exactly what too little means.

If you are a "leading citizen" you have always got to express an opinion.

## Come to PHILLIPS'

Big Used Car and Truck

## SALE

651 EXTRA REASONS  
for you to come here  
**BEFORE DECEMBER 17th**  
Let us explain these reasons

COMPARE  
ANY WHERE

APPEARANCE  
CONDITION  
PRICE

of our Cars and Trucks  
**"Over 50 to Choose From"**

EXTRA SPECIAL

1935 FORD  
CONVERTIBLE COUPE  
Heater, Radio, Blue,  
Red Wheels

**Only \$395.00**

Small down payment. Easy terms.  
Big allowance on your car

**HAVE YOU SEEN THE  
NEW FORD V7 FOR 1938**

Many Practical  
CHRISTMAS GIFTS  
in our Parts Dept.

Ford Hot Air Heaters, Defrosters, Radios, Winter Fronts, Seat Covers, etc.

Any body damage to your car bring it here, we have an up to date dept. for this work. Also new paint jobs.

—: Get Our Prices :—

Our Service Dept. is manned with Ford trained mechanics. And we carry genuine Ford parts. We can save you money on your repair bills.

**Phillips Motor Co.**

230 Geneva St. Geneva, N. Y.  
Authorized FORD Dealer



## THE FUNNYBONE



### Irresistible

Customer: "I have come back to buy the car I was looking at yesterday."

Salesman: "Fine. Now tell me, what was the one dominating thing that made you buy this car?"

Customer: "My wife."—*Wall St. Journal.*

### Sounds Logical

"Daddy, are flies flies because they fly?"

"I suppose so."

"Are fleas fleas because they flee?"

"Sure, what of it?"

"Well, I told teacher the bees are bees because they be."

### Best of All

Three tailors who did business on the same street were bitter competitors. One day the first one hung up a new sign. It read—"The best tailor in town."

The second chap, not to be outdone, soon put one in his window which read—"The best tailor in the country."

The third tailor looked at the two signs and scratched his head. Shortly afterwards he placed the following notice above his door; it said—"The best tailor on the street."

### Nothing to 'Em

The chemist had had a scene with his wife, who finally broke down crying. Whereupon he ejaculated:

"Stop crying! Your tears have no effect on me. What are they? A small percentage of phosphorus salts, a little sodium chloride. All the rest—water. Bah!"

### With and Without

"Do you know dear," said Mrs. Dobson, "my husband says I look

10 years younger in this hat."

"Really!" replied Mrs. Hobson, "and how old are you?"

"Thirty."

"No, I mean without the hat."

### No Need for One

Judge (as prisoner about to give evidence on his own behalf is sworn): "Have you a lawyer to represent you?"

Prisoner: "No, sir. I am going to speak the truth."

### Sanctuary

"I read in a book that Apollo was chasing a nymph and she turned into a tree."

"He was lucky. Those I chase always turn into a night club or a restaurant."



Mr. Riley says:

Come in . . .

let's get acquainted

We carry a complete line of leading brands of WINES - BRANDIES - CORDIALS - RUMS - LIQUORS - GINS - etc.

We are sure you will find what you want — here.

FANCY CHRISTMAS PACKAGES AT NO EXTRA COST

**WM. R. RILEY** Wine and  
Liquor Store

(formerly Geo. M. Peters')

Phone orders given prompt attention . . . Dial 2054

BRING YOUR WORN TIRES TO US  
... for re-grooving

Don't take chances with smooth tires on icy roads

**A. & R. TIRE CO.**

32 Lake St.

Geneva, N. Y.

**ANTI-FREEZE**

WE'LL PROTECT YOUR CAR

Ask us about anti-freeze protection. Leave your winter worries with us. See us now!

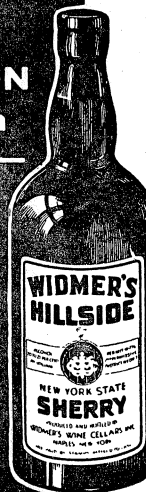


WEST END SERVICE  
Hamilton St. foot of Bean's Hill

**TASTE  
SATISFACTION**  
for your own  
entertaining—  
or for those  
to whom  
you give

AVAILABLE NOW  
IN CHRISTMAS GIFT  
PACKAGES

Fifths, Quarts,  
Half-Gallons,  
Gallons & Decanters



●When you buy Christmas Wines either for your own use or as gifts, make sure of taste-satisfying quality by ordering Widmer's. A complete line of New York State Wines, famous for their goodness since 1888.

NEW YORK STATE  
**Widmer's  
HILLSIDE  
Wines**

(Alcohol 20-21% by Volume)

Widmer's Wine Cellars, Inc., Naples, N. Y.

If you scold a boy when he is bad, praise him when he is good.

Those who know how to dress like swells can make a career of it.

West Virginia separated from Virginia during the Civil war.

Happy the man who does not have to bluff. Some don't.



## GIFTS FOR

WAFFLE MOULDS, chrome finish, with cord.....\$3.95 up  
CHINA TEA POTS, 6 cup size.....75¢  
ELECTRIC TOASTERS, complete line of best makes, \$1.50 to \$16.00  
CARPET SWEEPERS, a well constructed ball bearing Sweeper, \$2.50  
KITCHEN CLOCKS, electric, in colors.....\$2.95 to \$4.95  
ALLADIN LAMPS, complete with Shades in colors. Burns 50 hours on a single gallon of Kerosene.....\$6.70 up

## ALL THE LATEST 1937 TOYS

Games, Electric Trains, Sleds, Carts, etc.

XMAS TREE LIGHTS, 39¢ up

COLORED BULBS, 2 for 5¢

513 Exchange Street\*

**COONEY, WATTS & COONEY**  
HARDWARE

Phone 2170

## THE HOME

ELECTRIC IRONS, 5½-lb. weight, complete with cord.....\$1.98 up  
"Silex" Coffee Maker, gas model, \$2.95; electric model, \$4.25 to \$7.45  
BATHROOM SCALES. Accurately register weight up to 300 lbs., \$2.75  
"Hamilton Beach" FOOD MIXER, has all the latest features.....\$19.90

## Telephone Your Christmas Worries To Us . . .

# 2112

A SERVICE TO FIT THE NEEDS OF ALL

Ready-to-Wear.....10¢ per lb.  
Wearing Apparel (shirts included) 10¢ per lb. additional.  
This service returned to you neatly ironed.

Semi Finish.....10¢ per lb.  
Flat work ironed — Wearing Apparel returned to be ironed.  
Shirts ironed.....10¢ extra

Damp Wash, 10 lbs.....39¢

## FINGER LAKES LAUNDRIES, INC.

511 Exchange St.

## RADIO FLASHES

(Continued from page 6)

to Notre Dame where he lived at the home of the late Knute Rockne . . . Classmate was Charles Butterworth . . . After graduation worked for Fort Wayne, Ind. Sentinel . . . First seen on Broadway in "Third Little Show" starring Beatrice Lillie and Ernest Truex . . . Starred later on radio, his latest assignment being master of ceremonies on "Town Hall Tonight" during Fred Allen's absence.

Sidelights on the career of Clark Dennis, soloist on the Fibber McGee and Molly program: Born in West Branch, Mich., the son of a physician and a former opera and concert singer . . . Sang in a cappella choir

## FOR XMAS . . . Give . . .

CORDIALS (in beautiful Xmas packages).  
CALIFORNIA WINES, 49¢ qt., \$1.25 gal.

Complete line of WIDMER'S WINES (in Xmas packages) WHISKEYS . . .

"OVERHOLT" and "MT. VERNON" (4 yr. bonded) \$1.67 pt.; \$3.25 qt.

Seagrams - Calvert - Pm. De Luxe - Three Feathers - Twin Seal - G. & W. - Glenmore - Plantation.....from 69¢ pt. up

Come in . . . look over our stock . . . no obligation to buy.

**J. SAGLIMBENI LIQUOR STORE**

28 E. NORTH STREET.

PHONE 2059

We wish you all a Merry Christmas

at Flint, Mich. . . . Made professional debut in 1930 as a night club singer. Between then and the time he joined NBC in 1935 held jobs as bank teller, coal company manager, life guard, song plugger and auto mechanic. During this period he had 21 singing jobs . . . first chance in NBC came in August, 1935, when Little Jackie Heller, regular tenor of the Climalene Carnival, was stricken with an attack of laryngitis.

Men are best made free by enlightening them.

CORONA

ROYAL

REMINGTON

UNDERWOOD



## TYPEWRITERS \$17.50 up

Terms as low as 75¢ per week

We repair and rebuild all make machines.

Typewriter Desks .....\$7.75

"Parker" Pen & Pencil Sets.....\$1.95 up

## Geneva Typewriter Exchange

OFFICE SUPPLIES & EQUIPMENT

17 E. Castle Street

Phone 6500



**Post-Mortem Mimicry**

Explorer: "Yes, I was once so ravenous with hunger that I ate my pet parrot."

Host: "Gosh! What was it like?"

Explorer: "Oh, rather nice."

Host: "But what did it taste like?"

Explorer: "Oh, chicken, turkey, wild duck, pheasant . . . that parrot could imitate anything."

A man who can blow good smoke rings seldom resists the temptation.

### DO YOUR CHRISTMAS SHOPPING HERE . . .



### CIGARETTES . . .

for those with discriminating taste.

Complete line of  
**BENSON & HEDGES** and  
**SIMPSON, STUDWELL  
& SWICK**

. . . including

"CHUKKER ROUNDS"

"BANQUETS"

"SANO" and

"RUSSIAN"

Also

"MAKAROFFS" and  
"PHILIP MORRIS"

\* \* \*

Our CIGARS are factory FRESH and GUARANTEED to please. For QUALITY, VARIETY and QUANTITY visit our store for the "Best in Everything for the Smoker".

## H. F. FOX

(Since 1870)

"At the Indian"

(Next to Kirkwood Hotel)

**Did No Good**

A man got religion in midwinter and joined the church. Although ice had to be broken, he insisted on being baptized at once. He emerged dripping and a bit breathless.

"Ain't the water cold, Henry?"

asked a friend.

"No, n-n-not a bit, p-praise the Lord," exclaimed Henry.

"You'd better dip him again parson," said the friend. "He's still a liar."

Only seven more shopping days.



## Be A Christmas Club Saver!

It's the smartest way  
to save for Christmas spending

Just choose the plan that suits your purse  
and start right away. It's fun . . . it's easy.

Just step in . . . say you want to join our  
1938 Christmas Club. It's forming now.

50¢ deposited each week for 50 weeks totals \$25.00

\$5.00 deposited each week for 50 weeks totals \$250.00

## GENEVA SAVINGS BANK

24 LINDEN STREET

# Furniture

The Best Gift!

SEWING CABINETS .....\$7.65 up

KNEE HOLE DESKS.....\$16.00 up

COFFEE TABLES .....\$1.75 up

GATELEG TABLES .....\$1.75 up

END TABLES .....\$1.39 up

PULL-UP CHAIRS .....\$4.95 up

SMOKERS .....95¢ up

HASSOCKS .....\$1.50 up

See our large selection of LAMPS.....priced up to \$27.00

LARGE HASSOCKS, assortment of patterns.....\$1.75 up

COCKTAIL TABLES.....\$10.00 up

CEDAR CHESTS .....\$17.00 up

DAVENPORT SUITES.....\$75.00 up

LOUNGE CHAIRS.....\$19.75 up

MAGAZINE BASKETS.....\$1.00 up

CHILD'S ROCKERS .....\$1.50 up

SIX WAY PILLOWS.....\$1.95 up

BOUDOIR CHAIRS .....\$6.25 up

# WHEELER'S

Opposite P. O.—Geneva

**Beard 5 Inches More than Man**

Naojiro Kato, winner of the championship contest for the longest and most beautiful beard in the Japanese Empire, is five feet one inch tall, five inches shorter than his beard.

**Perfect Thirty-Six**

Customer—I want a dress to wear around the house.

Assistant—How big is your house?

**Room for One**

Man (to taxi driver)—I say, driver, is your Noah's Ark full?

Taxi Driver—One monkey short, sir; jump in.

**Service**

Waiter—Did I bring you a menu?

Customer—If you did, I ate it.

## HONEST VALUES

in four late model  
EXCEPTIONALLY GOOD  
**USED CARS**



1936 CHEVROLET  
TOWN SEDAN

1935 CHEVROLET  
SPORT SEDAN

1936 CHEVROLET COUPE

1935 CHEVROLET COACH

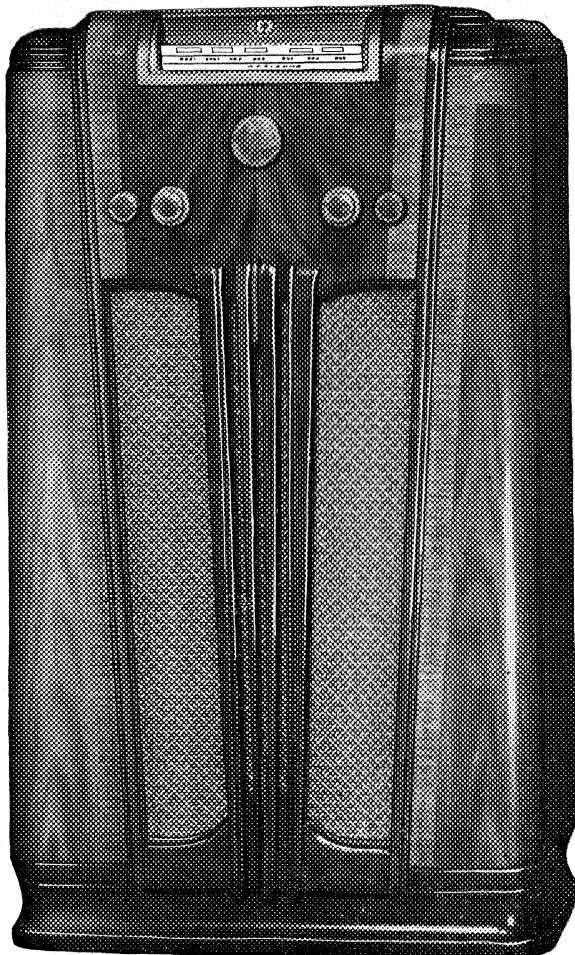
A few more Used Cars, with down payments  
as low as \$25.00.

### RUSSELL - HART CHEVROLET, INC.

Phone 6621

604 South Exchange St.

Geneva, N. Y.



## 10 TUBES VIDEO DIAL SILVERTONE

The  
Home  
Gift

**\$54.95**

\$5 DOWN

- AUTOMATIC NOISE SUPPRESSION
- BUILT IN AERIAL SYSTEM
- ELECTRONIC TUNING EYE
- DOUBLE PURPOSE TUBES
- GIVES 12 TUBE PERFORMANCE
- TUNE WITHOUT BENDING
- SMART 1938 CABINET, MODERN
- 12 INCH CONCERT SPEAKER

OTHER SILVERTONES to \$109.50

**SEARS, ROEBUCK AND CO. Geneva**



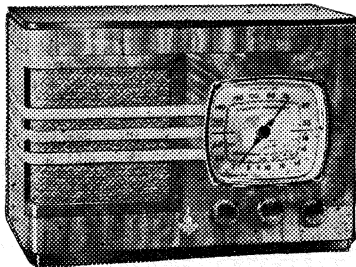
For a  
**"MERRY CHRISTMAS"**

and

Many Happy New Years

BUY

**EMERSON  
RADIO S**



**Round-the-World Set  
EMERSON Model AM-131**

Six-tube AC-DC Superheterodyne. Plays anywhere. American, Foreign, and Police calls. All advance features. Hand-some hand rubbed Walnut cabinet.

**\$29.95**

Also Featuring

**THE NEW 1938**

**15 TUBE CONSOLE**

**\$74.95**

and your old Radio

**SEAGERS**

104 Seneca St. Phone 2463

**Remember Your Friends**

THIS CHRISTMAS

with a really  
 PERSONAL GIFT —

**YOUR PHOTOGRAPH**

**THE STEWART STUDIO**

41 Seneca Street

Phone 2183



**Specials**  
*for Week-End*  
**SHOPPERS**

**THURSDAY-FRIDAY-SATURDAY-SUNDAY-- DEC. 16, 17, 18, 19**

In planning your meals, don't overlook the importance of plenty of  
**FRESH FRUITS and VEGETABLES**, both for your health's sake  
 and the help they are in making the meal.

**- FRUITS -**

ORANGES, extra large, ..... **49c**  
 PER PECK .....  
 ORANGES, California, large, Navel,  
 Seedless (Golden Quality), ..... **39c**  
 dozen .....  
 Other Oranges.....12¢ per doz. & up  
 (and all quality fruit)  
 GRAPEFRUIT, Floridas.....49¢ doz.  
 Texas, Seedless & Pink.....59¢ doz.  
 FANCY APPLES, McIntosh, Spys,  
 Greenings, Kings.....23¢ per pk.

**- VEGETABLES -**

CELERY, fancy.....10¢ bunch  
 CELERY HEARTS (5 and 6 to  
 bunch).....10¢  
 GREEN HUBBARD SQUASH,  
 .....1½¢ lb.  
 PARSNIPS - TURNIPS -  
 SWEET POTATOES.....3¢ lb.  
 FANCY ICEBERG LETTUCE,  
 .....5¢ head  
 BIG SPECIAL ...  
 FANCY ONIONS, 10 lbs.....19¢  
 90¢ bu.

**OTHER VEGETABLES AT "MONEY-SAVING" PRICES**

Carrots — Beets — Cauliflower — Green Peas — Green Beans — Brussels  
 Sprouts — Spinach — Radishes — Cucumbers — Peppers — Tomatoes —  
 Parsley.

AS NEAR AS YOUR TELEPHONE — Just Dial 2152 — WE DELIVER

**PRODUCE MARKET**

**E. J. NORMAN,  
 Mgr.**

Geneva Refrigerating Grounds—next to American Can  
 Open Week Days, 7 a.m. to 9 p.m. . . . Sundays, 1 to 6 p.m.

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., FEBRUARY 3, 1938

## Quick Cash Loans!!

### \$30.00 to \$300.00

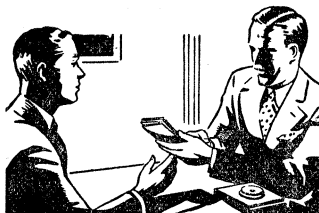
- FOR ANY WORTH WHILE PURPOSE —
- FOR ACCUMULATED BILLS AND UNEXPECTED EMERGENCIES —
- WE WILL LEND YOU THE ACTUAL CASH.

You can pay your own bills, and eliminate any embarrassment —

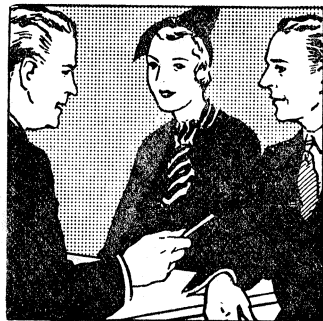
### This is all you have to do . . .



Sit down and go over your bills. Figure what you have promised weekly or monthly — Bring this list in, add whatever extra cash you want —



Within 12 to 24 hours the money will be ready for you — The actual cash — The extra money you wanted can be used to buy a used car—purchase bargains or your vacation —



Call at our office in a private consultation room — discuss your problems — with our manager—He will suggest a plan and a budget that will be in accord with your income —



You call on your creditors and pay your accounts. They are in need of this money for their bills—You have re-established your credit—and only have one account and one place to pay monthly—that is with- in your income —

Loans on Household Goods, Co-Makers, and Autos — No Insurance Required.

Come in . . . Write . . . or Phone 2334

## LOAN SERVICE CORPORATION

34 Seneca St., 2nd Floor — over Keilty's Dry Goods

————— "Loans Made in Nearby Towns" —————

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., FEBRUARY 3, 1938

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Deliveries also made in Ovid, Willard, Waterloo, Phelps, Stanley, Hall, Seneca Castle, and on R.F.D. routes out of Geneva, Phelps, Stanley, and Waterloo.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

### CARPENTER and BUILDER Weatherstripping and Caulking

#### Frank M. Mowers

52 Jefferson Avenue Phone 5170

Estimates cheerfully given—free

### G. H. PRINCE

20 Linden Street Phone 2685

Watch, Clock and Jewelry Repairing  
and Picture Framing

## February Specials!

BREAD BOXES - CAKE CARRIERS,  
Combination of colors.....\$1.00 up  
"Hanson" Bath Scales,  
white, green, ivory.....\$3.95  
"Taylor" Thermometers.....25¢ to \$4.50  
Kitchen Stools, "heavy steel".....\$1.39  
Kitchen Cans, "colors".....\$1.00 - \$1.50

"Kitchen Wares" — low prices

### DORCHESTER & ROSE

Exchange at Seneca St.

If your auto license number is 8X407, go to Geo. F. Bruzee's, by Tues., Feb. 8, present a copy of this week's "News" and receive—FREE—two tickets for the Regent Theatre.

### Y. M. C. A. ACTIVITIES

L. L. McGuigan, chairman of the House Committee announces the opening of the Gymnasium last Monday and expects that the new floor covering in the dining room will be laid this coming Monday. The Ladies' Auxiliary is in charge of arranging the kitchen.

The five high men in the Friendly Indian Club Point System are: Donald Pederson, 749; Paul Abel, 704; Jack Finzar, 678; Charles Krewson, 675; Bob Mallory, 673.

The five high men in the Junior Comrade Club Point System are: Jack Reas, 678; Robert Hemingway, 603; Walter Smith, 490; Richard Scheltz, 461; Eugene Easton, 460.

All members of all Clubs, including Boys Hi-Y, O-Q, and Girls' Hi-Y have agreed to sell Salt Water Taffy, in order to raise money to help furnish the kitchen. It is sincerely hoped that friends of the boys and girls will respond to their request to buy a pound of Salt Water Taffy.

The Junior Red Cross First Aid Class was organized last Friday and decided to meet on Mondays and Fridays at 4:15. More than 40 boys are enrolled.

Edmund Wirtz, Coach of the Junior Comrade Play, has started working with the boys on the play  
(Continued on page 5)

## FINE CLEANING

Renews Coats Beautifully

It will give a new appearance to your Coat. Renewed color—the nap raised—the fabric soft—and, of course, cleaned spotlessly.

## FOOTE'S CLEANERS

78 Castle Street

Phone 2910

PHONE 2127

## Wilson & Johnson

for the Very Best in  
MEAT and POULTRY

-: Free Delivery :-

261 William St. Plenty of Parking Space

13 YEARS EXPERIENCE

in Planning

LIFE INSURANCE ESTATES

## LAVERNE F. DARLING

Geneva Trust Bldg.

Phone 2184

### GLASSES!!

See the new 1938 OXFORD RIMLESS  
Saves lens breakage

Come in . . . see them . . . no obligation

G. W. FLETCHER, OPTOMETRIST  
Castle St. - Opp. City Hall

Office Phone 2292

Residence 2044

## "Don't Take Cold"

doing the family wash

LET US TAKE CARE OF  
YOUR LAUNDRY PROBLEMS

## FINGER LAKES LAUNDRIES, INC.

511 Exchange St.

Ready-to-Wear.....10¢ per lb.  
Wearing Apparel (shirts included) 10¢ per lb. additional.  
This service returned to you  
neatly ironed.

Semi Finish.....10¢ per lb.  
Flat work ironed — Wearing  
Apparel returned to be ironed.  
Shirts ironed.....10¢ extra

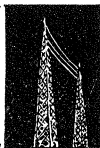
Damp Wash, 10 lbs.....39¢

Phone 2112



## RADIO FLASHES

by Ralph Le Brun



**Boy Scout Week**, in commemoration of the twenty-eighth anniversary of Scouting in America, begins Sunday. President Roosevelt will greet by radio the 1,129,827 boys and their leaders on Monday at 6:45 p.m. James E. West and other Scout notables will speak.



Dr. Louis L. Snyder of the History Department of the College of the City of New York will discuss the arguments for and against the existence of telepathy on the Zenith Foundation program over the Columbia network, Sunday, at 10 p.m. Dr. Snyder will relate historical incidents which tend to indicate the existence of extra sensory perception.

Jascha Heifetz, violinist, will make his second appearance of the season on the Ford Sunday Evening Hour over the Columbia network, Sunday, at 9 p.m. With the Symphony Orchestra directed by Fritz Reiner, Heifetz is to play the Andante Cantabile and Rondo from Mozart's concerto in D major. Later in the program he will feature Anton Dvorak's "Humoresque" and Henri Wienawski's "Scherzo-Tran-telle".

Magnetic storms are blamed for the present erratic radio reception conditions. Similar conditions are pre-

dicted for February, when it is expected commercial short wave trans-atlantic telephone traffic will be again disrupted.

The life stories of men and women who have figured importantly in the nation's history will be presented in a new series of biographical dramatizations by NBC in cooperation with the New York University Hall of Fame. The series entitled "American Portraits" will be heard Saturdays over NBS Red, at 9:30 p.m. The first broadcast will be devoted to the life of Andrew Jackson, known to history as "Old Hickory", who served two terms as President of the United States from 1829 to 1837.

Wayne King and his orchestra have won an extended contract renewal over the Columbia network beginning Feb. 21. Thereafter the famed maestro will be heard Mondays at 10 p.m. King developed his unique style of musical presentation while he was a member of an orchestra playing in Chicago's Trianon Ballroom. The manager noticed his unusual technique on the saxophone and offered to supply him with an

(Continued on page 6)



In the evening hours

When your Radio won't click  
Telephone me

For Service that's quick

**RALPH LE BRUN**

225 High St.

Phone 6257

When unity is attained God will satisfy all the peoples with his abundance.—*Muhammad.*

### FOR YOUR TAXES

... see ...

**Harry D. Tarbell**  
ACCOUNTANT

78 Castle Street

Phone 6296

### CAR HEATERS

DEFROSTING FANS

BATTERY SERVICE

**Charles E. Cool**  
AUTO ELECTRIC SERVICE

Complete Auto Accessory Dept.  
Wholesale and Retail

61 Geneva St.

Phone 2050

### CASH AWARDS

... for letters received in the third week ... (following our issue of Jan. 20) ... of the Finger Lakes Laundries contest have been awarded as follows:

1st prize—\$3.00

MRS. WM. BAKER

Ovid, N. Y.

2nd prize—\$2.00

MRS. ROY E. GRIFFITH

154 Hamilton St.

Additional awards of \$1.00 each were made to:

MRS. MARGARET KING

Prospect Hill

ELIZABETH L. CARNEY

9 Cortland St.

Winners of CASH AWARDS for the fourth and last week of the contest will be announced in our next issue.

When one goes back to the old home town, the miracle is what good-looking young men all the homely boys have become.

If the license number of your car is 5J6956, take a copy of this week's "News" to Jerry's Auto Laundry and receive a car wash—FREE.

### BAUMGARTNER'S FOOD STORE

Quality Foods — Chain Store Prices

Campbell's CLAM CHOWDER,  
2 cans .....19¢  
Niagara VEGETABLE SOUP,  
large can .....10¢  
Niagara TOMATO SOUP, 1ge. can, 10¢  
Queen Bess Golden  
Bantam CORN, No. 1 can.....10¢  
Niagara MIXED VEGETABLES,  
No. 2 can; 2 for.....23¢  
Fox Creek TOMATOES, No. 2 can;  
3 for .....25¢  
Queen Bess CATSUP, 14 oz. bot., 10¢  
Aunt Jemima PANCAKE FLOUR,  
2 pkgs. ....25¢

—Top of Bean's Hill at edge of city—  
Phone 2546 We'll Deliver Geneva, N. Y.



# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Cottage Cheese Salad Bowl

1 large head of lettuce or chikory  
3 medium size carrots  
1 cup chopped celery  
1½ to 2 cups cottage cheese  
Salt, pepper and French dressing  
Shred lettuce and cut carrots in tiny thin strips about 1 inch long. Toss ingredients lightly together just before serving, season and add as much French dressing as desired.  
Mrs. W. B., Pulteney St.

## Filled Ginger Cookies

1 cup brown sugar  
⅓ cup shortening  
1 teaspoon ginger  
½ teaspoon salt  
2 teaspoons soda  
½ cup molasses  
3 cups flour  
½ teaspoon baking powder  
Combine ingredients, roll out, place filling between 2 cookies and pinch edges together. Bake in moderate oven.

### Filling

1½ cups raisins  
1 cup water  
½ cup nut meats  
Grated rind and juice of  
½ lemon  
Cook slowly for twenty minutes, thickening with a little flour.  
Mrs. M. H., John St.

## Ice Box Rolls

2 cups hot water  
½ cup butter  
½ cup sugar  
2 teaspoons salt  
Stir in 2 yeast cakes which have been dissolved in ½ cup luke warm water  
2 well beaten eggs  
7 cups of flour  
Mix together well and place in ice box until wanted. After putting rolls in tins let raise for 2 hours in warm place and bake in moderate oven.

H. F., Middle St.

## Spice and Nut Drop Cookies

1 cup brown sugar  
½ cup butter  
2 eggs  
1¼ cups flour  
½ teaspoon each soda, nutmeg, cloves and cinnamon  
¼ teaspoon salt  
1 cup raisins  
1 cup chopped walnuts

Combine ingredients, drop by spoonfuls on buttered baking sheet and bake in 350° oven from 10-12 minutes.

Mrs. C. B., Middle St.

Let us show you the "Coolerator"  
the conditioned-air refrigerator

## C. J. BRADY

RE-FILTERED  
CITY WATER **ICE**

110 Lake Street Phone 2740

Is the license number of your car 5J6695? If so, take a copy of this week's "News" to H. F. Fox's, by Tuesday, Feb. 8, and receive two Regent Theatre tickets—FREE.

"A little bit of dynamite is an elevating thing."

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street Phone 4797

See the Hoover Company's  
Birthday Gift to Mrs. Public . . .  
THE 30th ANNIVERSARY HOOVER

See Mr. Neely

## J. W. SMITH'S

## FOR A NICE STEAK

## MULVEY'S

PHONE 2712

OYSTERS, per pint.....28¢

COOKED FISH.....28¢ lb.

70 N. Genevée Street We Deliver

## PRE-INVENTORY SALE

Only a few more days  
to obtain

SPECIAL PRICES . . .

on

DIAMONDS, WATCHES, JEWELRY, DRESSER SETS, GLASS, CLOCKS, etc.

## S. A. GILBERT

JEWELER

510 Exchange St. Geneva, N. Y.

## Air Conditioning . . .

Cleaner, purer heat in winter.

Cooler in summer.

— RELIEVES ASTHMATIC CONDITIONS —  
May be applied to your present heating system

## JOHN A. PONTIUS

90 Elm Street

Phone 4575

## RANGE OIL — KEROSENE OIL FUEL OIL

MOTOR STOKORS  
MASON SUPPLIES

## P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle St. Phone 2393 and 2373 261 Exchange St.

'BLUE COAL' - SEMET-SOLVAY COKE



# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?  
"Dorothy"

—D—

**International Custom Clothes**  
The cheapest Suit in the end is the best you can buy at the start. Have your Suit made to Individual Measurements.

**\$25.00 to \$45.00**  
**Ladies' Custom Tailoring**  
**A. P. Petersen Custom Tailor**  
**476 Exchange St.**

—D—

It is practical and thrifty to plan your Spring wardrobe far ahead—before you do any mid-season buying. With the shops showing clothes to wear now and this Spring, you will do well to decide on the color of your Spring coat. A new hat now is an excellent tonic to a winter-weary wardrobe, but why not choose one which you can wear later, with your Spring coat? Keep this thought in mind, too, when you are shopping for dresses and together with your later selections for Spring you will have not only an extensive wardrobe but also, one which is practical and smart.

—D—

For fine workmanship in cleaning and repairing watches, clocks and jewelry, you can do no better than trust an expert.

**G. H. Prince**  
**Prince's Jewelry Store**  
**20 Linden St. Dial 2685**

—D—

You shall have glances wherever you go—in a grey jersey suit with silver buttons and a blouse and turban of multi-coloured silk.

—D—

Indispensable — a black crepe dress, beautifully cut, and a variety of colorful accessories.

Join the Permanent Club now!

**25¢ per week**  
pays for your Permanent  
and

We are also giving  
**10 Free \$5.00 Permanents**  
**Call 5827**

**The Rose Beauty Shop**  
**(over Regent Theatre)**

—D—

**Feb. 14 is St. Valentine's Day!**  
Select your Valentines for your sweetheart, relatives and friends while the stock is complete.

**McCarthy's Pharmacy**  
**162 Castle St.**  
Also, Heart Boxes of Whitman and Schrafft Chocolates.

—D—

With a dark blue wool suit, consider chamois accessories and perhaps, pale yellow flowers in your lapel.

—D—

Another Look!!!  
**A Duster**  
**Free with**  
**1 Pint Johnson's Liquid Wax, 89¢**  
or

The first housewife to bring this ad to our office

**Monday, February 7, 1938**  
will receive **1 Duster Free** without making any purchase.

**Beard's**  
**93 Castle St.**

—D—

Wear a soft blue box-coat over a brown wool dress.

—D—

Your shoes are the foundation of your comfort and appearance. Don't neglect them! Wear them with pride when they have been rebuilt with expert attention at

**Carl's Shoe Repair Shop**  
**Castle St.**

**Phone 3533 . . .**

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—O—

What is the license number of YOUR car? Is it 5J6872? Then take a copy of this week's "News" to Mulvey's, by Tuesday, Feb. 8, and receive two Regent Theatre tickets—FREE.

—O—

## Simple Task

A gentleman to whom an Irishman had applied for work asked if he knew anything about woodwork. Assured that the applicant knew everything about the carpentry trade, he said: "Well, can you make a Venetian blind?"

"It's a treat, sor, to see me at the job," said the son of Erin.

"How would you do it, then?"

"Why, I'd just poke my finger in his eye, sor!"

—O—

## Y. M. C. A. ACTIVITIES

(Continued from page 2)

—O—

which will be given at the Friendly Indian Club Dinner, February 12. The Dinner is being arranged by Mr. Lyman Hammond and Mr. Earl Finzar of the Boys' Work Committee and will be served by the Ladies' Auxiliary.

—O—

There will be Basketball Games with out-of-town teams each Thursday during February. Gorham, Clifton Springs and R. B. I. are scheduled.

—O—

February 3 the two Girls Hi-Y Clubs and O. Q. will entertain the Tri-Y from Penn Yan.

—O—

The Jolly Junior Club will have the regular Saturday morning in the new club rooms. The Point System will continue. Sample emblems will be shown.

## RADIO FLASHES

(Continued from page 3)

orchestra if he would build it expressly to play waltz music and construct it around his individual style as a saxophonist. When King agreed he was transferred to the Aragon Ballroom as a relief band. Within a short time his organization moved into first position and King began an engagement that was to make American musical history.

There are 1,125 tree species growing in the United States.

Swedes belong to the same Teutonic race as the Anglo-Saxons.

## REGENT THEATRE ATTRACTIONS

Fri., Sat., Feb. 4-5: two great attractions—John Wayne in "Adventure's End"; also Smith Ballew in "Hawaiian Buckaroo"; plus Chapter No. 6, "Wild West Days".

Sun., Mon., Tues., Feb. 6-7-8: double feature program—Boris Karloff in "Invisible Menace"; plus Richard Arlen and Mary Astor in "No Time to Marry".

Wed., Thurs., Feb. 9-10—John Boles and Luli Deste in "She Married An Artist"; also Added Short Attractions.

Be a mental rebel—question conditions long taken for granted.

## M. F. DEVANEY

PRINTING and  
OFFICE SUPPLIES

435 Exchange Street

**\$1.00 IN CASH**

WILL BE PAID WEEKLY

during February for the first sales slip received by us, after each week's issue, showing a purchase amounting to at least \$3.00 from one of the merchants whose message appears on the "Dorothy Goes Shopping" page.

Mail sales slip to "Dorothy" c/o Geneva Community News, P. O. box 146, Geneva.

## BRENNAN'S GROCERY

Phone 4572 31 John Street

Phone us your order. We will deliver up 'till 9 o'clock each nite.

Utica Club Irish Cream Ale  
Standard Canandaigua  
Lang's Beer Old Topper

**\$1.99**

case

GENESEE CAN ALE or BEER.....case **\$2.40**  
SCHMIDT'S ALE.....12 oz., 15¢; qt., 35¢  
(plus deposit)

## THIS AND THAT

Div. B, of the First M. E. Church, will serve a Pancake Supper at the Church on Wednesday, Feb. 9, from 5 to 7 p.m. Tickets 35¢.

Good luck to the directors of the Geneva Chamber of Commerce in their efforts to have more efficient arrangements made for securing auto license plates in Geneva next year. More and more Genevans are each year going to Waterloo for their plates, due to the very limited service provided here by Ontario County officials.

The Government pays farmers for NOT raising pigs. Now they are buying up surplus apples and someone suggests they buy up a lot of used cars to make room for greater new car sales. So, we suggest that when the advertising business is bad the Government take a few pages of space in each of the papers and magazines throughout the country. We think this would be a fine idea. Think what a help that would be the weeks we don't sell enough space to anywhere near pay expenses. And if we could just get the government to take more and more space, so we wouldn't care whether anyone else took any, after a while we could sit back and get soft and lazy and enjoy (?) ourselves. But, we can't help wondering where all of the money is coming from.

Since running an article two weeks ago relative to an additional skating rink we find there is considerable interest being displayed. After receiving a letter last week

(Continued on page 7)

You'll enjoy our  
**SPECIAL SUNDAY DINNERS**

55¢ - 65¢

## TEXACO GRILLE

Lake Street

DOES SOMEONE OWE YOU  
A PAST DUE ACCOUNT?

We collect them at reasonable rates

## Ontario County Credit Bureau

511 Exchange St. (upstairs) Geneva  
P. O. Box No. 14 Phone 2460

Around this Old Store of Ours there is everything worth while for the discriminating smoker.

Watch for "KING'S 476 SMOKING MIXTURE" in package form . . .

H. F. FOX, Tobacconist (since 1870)  
476 Exchange Next Kirkwood Hotel

## SPECIAL NOTICE

to all owners of

FORD, PLYMOUTH,  
and CHEVROLET CARS  
(or cars using 600x16 tires)

Let us show you  
the

NEW DUAL-8  
GENERAL TIRE

Not an 8-ply tire, but a 4-ply tire  
with a "Safety factor" of 8

**FINK'S  
SUPER-SERVICE STATION**

Lake Street Phone 2448

For a Good WASHING, POLISHING  
or SIMONIZING Job

Bring your car, or phone to . . .

### JERRY'S AUTO LAUNDRY

rear of Carroll's Central Service  
Main St., opp. Armory

Phone 2592 We Call and Deliver

## RADIO REPAIRS

Our repair work is guaranteed

PUBLIC ADDRESS SYSTEMS  
for Sale and for Rent

### GEORGE F. BRUZEE

"The Radio Man"

23 E. Castle St. Phone 6522

## Joe's Market

226 EXCHANGE STREET,  
next Geneva Baking Co.

### SATURDAY SPECIALS

Boneless RUMP ROAST . . . 23¢ lb.

Hot or Sweet  
ITALIAN SAUSAGE . . . 23¢ lb.

Round or Swiss STEAK . . . 23¢ lb.

SIRLOIN or PORTERHOUSE  
STEAK . . . 25¢ lb.

ROUND ROAST . . . 23¢ lb.

PHONE 2027 FREE DELIVERY  
Fruits - Vegetables - Groceries

### THIS AND THAT

(Continued from page 6)

from the Central Council of Parent Teacher Associations we conferred with President Lee of the Park Board and he advises that everything possible will be done to provide skating somewhere in the western part of the city. It seems that trouble has been experienced in the past in efforts to flood the Maxwell playground, so the Jefferson Street playground, or a place on Washington Street, is now being considered.

### GLEANINGS

(From collection of quotations  
compiled by M. F. Devaney)

"Half the misery we suffer originates in the imagination."

"Justice is never found on one side of the case, alone."

"Jealousy is like a hot wind that blasts all growing things."

"He who fails to become a giant need not remain content with being a dwarf."

"Experience is the best teacher, but the tuition is high."

"Advice to prospective writers: 'Just put down one little word after another.'"

"We must not make an excuse out of the repression."

"Today you did easily and quickly a task that floored you yesterday. You had forgotten why you couldn't do it."

"The law is made for honest men, but dishonest men sometimes administer it."

— o —  
"News" Advertising Gets Results

### PUBLIC ACCOUNTING

for Financial and  
Income Tax Statements

### L. B. WINSHIP

Room 8 Phone 6391 Schnirel Bldg.

In Napoleon's day, the army brought the "reparations" back with them and there was no dispute about them.

## OIL BURNERS

SALES and SERVICE

Do you want your Oil Burners to work like new and without any odor at all?

For Complete Service  
DIAL 6366

### M. W. Dederick

204 N. Main St. Geneva, N. Y.

## FOOL-PROOF!

TEXACO

Certified

with  
MARFAK

LUBRICATION

NO SPOT OVERLOOKED

Every step checked against  
authorized chek-charts

ASK FOR  IT HERE

RICKELS

SERVICE STATION

Lake Street Phone 2920

### SPECIAL — WINE NEWS!

WIDMER'S "NEW WHITE PORT"

\$2.65 gal.; \$1.45 ½ gal.; 89¢ qt.

EMPIRE'S "VINEYARD QUEEN" DRY PORT

\$1.50 ½ gal.; \$1.00 qt.

WM. R. RILEY Wine and  
Liquor Store

148 Castle Street

Phone 2054

All kinds of Wines, at popular prices; also Whiskeys, Gins, Brandies,  
Rums, Champagnes, etc.



## TIRE SALE!!

Used Tires . . . all sizes  
\$1.00 up Guaranteed  
Expert Vulcanizing—\$1.00 up  
FLATS FIXED—35¢

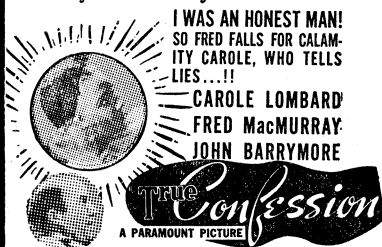
32 LAKE ST. Geneva, N. Y.

—: OPEN EVENINGS :

## SCHINES GENEVA

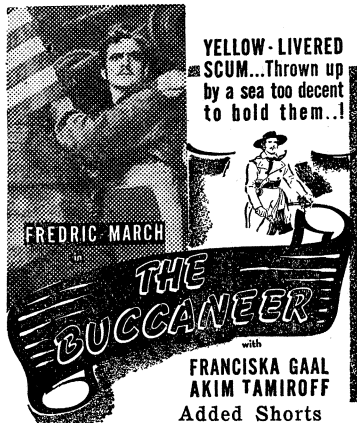
Now Playing  
LILY PONS - JACK OAKIE  
"HITTING A NEW HIGH"  
MARCH OF TIME  
"Inside Nazi Germany"

Friday - Saturday



Extra: "How to Dance the Shag"

Sunday - Monday - Tuesday



Thursday - Friday

MAE WEST in  
"EVERY DAY'S A  
HOLIDAY"

Edmund Lowe  
ON OUR STAGE  
Thurs. Eve. - 8:45 p.m.  
FERGUSON'S  
"BIG APPLE"

REVUE

Music by

Foster Gillette & his 12-pc. Band  
In addition to Regular Show

## NOTICE!!

Next's week's "News" will be  
issued on Wednesday . . .  
one day earlier.

ADVERTISING COPY  
not already in must be  
received  
AT ONCE.

-: Phone 2108 -:

Don't get attached to an old suit.  
People don't appreciate your senti-  
ment.

## KASHONG INN

West Lake Road Phone 7232  
OPEN THE YEAR AROUND

"Skate with Music"  
Watch for ICE CARNIVAL  
:-: Date to be announced :-:

Hot and Cold Lunches

Frank FENNEL'S Orchestra  
SATURDAY NIGHTS

## BOY SCOUT WEEK

(FEBRUARY 6th TO 12th)

A Very Important Time In The Life  
Of Every

## BOY SCOUT

Who Will Be Interested To Know That We Carry, At All Times,  
A Complete Assortment Of Boy Scout Equipment . . .

- |                |                |                  |
|----------------|----------------|------------------|
| ● SHIRTS       | ● MERIT SASHES | ● COMPASS        |
| ● BREECHES     | ● KNIVES       | ● SIGNALERS      |
| ● HATS         | ● AXE & SHEATH | ● FIRST AID KITS |
| ● STOCKINGS    | ● CANTEENS     | ● GUARD ROPES    |
| ● SWEATERS     | ● COOK KITS    | ● HAVERSACKS     |
| ● NECKERCHIEFS | ● FLASH LIGHTS | ● PONCHOS        |
| ● SLIDES       | ● WHISTLES     | ● MATCH BOXES    |

Other Items Will Be Gladly Ordered

NOTE — Please Bring Your Registration Card When Purchasing  
Scout Equipment . . .

 **Baker & Stark Inc.**  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N.Y.

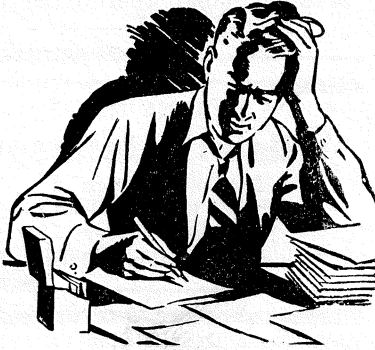
OFFICIAL BOY SCOUT OUTFITTERS

489 Exchange Street

North Regent Theatre

# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., APRIL 7, 1938



## Rid Yourself of Bill Worries

EASTER is only 10 days ahead of us. It is a happy time and should be enjoyed to its fullest extent.

We can help you get your Winter bills out of the way and give you the extra cash for Easter and Spring Needs.

Relieve your mind of worry—Keep your Credit good and have the things you need for Spring.

## LOANS \$30 to \$300

Your signature and security, Auto or Co-Makers

20 Months to repay in small monthly payments or the privilege of paying it up at any time. Costing only for the time you have the use of the money.

ALL LOANS CONFIDENTIAL

PRIVATE INTERVIEWS

INQUIRY WITHOUT OBLIGATION

## LOAN SERVICE CORP.

34 Seneca St., Geneva

2nd Floor—over Keilty's Dry Goods

Phone 2334

"Loans made in nearby towns"

*Licensed Pursuant to Article IX of the State Banking Laws.*



# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., APRIL 7, 1938

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Deliveries also made in Ovid, Willard, Waterloo, Phelps, Stanley, Hall, Seneca Castle, and on R.F.D. routes out of Geneva, Phelps, Stanley, and Waterloo.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

The enthusiasm for making man perfect is fading. Some are for accepting him as he is—often pretty worthy.

### CARPENTER and BUILDER

Weatherstripping and Caulking

#### Frank M. Mowers

52 Jefferson Avenue

Phone 5170

Estimates cheerfully given—free

### WE BUY OLD GOLD

#### G. H. PRINCE

Watch, Clock and Jewelry Repairing  
— Picture Framing —

20 Linden Street

Phone 2685

### Your New Suit

has just arrived at

#### CASEY & SON

71 Seneca St.

**\$25.00**

MALLORY HATS

## What's Doing at "The Y"?

**Educational Tour:** A trip to Elmira is being planned. There will be two buses and boys and girls who would like to go should make reservations at once. \$1.25 will cover all expenses. The trip is scheduled for Tuesday, April 19, during the Easter vacation.

**Day Camp:** Chief R. W. Morris, chairman of Day Camp is working on the problem of vacation. All boys who are planning to go should register at "The Y" at once.

**Annual Dinner:** The annual dinner will be held at "The Y" Monday, May 9. Mr. Frank Phillips, chairman of the committee in charge of arrangements for the banquet, has planned a splendid program. The dinner will be served by the Ladies' Auxiliary. There will be an outstanding speaker. The Nominating committee will present a slate of directors for the year ahead.

**Friendly Indian Club:** The following boys have earned the highest number of points: D. Pederson, 1294; Paul Abel, 1273; J. Finzar, 1197; C. Krewson, 1094; B. Holeran, 1079; G. Barnes, 1070 . . . **Junior Comrade Club:** N. Tabilli, 980; R. Hemmingway, 933; Jack Reas, 908; T. DeFazio, 885; N. DeLano, 870.

See the New Model

PORTABLE TYPEWRITERS

All Makes . . . at

**Geneva Typewriter Exchange**

17 E. Castle St.

PUBLIC ACCOUNTING

**L. B. WINSHIP**

Room 8

Phone 6391

Schnirel Bldg.

DON'T GET A YELLOW TAG

Park Your Car at

**ANDERSON'S**

Main St. (rear Central Service)

—:— 15¢ —:—

PHONE 2127

**Wilson & Johnson**

for the Very Best in  
MEAT and POULTRY

—: Free Delivery —:

261 William St. Plenty of Parking Space

Have You a Definite Plan  
for Financial Independence?

Properly arranged Life Insurance will provide for family in event of your premature death—or yourself during the sunset years of life.

**LAVERNE F. DARLING**

Geneva Trust Bldg.

Phone 2184

Have Your Next Suit Fit Right  
"ROYAL" SUITS

Made-to-Measure . . . . . \$24.50 up

— R. J. IREDALE —

Men's Furnishings

416 Exchange St. (next Western Union)



... for SMOOTH  
Spring Driving

MARFAK LUBRICATION

Lasts Twice as Long!

**RICKELS**

SERVICE STATION

Lake Street

Phone 2920

## *Palm Sunday Is 'Courting' Day In South Italy*

Palm Sunday, important in Christian observance of the Lenten season, is the day to court your sweetheart in Spezzano Albanese, Calabria. In this section of southern Italy bashful swains act much like they do on St. Valentine's day in this country.

Unattached young men and eligible bachelors are given the unusual opportunity of serenading their sweethearts in broad daylight, the custom being about 600 years old. Attired in finery, the youths assemble at the main piazza, carrying—instead of palms—bouquets of laurel blossoms.

They move in a procession, making the rounds of some 30 balconies, all of which are strewn with carnations and in which are girls garbed in picturesque pleated skirts and ruffled blouses. The young men sing their serenades and if their attentions are welcome they receive carnations

## HOUSEHOLD HINTS

Since the natural oils in leather slowly dry out and may cause it to crack and look parched, leather coverings on furniture should be treated occasionally to a slight dose of oil—neat's foot is excellent and inexpensive for this purpose. Be sure that it is well rubbed into the pores of the leather, and then polish the surface with a clean cloth.

Wash the broiler rack of your stove in plenty of hot soapy water—just as you would wash any other cooking utensils. Dry it carefully before replacing it. You will then have a broiler that will continuously look like new.

Store lemons in a covered jar in the refrigerator. That will prevent withering and shrinkage.

FOR SALE—\$22.50 Iver-Johnson Pavement Bicycle—14" wheel base—very good condition—\$4.50. 43 Maple St.

Cultivate thought, for you have to be alone with it so many times.

Happiness differs from pleasure; pleasure can be utterly selfish.

## Fertilize Your Lawn, Trees and Shrubs

### Special Combination Sale—No. 1:

10 lbs. Agrico Lawn Fertilizer, reg. 75¢  
5 bu. Screened Top Soil..... 1.25  
2 lbs. Harvey's Finest Lawn Seed 80¢

Total.....\$2.80

Special Cash Price (delivered) \$2.50

### Special Combination Sale—No. 2:

25 lbs. Agrico Lawn Fertilizer, reg. \$1.50  
10 bu. Screened Top Soil..... 2.50  
3 lbs. Harvey's Lawn Seed..... 1.20

Total.....\$5.20

Special Cash Price (delivered) \$4.75

## L. E. HILTON

PROMPT DELIVERY

PHONE 6102 14 Clover Street

## AROUND THE GLOBE

Northern Ireland is more densely populated than the Irish Free State.

Great Britain has twice as many merchant vessels as the United States.

Chile's nitrate fields give employment in normal times to about 40,000 men.

Over 55,000 tons of black pepper was grown in Netherland India the past year.

Fort Christian, built in 1671, now serves as a police station in Charlotte Amalie, capital of St. Thomas island.

Despite the decreasing number of horses in Scotland, there were 80,000 known cases of cruelty to animals in the last year.

## Donald W. Jackson

PAINTING and DECORATING

106 High Street Geneva, N. Y.  
Phone 6927

## A COMPLETE CLOSE-OUT TO THE BARE WALLS

1000 YARDS OF 29c  
80 SQ. COTTON PRINTS

Strictly  
Fast  
Colors **14<sup>c</sup>** per yard

20¢ "STEVENS" PURE LINEN TOWELING.....13¢

81x99 SHEETS, 3 year guarantee.....87¢

## HOWARD'S

Going Out of Business Sale



# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Humpty Dumpties

- ½ cup shortening
- 1 cup brown sugar (no lumps)
- 2 eggs (beaten very light)
- 2 oz. chocolate (melted)
- 2¼ cups flour
- ½ teaspoon soda
- ½ teaspoon salt
- ¾ cup thick sour milk
- 1 cup nuts (coarsely chopped)
- 1 cup raisins

Cream shortening and sugar, add eggs and melted chocolate. Sift and measure flour, then sift with salt and soda. Add all at once with sour milk. Add nuts and raisins floured with ½ cup flour. Drop by teaspoonfuls on buttered cookie sheet and bake at 400° for 10 minutes. Cool and frost with chocolate frosting.

H. L., Hillcrest Ave.

## Bermuda Salad Bowl

Separate 1 small head cauliflower into flowerets; slice thinly crosswise. Slice ½ large Bermuda onion and separate in rings. Add ½ cup sliced pimiento olives. Marinate in ⅔ cup French dressing 30 minutes. Just before serving add 1 head lettuce, broken, and ½ cup crumbled Roquefort cheese; toss lightly. Serve from bowl, passing dressing. Serves 6.

E. J. C., Genesee St.

## Spinach Ring with Buttered Beets

- 4 cups of cooked spinach
- ⅓ cup of butter
- ¾ teaspoon of salt
- 1½ cups of white sauce
- 3 hard-cooked eggs, cut in sixths, lengthwise
- 2 cups of small boiled beets

Drain the hot cooked spinach thoroughly. Chop finely and season it with butter and salt. Press it into a buttered ring mold and keep it in a warm place until time to serve. Then remove it to a hot platter, a round one preferred, and fill the center with hot buttered beets. Pour the white sauce around the edge of the spinach ring, and outside of this, garnish with a ring of gold and white hard-cooked egg slices.

The ingredients for the white sauce are: 2 tablespoons of butter, 2 tablespoons of flour, 1 cup of milk, ¼ teaspoon of salt and a few grains of pepper. Melt the butter, add the flour mixed with seasoning, and stir until they are well blended. Pour on the milk gradually, while stirring the mixture constantly. Let it come to the boiling point and boil it for two minutes.

Let us show you the "Coolerator" the conditioned-air refrigerator

## C. J. BRADY

**RE-FILTERED CITY WATER ICE**

110 Lake Street

Phone 2740

There are about 135 doctors for every 100,000 persons in the United States.

## GLASSES !!

See the new 1938 OXFORD RIMLESS Saves lens breakage

Come in . . . see them . . . no obligation

G. W. FLETCHER, OPTOMETRIST

Castle St. - Opp. City Hall

Office Phone 2292 Residence 2044

## FOR A NICE STEAK

PHONE 2712

# MULVEY'S

OYSTERS, per pint.....28¢  
COOKED FISH.....28¢ lb.

70 N. Genesee Street

We Deliver

## SPRING NEEDS

for

LAWN and GARDEN

RAKES

MOWERS

ROLLERS

HOSE

WHEELBARROWS

"Vigoro"—makes things grow. We have it . . . 1 lb. to 100 lb. lots

BEST LAWN SEEDS

GARDEN SEEDS

FIELD SEEDS

"FLORENCE" OIL BURNERS

"DAYTON" ELECTRIC

REFRIGERATORS

## DORCHESTER & ROSE

"Seed Merchants" — since 1822

(We Deliver Free)

Phone 2496

Geneva, N. Y.

## ROOFING - - SIDING

Estimates cheerfully given.

Financing available.

## JOHN A. PONTIUS

Sheet Metal Work - Heating - Air-Conditioning

90 Elm Street

Phone 4575

## LOW SPRING PRICES . . .

Now in effect on  
'BLUE COAL'

Phone 2393 or 2373 and SAVE MONEY by having your bin filled NOW!

## P. O'MALLEY & SON FUEL and SUPPLY CO.

27 Castle Street

261 Exchange Street

MOTOR STOKORS - MASON SUPPLIES

Hoe, Hoe!

Rose—What do you grow in your garden?

Bud—Tired.

## SPECIAL NOONDAY LUNCHEONS

and SUNDAY DINNERS

Main floor or Rathskeller

Rathskeller available for Banquets or Special Parties

# Appleton's

92 Seneca St.

(next Geneva Theatre)

Just Put it on  
and Wipe  
it off...  
Your walls  
are Clean!



Nothing else like it. Cleans walls, woodwork, etc. like magic. Makes mopping as effective as scrubbing. Scores or other uses. Try it.

# DICA'DOO

## Paint Cleaner

NO RUBBING—NO SCRUBBING

## "Gleanings"

*From collection of quotations  
compiled by M. F. Devaney*

"Too much attention given to an unimportant man often gives him the feeling that he is important."

"If a man's eye is on the hope of luxury he is apt to be disappointed in life."

"Good intentions carry one only until courage and fortitude become necessities."

"The devil loves to get good men on the wrong side of public issues."

"It has always been true that ease and luxury are insidious enemies to be guarded against."

"Nothing is so good in many situations as to treat trouble as if it did not exist."

"Great successes are of slow growth. Those who go up like rockets usually come down like rocks."

"He who begins answering criticism with anger is beaten already."

"It will be found that he who would destroy the government is first to claim its protection when he is in a tight place."

(To be continued)

## RUMMAGE SALE

The Herrick Bible Class of the First Presbyterian Church will hold a Rummage Sale on Thursday and Friday, April 7 and 8, in the store next to Firestone Service Station on Exchange Street.

Broken friendships are hard to mend.

## BAUMGARTNER'S FOOD STORE

Chipso, lge. pkg. .... 21¢  
Sunbright Cleanser, 3 cans. .... 14¢  
Niagara Cut Beets, 2½ size can,  
2 cans ..... 25¢  
Niagara Mixed Vegetables,  
No. 2 can, 2 cans ..... 23¢  
Queen Bess Golden Bantam Corn,  
No. 1 can, 2 for ..... 19¢  
Queen Bess Peas, No. 2 can,  
2 for ..... 23¢  
Niagara Tomato Soup, lge can, 10¢  
Shredded Ralston, 2 pkgs. .... 23¢

— Top of Bean's Hill at edge of city —  
Phone 2546 We deliver Geneva, N. Y.

## FIRST CALL for *SPRING* PLANTING

Start your planting now!  
Many varieties of trees,  
shrubs, plants and flowers  
should be set out now to  
give their root systems a  
chance to become firmly  
fixed in the soil by the  
early season rains.

We'll be glad to advise  
you just which varieties  
to plant now. Phone us.

Ask for Free Catalogue

**FINGER LAKES NURSERIES**  
404 Washington St. Geneva, N. Y.  
Phone 6445

## for the EASTER PARADE

SUITS single or double breasted \$16.50 to \$35  
TOPCOATS \$15 to \$35

HATS — "MALLORY" ..... \$5.00  
"WELCH'S SPECIAL" ..... \$2.95

SHIRTS, \$1.00 up —:— TIES, 50¢ & 95¢

# WELCH'S

494 Exchange St.

## \$ — MONEY — \$

deposited ON OR BEFORE

Tuesday, April 12

Will Earn Dividends from April 1

# Geneva Savings Bank

24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —

### One of His Habits

"Did the burglars upset your house much?"

"Terribly. When I entered and saw everything upside down my first thought was that Tom had come home unexpectedly and changed his clothes."

### The Right Time

Old Fashioned Girl—All my life I've been saving my kisses for a man like you.

Modern Young Man—Well, prepare to lose the savings of a lifetime.

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4797

See us about **HEATING EQUIPMENT**  
**MODERN KITCHEN and**  
**BATHROOM FIXTURES**

—: Under F.H.A. Loan Plan :—

## Barth Plumbing & Heating Co.

425 Exchange St.

Geneva, N. Y.

## JOHNSON

*Sea-horse* OUTBOARD MOTORS

SALES and SERVICE

## Charles E. Cool

Complete Auto Accessory Dept.  
Wholesale and Retail

61 Geneva St.

Phone 2050

AUTO ELECTRIC SERVICE

## RADIO REPAIRS

Our repair work is guaranteed

PUBLIC ADDRESS SYSTEMS  
for Sale and for Rent

## GEORGE F. BRUZEE

"The Radio Man"

23 E. Castle St.

Phone 6522

## BRILLIANT COLORS

By **CHERIE NICHOLAS**



Print designs in bold splashy colors will be more important than ever in the spring parade of fashions according to style creators who introduced their advance models in Palm Beach at a fashion show for charity at the Miami Biltmore Country club. Pictured is a frock of print silk crepe in a gorgeous pomegranate red and grape green patterning. The wide-brimmed afternoon hat of black rough straw has a silk crepe scarf in the colorings of the print.

## EASTER

ONLY 10 DAYS AWAY

Have Your Suit or Dress Made  
Spic and Span.

Just phone 2910--  
We'll do the rest.

## FOOTE'S CLEANERS

78 Castle Street

Geneva, N. Y.

"News" ads are read

## R. H. DADSON

—: ELECTRICAL CONTRACTOR :—

Wiring - Fixtures - and Supplies

Phone 6575

39 Pleasant St.

Geneva, N. Y.

## MOTOR TUNE-UPS and BATTERY SERVICE AUTO ELECTRIC SERVICE

CARL E. COLE

(Rear of Texaco Grille)

Lake Street

Phone 2814

## Harry D. Tarbell ACCOUNTANT

78 Castle Street

Phone 6296

FOR CREDIT REPORTING  
and COLLECTING . . . see

## Ontario County Credit Bureau

511 Exchange St. (upstairs) Geneva

P. O. Box No. 14 Phone 2460

## SPRING FEVER?

Have it—if you must—but don't  
worry about the Family Wash—

JUST PHONE 2112

## FINGER LAKES LAUNDRIES, INC.

511 Exchange St.

Ready-to-Wear.....10¢ per lb.  
Wearing Apparel (shirts included) 10¢ per lb. additional.  
This service returned to you  
neatly ironed.

Semi Finish.....10¢ per lb.  
Flat work ironed — Wearing  
Apparel returned to be ironed.  
Shirts ironed.....10¢ extra

Damp Wash, 10 lbs.....39¢

# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?  
"Dorothy"

—D—

**Charlie McCarthy says:**  
(without benefit of Bergen)  
"There are two distinct kinds of Cards—cheap Cards made in mass production and fine Cards created by artists . . . It is a mistake to think that fine Cards need be expensive . . . In our

**Card Department,**  
you may make your selection with confidence, whatever price you care to pay, knowing that the  
**Greeting Cards**  
you choose will reflect your good taste."

Select your Easter Cards now  
at  
**McCarthy's Pharmacy**  
162 Castle St.

—D—

## Indispensable Bolero

Bolero - frocks in contrasting shades and materials are "indispensable" for early spring wear. The shortest bolero is the newest.

—D—

All dressed up in their new Easter Togs, the whole  
**Peter Rabbit Family**  
has invaded

**Isenman's**  
150 Castle St.

Also, a complete line of  
**Easter Baskets      Easter Eggs**  
**Chocolate Moulds, etc.**  
**Beautiful Gift Packages of**  
**Assorted Candies!**

—D—

When that young man's fancy turns to  
**Suits and Top Coats**  
turn your toes with him toward  
**Baker & Stark**  
for the new Spring shades in  
**Ladies' Hosiery**  
by **Munsingwear**  
79¢ pair

You'll find a new assortment of  
**Rosaries—Gold, Silver, Pearl, and**  
**Birthingstone Colors, at**

**Prince's Jewelry Store**  
20 Linden St.

Also a new assortment of **Crosses**.  
Stop in and see them.

—D—

## Pique Collars for Sweaters

Soften up the necklines of your classic sweaters by wearing little pique collars on them.

—D—

As fresh-looking as Spring flowers  
—the new styles in

**Coats**  
for the Junior Miss and Little Sister . . . and  
**Judy Garland Dresses**  
Regular and Half-Sizes to 16½.  
Also, **Hats and Gloves**  
**Julia Elizabeth Shoppe**  
18 Linden St.

—D—

½ gal. Glo-Coat . . . . . \$1.59  
⅔ pt. Furniture Polish . . . . . 42¢  
1 Kleen Floor Duster . . . . . 49¢  
**Total value . . . . . \$2.50**

Only 12 of the above combinations  
**While they last . . . \$1.89 each**  
**Beard's      93 Castle St.**

—D—

## New Color Notes

Contrasting jackets and skirts comprise a note that marks the style-right sports suit for 1938. Violet with dusty pink, wine combined with gold also are popular.

—D—

Every woman is guaranteed a perfect fit in each and every garment Custom-Tailored to her personal order.

**Suits      Coats**  
**A. P. Petersen**  
**Custom Tailor 476 Exchange St.**  
Cleaning . . Pressing . . Repairing

—D—

## Wedding Styles

Long svelte simplicity of line is the basic note for wedding ensembles this season.

## Bed Spreads!

**Candlewick Spreads (full size)**  
\$2.35

**Beautiful Chenille Spreads**  
\$7.50 - \$8.90 - \$9.50

**Rayon Spreads**  
\$3.75 - \$4.75

**Ponsheen Spreads**  
and **Drapes** to match  
\$2.50 each

**Crash Spreads and Drapes**  
\$2.25 each

**Lynch's**  
479 Exchange St.

—D—

## A Smart Hat

Pillboxes are smart. They offer the low crown and forward pitch that many women long for again. They come in close-woven straws or felts and are nearly always dark in color, accented with some bright hue. A number are given height by trims.

—D—

Every popular Spring Style in  
**Hats**  
awaits you at

**The Hat Box**  
25 Seneca St.

**Smooth, glossy Straws . . .**  
. . . **Smart, rough Straws**  
enhanced by veils and flower trims.

**Casual Felts**  
Prices, \$1.95 to \$5.95

—D—

**During April Only**  
**The Rose Beauty Shop**  
(over Regent Theatre)  
will continue featuring the

## Specials

so popular during March  
**Permanent . . . . . \$2.50 up**  
**End Permanent . . . . . \$1.75**  
**Manicure . . . . . 25¢**  
**Eyebrow Arching . . . . . 15¢**  
**Dial 5827**

—D—

**Phone 3533 . . .**

or address **Miss Dorothy Frautz,**  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

## FOR A GOOD SPRING TONIC

... try a bottle of Port or Sherry Wine

We have "WIDMER'S", "PLEASANT VALLEY", "FREDONIA" and several others ranging in price from ..... 35¢ up  
 "COUNTRY CLUB" Gin ..... pint, 69¢; fifth, 99¢  
 "CLUB BANQUET" Gin ..... fifth, 99¢; quart, \$1.29  
 Orange - Lime - Lemon - Mint and Sloe Gin

## T. J. COMISKY

NEW YORK STATE WINE AND LIQUOR STORE

97 Seneca Street (opp. Schine's Geneva Theatre)

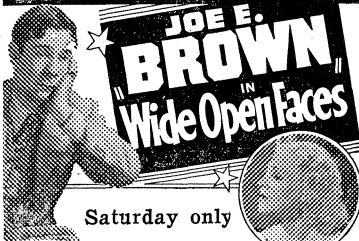
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FRIDAY NIGHT IS THE NIGHT  
 Anna May Wong, Akim Tamiroff  
 "DANGEROUS TO KNOW"  
 DOORS OPEN 5:00 P.M.

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Saturday only

\$2,000,000 MUSICAL SPECTACLE

THE SHOW THAT HAS Everything!

THE GOLDWYN FOLLIES

IN TECHNICOLOR

Edgar BERGEN and Charlie McCARTHY  
 Adolphe MENJOU • RITZ BROTHERS  
 Kenny BAKER • Andrea LEEDS

RELEASED THRU UNITED ARTISTS

Starts Sunday



## JOE'S [Super-Value] MARKET

"REAL VALUE" PRICES!

—:— SATURDAY SPECIALS —:—

CALA HAMS ..... 15¢ lb.  
 Center Cut PORK CHOPS... 25¢ lb.  
 PORK LOIN ROAST..... 21¢ lb.  
 Tender CHUCK ROAST..... 15¢ lb.  
 ROUND STEAK ..... 23¢ lb.

SIRLOIN STEAK ..... 23¢ lb.  
 PORTERHOUSE STEAK... 23¢ lb.  
 WASHING FLUID, 2 gals..... 25¢  
 "Pard" DOG FOOD, 3 cans.... 25¢  
 Fruits - Vegetables - Groceries

NOT "self-service" ... we serve you and deliver FREE!

226 Exchange St. (next Geneva Baking Co.)

PHONE 2027

Plenty of parking space ... and NO charge.

### Regent Theatre Attractions

Friday, Apr. 8—Ralph Byrd and Doris Weston in "Born to be Wild".

Saturday, Apr. 9: double feature show—Terry Walker in "Federal Bullets"; plus Bob Steele in "Paroled to Die".

Sunday, Monday, Apr. 10-11—Peter Lorrie in "Mr. Moto's Gamble".

Tuesday, Wednesday, Apr. 12-13: two features—William Hall and Jane Wyman in "Spy Ring"; also Anne Nagle in "Saleslady".

Thursday, Apr. 14—Louis Hayward and Barbara Read in "Midnight Intruder".

### Speed Needed

The list of prize winners at a charity affair read:

"Mrs. Smith won the rolling-pin throwing contest by hurling a pin 75 feet."

"Mr. Smith won the 100-yard dash."—*Stray Stories Magazine.*

Panama's jungles, once mosquito infested, now are comparatively free of the pest.

## KASHONG INN

Phone 7232

Geneva-Watkins Rd.

Orchestra Every Saturday Night

Fine Foods

All Legal Beverages

## BRENNAN'S GROCERY

Phone 4572

31 John Street

Phone us your order. We will deliver up 'till 9 o'clock each nite.

Utica Club  
 Standard  
 Lang's Beer

Irish Cream Ale  
 Canandaigua  
 Old Topper

\$1.99

case

GENESEE CAN ALE

or BEER.....case \$2.40

SCHMIDT'S ALE.....12 oz., 15¢; qt., 35¢  
 (plus deposit)



## RADIO FLASHES

by Ralph Le Brun



There are hours  
of  
serious preparation  
behind those  
Baby Snooks  
characterizations  
that  
Fanny Brice  
portrays  
on  
NBC's  
"Good News of  
1938"  
broadcasts.

The Magic Key of RCA program on Sunday, at 2 p.m. will be pretty much of a family affair with Mme. Marie Flagstad and her two daughters of operatic fame, Kirsten and Karen taking part. Mother Flagstad will be accompanist to her daughters. Frank Black conducting the Magic Key Orchestra, and Linton Wells, the Magic Key's roving reporter, will be heard as usual.

Joan Edwards, 19 year old niece of the famous Gus Edwards, will display her talent as rhythm singer and pianist, when she appears as guest star on Paul Whiteman's program, Friday, at 8:30 p.m., over the Columbia network. Also guest starring on this program will be Jimmy Dorsey, a leader of one of the country's finest dance bands. Along with his equally famous brother Tommy, he was a member of the Whiteman band several years before stepping out on his own.

(Continued on page 12)

### And now . . . "SUPER SERVICE"

on any make or model Radio. Sylvania Metal and Glass Tubes, Replacement Parts in stock.

**RALPH LE BRUN**

225 High St.

Phone 6257

One has to be a boss for a while to learn how to appreciate the trials and worries of one.

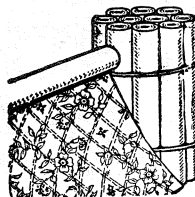
### Roofing Special! Apr. 11 to 16—only)

90-lb. SLATE SURFACED ROOFING . . .

108 sq. ft. to roll—(Lawn green - Brick red - Blue-black)—Complete with nails and cement \$1.99 per roll . . . . .

**GEORGIAN BAY LUMBER CO., Inc.**

Railroad Place Geneva, N. Y. Phone 2822



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to see the

**NEW ATTRACTIVE  
WALL PAPERS**

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Also a Complete Stock of  
**McDOUGALL-BUTLER PAINTS**  
ENAMELS and VARNISH

**W. C. DEMMING CORP.**

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Phone 2998



**Smith's**

J. W. Smith Dry Goods Co.

Phone  
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Just in!

**THE PERFECT  
SLIP**

with shadow-proof panel

**79c**

Made of fine crown-tested rayon, full cut, new silhouette, with shadow proof panel. Seams reinforced with braid and adjustable straps.



### OUR GUARANTEE

A new slip without question if it doesn't launder to suit you. A new slip if the seams rip.

Tearose and White

Sizes to 44





## THE FUNNYBONE



### Oui?

"Whats the idea of the Smiths taking French lessons?"

"They've adopted a French baby, and they want to understand what it says when it begins to talk."—*Boy's Life.*

### A Relief

Hyman—At least once in my life I was glad to go down and out.

Lowe—And when was that?

Hyman—After my first trip in an airplane.

### On Way to Bow-Wows

"Daddy says yours is just puppy love."

"Does he insinuate I'd lead a dog's life if we married?"

### Back-Seat Driving

"Are you going to quit driving this car from the back seat?" indignantly asked Mr. Chuggins.

"Yes," replied his wife. "I'm going to sit in front with you, so that you can hear me better."

### Something for Nothing

A Scotchman went to town for a holiday, and a friend met him later wandering down the street with a pair of trousers over his arm.

"Where are ye goin', Sandy?" he asked.

"Oh," replied Sandy, "I'm looking for the Aberdeen 'Free Press'."

### FOR THAT FISHING TRIP

... we have just the PIPE you need ... likewise your FAVORITE TOBACCO.

H. F. FOX, Tobacconist (since 1870)  
476 Exchange Next Kirkwood Hotel

### Install a "Fan and Filter" Unit

on your present Furnace and enjoy the comforts of modern forced-air heating. Also modifies hot summer temperatures.

HOMER R. OSTRANDER

Air-conditioning Technician

Rear 70 Colt Street Phone 3976

### Lost Directions

"If I only knew what to do with baby!"

"Didn't you get a book of instructions with it, mother?"

### Sure Sign

The farmer took his small son to market. A prospective buyer was minutely examining some cattle, and Johnny inquired interestedly:

"Why's that man pinching those bullocks, Dad?"

"He's thinking of buying them, son, and he's making sure they're good, sound meat," replied his father.

The following day, says London *Tit-Bits Magazine*, the farmer was busy in his yard when Johnny came tearing towards him, yelling at the top of his voice:

"Dad, Dad, come quickly! The postman's going to buy cook!"

### Premature

Customer — This photograph makes me look older than I really am.

Photographer — Well that will save you the expense of having one taken later on. — *Atlanta Constitution.*

### A Good Idea

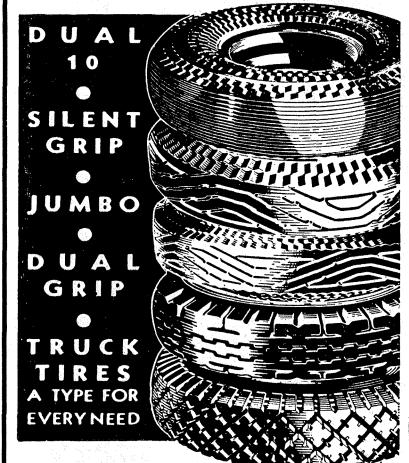
Mother—Johnny, what do you mean by feeding the baby yeast?

Johnny—She's swallowed my nickel, and I'm trying to raise the dough.

### "SILENT GRIP"

Proven and Tested  
by 4 years service

No "Experimental" Tires in this line



## GENERALS

You will always get the finest merchandise, at lowest possible prices, on the easiest terms of

**FINK'S**  
**SUPER-SERVICE STATION**

Lake Street

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Complete Lines of

SCHENLEY'S  
and HIRAM WALKER'S  
Whiskies and Gins

GORDON'S - GILBEY'S -  
OLD COLLINS  
and other popular brands of Gin

DO YOU KNOW . . . that Bonded Liquors, are all 100 proof and bottled under U. S. Government supervision?

**WM. R. RILEY** Wine and  
Liquor Store

148 Castle St. Prompt Deliveries of Phone Orders Phone 2054



## FINGER LAKES CURRENTS

**Open Deer Season**—Under a new law passed by the last Legislature, an open deer season in Steuben County is provided "from Dec. 1 to 7, excluding Sunday". A similar season is fixed for Cortland County, near Skaneateles Lake. However, the law permits only "the use of long bow or shotguns loaded with single ball."

**In Baseball Loop**—Auburn will this year be in the Canadian-American Baseball League, the first Finger Lakes community in an organized baseball loop in many years. Auburn will open the season at home May 11 and 12 in games with Oswego. It will have home games on 12 of the 17 Sundays, besides

## Your Car Needs "Spring Tonic"!

APRIL IS "TUNE-UP" MONTH!

Winter Oils and Greases should be flushed out and Summer grades installed. Valves need grinding for Summer performance and better gas mileage.

**FOR APPEARANCE SAKE . . .** have Body and Fender dents removed. We have two good body men.

*Ask about Chevrolet's "combination jobs" on  
Motor Tuning and Chassis Work.*

### RUSSELL-HART CHEVROLET, INC.

Phone 6621

604 South Exchange St.

Geneva, N. Y.

five Saturdays, and is sure of two doubleheaders and two holidays at home. Games will be played at Falcon Field. The league includes Rome, Gloversville, Johnstown, Amsterdam, Ottawa, Cornwall, Ogdensburg, and Oswego.

**Jottings**—Plans have been started for a two-day field day Sunday and Monday, July 3-4 at Seneca Falls, with sports, rough riding and band concerts, under auspices of Kirk-Casey Post, American Legion . . . A Rotary Club has been organized in Phelps, Ontario County, sponsored by the Waterloo club . . . Scenery and its educational institutions are Ithaca's "two biggest attractions", according to "Pro-Ithaca" issued by the Chamber of Commerce there . . . The Skaneateles Summer Theater will open June 20 to run with weekly change of plays, until Aug. 27 . . . Ithaca is planning its seventh annual Mut Dog Parade at 10:00 a.m., Saturday, April 23 . . . Employees of the Finger Lakes State Parks Commission have begun the task of removing loose shale from cliffs in the region's parks . . . Canandaigua and Skaneateles are preparing folders publicizing their vacation attractions.

Discouragement does not do things—it disarms and destroys.

Have you tried the —

### LARGE PORTERHOUSE DINNER SPECIAL

Every Day — 55c — at the

## TEXACO GRILLE

Lake Street  
and always—good coffee, too.

**HOME SAFE**—for fire protection of valuables, \$14.50.

### M. F. DEVANEY

PRINTING — OFFICE SUPPLIES

435 Exchange Street

## Castle Quality Grocery

J. COSTA, Mgr.

104 Castle St. (opp. Empire Gas Office)

### WEEK-END SPECIALS

Pink Salmon, 2 cans. . . . . 29¢  
Welch's Grape Juice, pt. bot. . . 24¢  
"77" Cooking Oil. . . . . 95¢  
Spry . . . . . 19¢  
Seedless Raisins, 2 for. . . . . 19¢  
Italama Tom. Paste, 6 for. . . . 35¢  
Cherry Peppers, qt. jar. . . . . 22¢  
Coffee "Break O' Morn". . . . 19¢  
Selox, 2 for. . . . . 25¢

Phone 2412

Free Delivery

Open Daily including Sundays  
7 a.m. to 10 p.m.

SEEDS GARDEN TOOLS LAWN MOWERS



### THE GARDENERS PARADISE

## RIGHT THIS WAY-- GARDENERS!

We've thought of your every need . . . Seeds, Fertilizers, Tools, Sprinklers. Come, see our grand array of High Quality Garden Supplies at "THRIFTILIZED" PRICES!

HEDGE SHEARS, 8" blade, \$1.39  
with notch cut . . . . .

GRASS SHEARS, 6" steel  
blades . . . . . 49¢

SPADING FORKS, strap  
handle, four tine . . . . . 98¢

BAMBOO LAWN BROOMS,  
sturdy built . . . . . 19¢

GARDEN RAKES,  
14 tooth . . . . . 59¢

PRUNING SHEARS,  
long handles . . . . . 98¢

"TENLIME", Hydrated Lime for  
Lawns and Gardens,  
25-lb. sack . . . . . 35¢

LAWN GRASS SEED,  
good quality, lb. . . . . 30¢

**COONEY, WATTS & COONEY**  
PAINTS Hardware ELECTRICAL APPLIANCES  
513 EXCHANGE STREET—PHONE 2170

**RADIO FLASHES**

(Continued from page 9)

Gracie Allen and George Burns are going to have a new conductor. Beginning Monday, Jan Garber will direct the musical destinies of the weekly Burns and Allen program over the NBC-WEAF net, at 8 p.m. Garber made his professional debut as a violinist at the age of 14. He was a concert violinist with the Philadelphia Orchestra when the war interrupted his career. In 1919 he organized his first orchestra, later developing a band which featured his ability as a comedian.

Though Little Orphan Annie is usually regarded as ageless, once in a while she observes an anniversary just like any other child. One of these rare occasions was celebrated on Wednesday when she chalked up her seventh year on the NBC network. During her seven years on the network, Orphan Annie's adventures have taken her on a globe circling tour, a South Sea Island junket, and a coast to coast American trip which gave her and her youthful audience disguised doses of geography, history and philosophy. Little Orphan Annie is heard Mondays through Fridays over the NBC-WEAF network, at 5:45 p.m.

Two 26-year-old New Yorkers, John Carter and Leonard Warren, are the newest members of the

Metropolitan Opera Company by virtue of winning NBC's Metropolitan Opera Auditions of the Air. Edward Johnson, general manager of the Metropolitan Opera Association, who made the announcement of the winners, told the young singers that they had been selected for operatic careers from among 707 persons who were tried out during the 26 weeks of auditions. Mr. Johnson said that the quality of the talent in the auditions just concluded was the highest of the three auditions series.

**OLD COPY CONTEST**

**TODAY IS THE LAST  
DAY TO MAIL  
YOUR ENTRY.**

Watch for next week's issue

**COLDSPOT****ELECTRIC  
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SAVES MORE!

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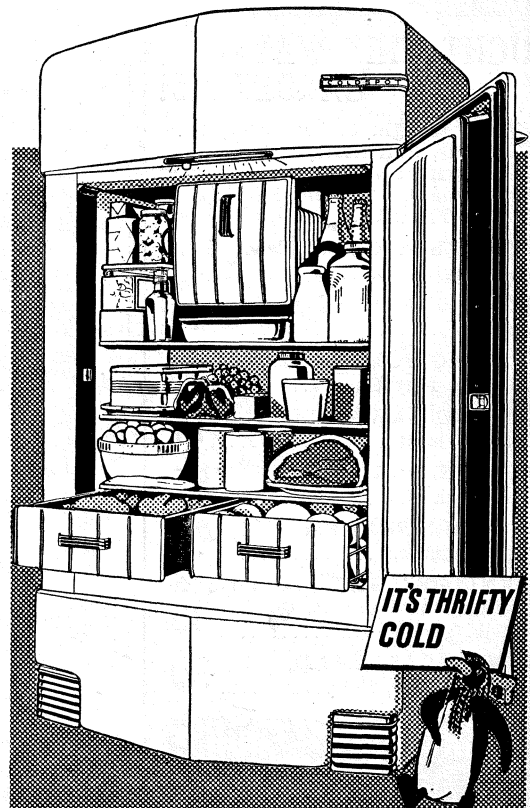
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EASY TERMS**

**SEARS, ROEBUCK AND CO.**

**GENEVA**

**6 CU. FT.!**  
**PORCELAIN INTERIOR**



# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., APRIL 21, 1938



Nothing else like it. Cleans walls, woodwork, etc. like magic. Makes mopping as effective as scrubbing. Scores of other uses. Try it.

**DICA'DOO**  
Paint Cleaner  
NO RUBBING—NO SCRUBBING

## What's Doing at "The Y"?

**Annual Meeting:** Mr. Frank Phillips and Floyd Fitch of the Committee in charge of the 53rd Annual Meeting of the Y. M. C. A., Mon., May 9, are working out plans for a most interesting and worthwhile evening for members and their wives. Dinner will be served at 6:30. Tickets will be mailed very soon and reservations should be made at once.

**Hi-Y Congress, Berea, Ky.:** According to present plans, Arthur Edwards, Robert Emmons and Douglas McLean of Geneva and Robert Weld of Clifton Springs, accompanied by Secretary Warr, will attend this Congress, June 25

(Continued on page 12)

## BAUMGARTNER'S FOOD STORE

Quality Merchandise — Low Prices

Chipso, 1ge pkg.....	21¢
Sunbright Cleanser, 3 cans.....	14¢
Niagara Cut Beets, No. 2½ can, 2 for .....	25¢
Niagara Mixed Vegetables, 2 for...	23¢
Queen Bess Gold Bantam Corn, No. 1 size; 2 for.....	19¢
Queen Bess Peas, No. 2 size; 2 for..	23¢
Niagara Tomato Soup, 1ge can.....	10¢
Shredded Ralston, 2 for.....	23¢

— Top of Bean's Hill at edge of city —  
Phone 2546 We Deliver Geneva, N. Y.

## Attention Geneva Motorists !!

### MOTOR TESTING CLINIC

(Under direction of factory representative)

Now is your chance to get your motor in condition for summer driving

ADJUST YOUR CARBURETOR **FREE** ANY CARBURETOR ANY MOTOR

Test Time About 15 Minutes

FIRESTONE RAPID TEST starts from the foundation of your motor for this testing and adjusting. We will tell you what causes hard starting, lack of pep and excess gasoline consumption. Drive in and let our representative adjust your carburetor—any make. We will try to increase your gasoline mileage.

AUTHORIZED UNITED MOTOR SERVICE

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J. H. BINDEMAN, Mgr.

Washing, Polishing, Special Wheel Align and Brake Service, Specialized Lubrication, Battery Service.

# THE GENEVA COMMUNITY NEWS

A MAGAZINE DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., APRIL 21, 1938

## The Geneva Community News

GENEVA, N. Y.

P. O. Box 146

Phone 2108

W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Deliveries also made in Ovid, Willard, Waterloo, Phelps, Stanley, Hall, Seneca Castle, and on R.F.D. routes out of Geneva, Phelps, Stanley, and Waterloo.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4797

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### Frank M. Mowers

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Watch, Clock and Jewelry Repairing  
— Picture Framing —

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## Notice!

Downtown Stores —  
Offices — Apartments

If you do not receive your copy of  
"The News" regularly every  
Thursday . . .

Phone  
POSTAL TELEGRAPH CO.  
— 2617 —

## FIREMEN'S DANCE

The second annual dance under the sponsorship of the Geneva Fire Department will be held at the State Armory on Friday night, April 22, from 9 to 1. There will be both round and square dances, with music by "Frank Monk's Merry Music Makers". There will also be a one-half hour specialty by "Hank and Herb" of Radio fame. "Hank and Herb", with Frank Monk's music, are heard regularly on Saturday evenings at 7 o'clock, over WHAM. Tickets are \$1.00 per couple and may be obtained from any Geneva fireman. A large turnout is expected.

## Service

"Have you ever regretted entering public life?"

"Never," answered Senator Sorghum. "I have served my country and it has proved reasonably liberal in tipping the waiter."

Since 1920 there have been 18 per cent more men teachers and only 6 per cent more women teachers in the public elementary schools of the United States.

## DON'T GET A YELLOW TAG

Park Your Car at

### ANDERSON'S

Main St. (rear Central Service)

—:— 15¢ —:—

## SECURITY . . .

thru a Well-planned Life Insurance  
and Annuity Service.

### LAVERNE F. DARLING

Geneva Trust Bldg.

Phone 2184

## PHONE 2910

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RUG CLEANING

by the nationally known

### "HILD" System

We also clean Blankets - Pillows -  
Slip Covers, etc.

## FOOTE'S CLEANERS

78 Castle Street

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## COLLISION!!

DON'T LET THIS HAPPEN TO  
YOU BECAUSE OF POORLY  
LUBRICATED BRAKE CABLES!

## EVERY SECOND COUNTS

When applying brakes.

We have installed the latest . . . .

### "BRAKE CABLE LUBRICATOR"

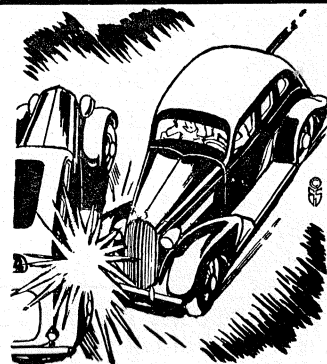
Play safe . . . Come in . . . have your brake cables properly  
lubricated . . . and "feel" the difference!

## RICKELS

SERVICE STATION

Lake Street

Phone 2920



**FOR SALE**—Regina Electric Vacuum Cleaner and attachments. Cost \$69.75; will sacrifice for \$25 cash. Mrs. Paul Jenkins, 2 Elmwood Place.

### Start Your Sterling Silver Set Now

By our new plan, you buy a knife, fork and spoon, for as low as \$1.75 per week.

Thus, over a period of time, you have your complete set and the cost is never a burden

See our window display of different patterns from which to select.

**S. A. GILBERT**  
JEWELER

510 Exchange St. Geneva, N. Y.

### Regent Theatre Attractions

Thursday, April 21—"The Jury's Secret" with Fay Wray and Kent Taylor.

Friday, Saturday, April 22-23: double feature—Smith Ballew and Lou Gehrig in "Rawhide"; also Jack Holt in "Making the Headlines".

Sunday, Monday, April 24-25—Mary Carlisle, Lloyd Nolan in "Tip Off Girls".

Tuesday, Wednesday, April 26-27: two features—Paul Muni and Bette Davis in "Bordertown"; also "Thirteenth Man" with Weldon Heyburn-Inez Courtney.

Excavations in the ancient market place of Athens have yielded no less than 31,600 coins dating from Sixth century B. C. to modern times.

Java coffee planters notice they get more coffee after a volcanic eruption. It takes something similar to get the same results in some restaurants. — *Savannah (Ga.) Morning News.*

## Donald W. Jackson

PAINTING and DECORATING

106 High Street

Geneva, N. Y.

Phone 6927

## "AGRICO"

THE NATION'S LEADING  
FERTILIZER

You invest your time, your money and your labor in growing vegetables and flowers. You want prize flowers—a beautiful lawn—healthy trees—a garden that gives you delicious, well nourished vegetables, in plentiful supply, from early season till late fall. Then, by all means, use "AGRICO" . . . same as big growers and professionals do.

"Agrico" for Lawn Trees and Shrubs:

10 lbs., delivered.....	\$ .75
25 lbs., delivered.....	1.50
50 lbs., delivered.....	2.50
100 lbs., delivered.....	4.00

"Agrico" for Gardens . . .  
made especially for flowers and vegetables:

10 lbs., delivered.....	\$ .75
25 lbs., delivered.....	1.40
50 lbs., delivered.....	2.40
100 lbs., delivered.....	3.75

We also carry "Justrite" —  
Horticultural Peat Moss:

3 bushels, delivered.....	\$1.00
½ bale, delivered.....	2.00
Per bale, delivered.....	3.75

"Harvey's" Finest Lawn Seed:

1 lb., delivered.....	\$ .40
5 lbs., delivered.....	1.75

Shady Lawn Seed:

1 lb., delivered.....	\$ .45
5 lbs., delivered.....	2.00

Agricultural Hydrated Lime,

Per bag .....55¢

FOR PROMPT DELIVERY —  
PHONE 6102

**L. E. HILTON**

14 Clover St.

Geneva, N. Y.

## Diamond Warfare Opens



Baseball enthusiasts here and throughout America are preparing for the 1938 season this week. With the National and American leagues getting under way April 18 and 19, attention is turned to the smaller circuits, all looking forward to record seasons. Earl Averill of the Cleveland Indians is shown here as he appeared at spring training, inset over an aerial photo of huge Wrigley field, home of the popular Chicago Cubs.



# THE COMMUNITY KITCHEN

Conducted by **BETTY BROWN**

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Jambalaya

1 large onion, minced  
 ¼ clove garlic, finely chopped  
 1 green pepper, coarsely chopped  
 2 tablespoons butter  
 1 can (No. 2½) tomatoes  
 3 cups boiling water  
 1 cup rice  
 1 teaspoon salt  
 Dash of pepper

Sauté onion, garlic and green pepper in butter 5 minutes. Add tomatoes and water and heat to boiling. Add rice and seasonings, cover and simmer 20 minutes, or until rice is tender and moisture almost absorbed. Approximate yield: 6 portions.

## Fish and Sausage Rolls

6 fillets of fish  
 6 link sausages  
 1 egg, beaten  
 1 tablespoon lemon juice  
 ½ teaspoon scraped onion  
 1 cup fine dry bread crumbs  
 2 tablespoons melted butter  
 2 tablespoons soup stock  
 Wipe fillets with damp cloth. Force sausage meat from casing and spread over fish in a thin layer. Roll fish up, fasten with a toothpick, dip in combined egg, lemon juice, and onion, then roll in crumbs. Place in greased baking pan and add melted butter and stock. Cover and bake in hot oven

(400° F.) 35 minutes. Approximate yield: 6 portions.

## Pineapple Lemonade

Pare and grate 1 large pineapple. Add the strained juice of 4 lemons and a syrup made by boiling together for four minutes, 1 lb. of sugar and 1 pint of water. Add 1 quart of water, strain and ice.

Mrs. E. E. M., Genesee St.

## Brisket of Beef

Three pounds brisket of beef, cubed, 3 large onions, sliced, 1 large can sauerkraut and juice, 1 tablespoon paprika, 1 teaspoon pepper, 1 small can tomatoes, salt. Place brisket of beef in a skillet and allow to brown on all sides. Add onion and brown. Pour into heavy aluminum kettle having steam valve in tight fitting cover. Add sauerkraut, juice and tomatoes. Season to taste. When steam appears from kettle, turn to low, or low fire, and steam 3 hours. This can be reheated as often as desired. Store in a glass jar in refrigerator.

## Tastier Tomatoes

Stewed tomatoes may be given an extra fillip by seasoning with onions fried in butter to a golden

Let us show you the "Coolerator"  
 the conditioned-air refrigerator

## C. J. BRADY

RE-FILTERED  
 CITY WATER **ICE**

110 Lake Street

Phone 2740

brown or a generous sprinkling of crisp, minced bacon. When scalloping tomatoes try toasting and buttering the bread crumbs before adding to the baking dish of tomatoes.

## FOR A NICE STEAK

**MULVEY'S** PHONE 2712

OYSTERS, per pint.....28¢  
 COOKED FISH.....28¢ lb.

70 N. Genesee Street

We Deliver



FREE DEMONSTRATION  
 ... of ...

**"B.P.S."** { PAINT  
 VARNISH  
 ENAMEL  
 STAIN

THURSDAY - FRIDAY  
 SATURDAY  
 APRIL 21-22-23

FREE SAMPLES—Be sure and bring coupon you received in mail, which entitles you to a Free Can of BPS—your choice of color.

Try "GLOFAST"  
 ... the Decorative Enamel that dries hard in 4 hours.

**DORCHESTER & ROSE**

The Hardware Store—Since 1822

Exchange St., at Seneca  
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## LOW SPRING PRICES . . .

Now in effect on  
**'BLUE COAL'**

Phone 2393 or 2373 and **SAVE MONEY** by having  
 your bin filled **NOW!**

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle Street

261 Exchange Street

**MOTOR STOKORS - MASON SUPPLIES**

## ROOFING - - SIDING

Estimates cheerfully given.  
 Financing available.

**JOHN A. PONTIUS**

Sheet Metal Work - Heating - Air-Conditioning  
 90 Elm Street Phone 4575

Kindliness is kingliness correctly spelled.

## AN EXTRA DAY

Each week . . . for you  
if you PHONE 2112

and let us take care of your wash-day problem.

IT'S ECONOMICAL, TOO

## FINGER LAKES LAUNDRIES, INC.

511 Exchange St.

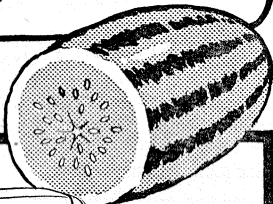
Ready-to-Wear.....10¢ per lb.  
Wearing Apparel (shirts included) 10¢ per lb. additional.

This service returned to you neatly ironed.

Semi Finish.....10¢ per lb.  
Flat work ironed — Wearing Apparel returned to be ironed.  
Shirts ironed.....10¢ extra

Damp Wash, 10 lbs.....39¢

**THERE'S PLENTY OF  
EASY ROOM FOR ME...  
AND FOR BIG ROASTS, TURKEYS,  
TALL BOTTLES . . . IN THE NEW  
NORGE!**



• Norge Rollator Refrigerators give you more usable space for food storage. Come in and see the Watermelon Test that proves it. See the Norge before you buy. Down payment as low as \$5

## Seagers

508 Exchange St. Phone 2463

**NORGE LEADS AGAIN!**

## HOUSEHOLD HINTS

Rust stains may be removed from porcelain by rubbing with a wet cloth and whiting, which is inexpensive and can be purchased at any paint shop. If the stain is stubborn, try rubbing it with lemon rind dipped in the whiting. Rinse and dry. Avoid using strong acids or harsh abrasive powders on porcelain to keep the glaze in perfect condition.

When hubby comes home early and wants dinner in a hurry, cut the potatoes in small cubes, cover with hot water and boil. In about 10 minutes they will be tender and with either a cream sauce or just melted butter, salt and pepper, are ready to serve with the rest of the meal. It is usually this vegetable that holds up the hurried dinner.

Color scheme note: Try tinting your ice cubes with vegetable dyes. A spring salad, for instance, is delightful to look at and unusually crisp if it is set in a bowl of green ice cubes. Desserts may be worked out in the same way.

## AUTO SAFETY MEETING

A large turn out is expected at the public mass meeting to be held in the Geneva High School auditorium on Tuesday evening, April 26, opening an intensive traffic safety campaign in this city.

The principal speaker at the meeting will be Dr. Herbert J. Stack, director of the educational division of the National Conservation Bureau, New York City. Dr. Stack will bring educational moving pictures, exhibits and literature.

A committee representing a large number of Geneva organizations, headed by Chief of Police Morris as chairman, is sponsoring the meeting.

## Spongy

Hubby: "What are we having for dessert tonight, dear?"

Wife: "Sponge cake. I sponged the eggs from Mrs. Brown, the flour from Mrs. Smith, and the milk from Mrs. Jones."

## No Place Like Home

"I've just had the most delightful holiday," said Jones. "No regular hours for meals. No extra charge for baths. As much as you want of food, with plenty of fresh fruit; no tips for waiters."

"Good gracious! Where did you go Jones?"

"Simple!" replied Jones. "I just stayed at home."—*Providence Journal*.

## Joe's Market

226 EXCHANGE STREET,  
next Geneva Baking Co.

## SATURDAY SPECIALS

ROUND, SIRLOIN, or  
PORTERHOUSE STEAKS....23¢ lb.

FRESH GROUND HAMBURG  
2 lbs. ....25¢

PORK STEAK.....20¢ lb.

BONELESS RIB (or Rump)

ROAST .....23¢ lb.

PLATE BEEF.....9¢ lb.

EXTRA SPECIAL . . .

BONELESS RIB (or Rump)

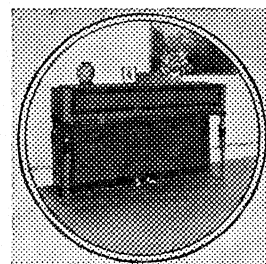
CORNED BEEF.....20¢ lb.

PHONE 2027 FREE DELIVERY

Maybe your grandfather gave it to you.

## Pianotosis\*

\*When friends start to whisper about the old-fashioned piano in your home.



If troubled — we will recommend without cost the best treatment for your home. We are glad to quote lowest cost of positive cure.

## FREE ADVICE

Office hours, 8:30 a.m. to 5:30 p.m.  
or any time by appointment.

## BOLIN MUSIC HOUSE



He married a telephone girl. After a year or so of married life the nurse told him he was the father of triplets.

"Just like her," he said, "to give me the wrong number!"

### GLASSES !!

See the new 1938 OXFORD RIMLESS  
Saves lens breakage  
Come in . . . see them . . . no obligation  
G. W. FLETCHER, OPTOMETRIST  
Castle St. - Opp. City Hall  
Office Phone 2292 Residence 2044

## R. H. DADSON

-: ELECTRICAL CONTRACTOR :-  
Wiring - Fixtures - and Supplies  
Phone 6575 39 Pleasant St.  
Geneva, N. Y.

### MOTOR TUNE-UPS and BATTERY SERVICE AUTO ELECTRIC SERVICE

CARL E. COLE  
(Rear of Texaco Grille)  
Lake Street Phone 2814

## Harry D. Tarbell ACCOUNTANT

78 Castle Street Phone 6296

Ask for our "Weekly Bulletin" for a complete list of the public records of Ontario County.

### Ontario County Credit Bureau

511 Exchange St. (upstairs) Geneva  
P. O. Box No. 14 Phone 2460

### Auto Electric Service Speedometer Service

BATTERY SALES & SERVICE  
OUTBOARD MOTORS —  
Sales and Service

## Charles E. Cool

Complete Auto Accessory Dept.  
Wholesale and Retail

61 Geneva St. Phone 2050

## KNOW THYSELF

by Dr. George D. Greer



### HOW SHOULD WE MEET A HANDICAP?

THIS is a question that confronts many of us. Handicaps may be physical, mental or social. Here are three principles that will not fail to bring a measure of victory if they are used as weapons of assault against the handicap in question: (1) Stop moping about it! So long as one broods over his handicap the case is hopeless. Worry is the opiate of one's reasoning powers. When you worry about something you cannot do anything else about it. (2) Examine it! Take it apart. Is it real or imaginary? Did any one else ever have it? Just what can be done in spite of it? As you do what can be done, power comes to do more. (3) Get mad at it! Fight it! Laugh in its face! Beethoven, Pasteur, Steinmetz and Helen Keller rose to fame in spite of handicaps—or was it BECAUSE of them?

Copyright.—WNU Service.

Octopuses and squids are regular articles of diet in many countries.

### The Size of It

Mrs. Brooks called up the local butcher before she went out.

"Send me a quarter's worth of steak," she said, "and if I'm not at home, just tell them to poke it thru the keyhole." *Christian Advocate.*

## ADDING MACHINES

Sold and Repaired

Geneva Typewriter Exchange

17 E. Castle St.

## PUBLIC

### ADDRESS SYSTEMS

(SALE or RENT)

For any sized meeting . . . indoors or outdoors.

RADIO REPAIRS  
(work guaranteed)

## GEORGE F. BRUZEE

"The Radio Man"

23 E. Castle St. Phone 6522

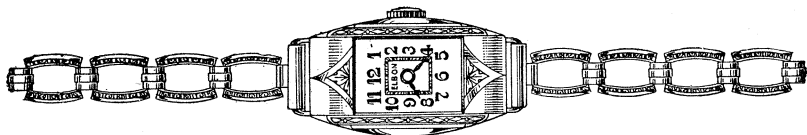
## FUR SAFETY

Protect your fur garments during the summer months by placing them in a cold storage vault at a temperature of 22 degrees above zero. Garments insured against Fire, Theft and Moths to amount of declared value.

## LEBRUN'S FUR SHOP

REPAIRING and REMODELING  
Coats Made to Order a Specialty  
38 Linden Street Phone 3461  
— Work Called For and Delivered —

## GIRLS, LOOK! We are going to give Wrist Watches!



Beautiful, 7 Jewel, Chrome Plated, Rust Proof Backs—to a limited number of 12-15 year old GENEVA GIRLS, as a reward for performing just a few hours pleasant, easy work. If you want to learn how quickly and easily you can earn one, write a letter to Mr. Watchman, Box 219, Geneva, N. Y., stating your name, age and address and ask for particulars.

# \* DOROTHY GOES SHOPPING \*

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?  
"Dorothy"

—D—

The new assortment of  
**Peter Pan Wash Suits**  
is now ready at

**Baker & Stark**  
New Colors . . . New Styles  
New Materials  
Prices as low as 95¢

—D—

There is a continued emphasis on bolero fantasies.

—D—

**McCarthy's**  
**Big Spring Sale**  
is now in progress . . . You will find many Bargains in all Departments.

Cigarettes—2 pkgs. for 23¢  
Carton—\$1.13  
**McCarthy's Pharmacy**  
162 Castle St.

—D—

Fashion calls for pink accessories, pink veils, pink flowers, pink jewelry.

—D—

For expert  
**Watch and Clock**  
**Cleaning . .**

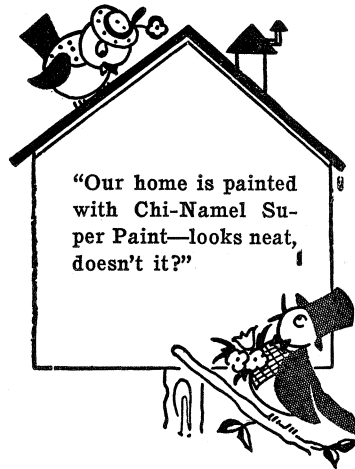
**Repairing . .**  
**and Regulating**

you can do no better than trust an Expert.

**G. H. Prince**  
**Prince's Jewelry Store**  
20 Linden St.

Jewelry cleaned and repaired

## CHI-NAMEL PAINTS



**For One Week Only**  
**Starting tomorrow . .**  
**April 22**

**CHI-NAMELS**  
**Annual Paint SALE!**

**BEARD'S**                      **93 Castle St.**

—D—

## Decorative Details Show Old Baroque Inspiration

Styles are going prettily feminine. There are lovely-lady effects to be seen in the many uses of flowers, in the full skirts that absorb endless yards of diaphanous sheers, with bodices that have their low décolletage garlanded with flowers. Daytime costumes are ornate with scrolls in ornamental baroque motif, perhaps done in quilting, perhaps in braiding. As to hats they are the pretty-pretty sort, many of them beflowered and beribboned and tilted coquettishly, and in many instances picturesquely tied under the chin.

**Self-Polishing Floor Wax**  
49¢ pt.    85¢ qt.    \$2.50 gal.  
**Cottage Curtains**  
49¢ - 65¢ - 89¢ - \$1.00  
A complete new shipment of  
**Ruffle Curtains**  
36" to 48" wide  
\$1.00 to \$3.50 Pair  
**Lynch's**  
479 Exchange St.

—D—

Every woman is guaranteed a perfect fit in each and every garment Custom-Tailored to her personal order.

**Suits**                      **Coats**  
**A. P. Petersen**  
**Custom Tailor** 476 Exchange St.  
Cleaning . . Pressing . . Repairing

—D—

Amusing novel clips and pins, animals, fruits, birds and such adorn smart suit lapels.

—D—

## Gay Spring Gloves

History has repeated itself in the glove theme for spring, for the highly decorated glove of the Renaissance period is seen in the new gloves.

—D—

Pale oatmeal shades vie with white for dresses and coats.

—D—

Skirts for daytime wear are decidedly short.

—D—

**Phone 3533 . . .**

or address **Miss Dorothy Frautz**,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

## WM. McMAHON

(formerly with "Seagers")

### ANNOUNCES . . .

a COMPLETE REPAIR SERVICE  
for ALL MAKES OF RADIOS

Car radios installed — Aerials erected.

PROMPT, EFFICIENT WORK —  
NOMINAL CHARGES

Parts, Tubes, etc., in stock.

114 Seneca St. Phone 5133 (day or night)

## SCHINES GENEVA

Friday and Saturday  
EDW. G. ROBINSON

"A SLIGHT CASE  
OF MURDER"

Added "Romance of Louisiana"

3 DAYS — STARTS SUNDAY

### ADVENTURE! ROMANCE!

Your sweethearts  
of song in their  
most exciting,  
red-blooded  
drama!



Jeanette  
**MacDONALD**  
& Nelson **EDDY**

IN  
**THE GIRL of the  
GOLDEN WEST**



A ROBERT Z.  
LEONARD production  
with  
**WALTER PIDGEON**  
**LEO CARRILLO**  
**BUDDY EBSEN**



Cartoon

## TIME TO "TUNE UP"

LET US PUT YOUR CAR  
IN SHAPE FOR . . .  
SUMMER DRIVING

These points need attention NOW . . .

× TRANSMISSION

× DIFFERENTIAL

× CRANK CASE

× CHASSIS

We have the grades of lubricants specified for YOUR Car.



EDDIE  
**WILSON - BURNETT**

Lake Street (just over the bridge)

Phone 2482



## "Gleanings"

From collection of quotations  
compiled by M. F. Devaney

"It will be found that a soft answer may not turn away the wrath, but it helps us to avoid the insanity of anger."

"Never lose self control. When you feel you are about to fly off the handle, just relax and become as limp as a dish of cooked spaghetti."  
—Mrs. J. B. Eubank.

"He who wishes to achieve must first learn to wait in patience."

"He who leaves sorrow behind has made a good day's journey."

"Three things to govern . . . temper, tongue and conduct."

"The day's work—If it be to protect the rights of the weak, whoever objects, do it."

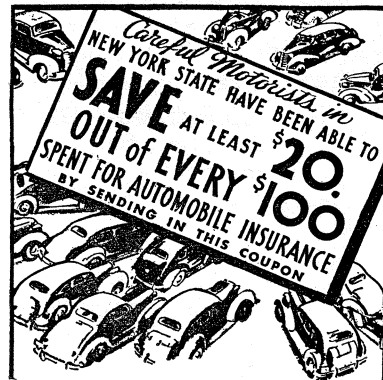
"A man may be his own ruin—a wedge from itself splits the oak tree."

"Never despair of any youth who is willing to work."

"Blessings ever wait on virtuous deeds and, though late, a sure reward succeeds."—Cosgrove.

"I've found this true as I go thru this well known vale of tears, that half my grief was just belief not in my hopes, but fears. That half my

loss was only dross, my loss was gain unseen, of things men say that made me gray, a half that didn't mean." —First of three stanzas of "One-half" by Douglas Malloch.



If you too, are a careful driver, why not mail the coupon today.

The experience of the Utica Mutual proves that its insureds of this type have a record of fewer accidents than the average. A record which gives the benefit of lower net cost to all its policyholders.

The annual saving on insurance with this company for the past twenty-four years has averaged 20%.

**Financial Strength**  
As of December 31, 1937  
Assets . . . \$11,359,820  
Liabilities . . \$9,231,307  
Surplus to  
Policyholders \$2,128,513

**DIVIDENDS**  
Have Averaged  
**20%**  
SINCE 1914

**HARRY M. TOUHEY**

435 Exchange St. Phone 2980

Representing . . .

Utica Mutual Insurance Co.



## RADIO FLASHES

by Ralph Le Brun



**Frank Parker** has joined the "Hollywood Hotel" cast as featured male singer broadcasting over the Columbia network, Fridays, at 9 p.m. During the past several months, the tenor has been studying operatic roles and only recently made his debut in Washington, D. C. in Verdi's "La Traviata".

The "Universal Notre Dame Night" program with pick-ups originating in South Bend, Washington and Hollywood will be broadcast by NBC and the Red-WEAF network Monday, at 10:15 p.m. EST. Songs by the student body, Notre Dame Glee Club, Band and Orchestra; Talks by Director of Athletics Layden, and Father John O'Hara, President, will be included on this program.

The "G. E. Hour of Charm", featuring Phil Spitalny and his all-girl orchestra will be heard Sundays, at 9 p.m. over NBC-Red-WEAF starting with next

Sunday's presentation . . . John Charles Thomas, baritone, will be guest on the Ford Sunday Evening Hour, over the Columbia network, Sunday, at 8 p.m. . . . George Burns and Gracie Allen will return to the Columbia network in the fall with a new series to be sponsored by Chesterfield . . . Mark Warnow assumes direction of the CBS "Your Hit Parade" on Saturday with a band numbering 55 musicians.

F. D. Roosevelt, Jr. will be heard in the role of a sports expert when he is Ted Husing's guest at the Columbia-Navy crew race on New York's Harlem River, Saturday, at 2 p.m. when Columbia broadcasts the one and one-half mile event. Roosevelt rowed on Harvard's freshman, junior varsity, and varsity crews. Roosevelt and Husing will broadcast from a moving bus which will run parallel to the Harlem River course.

Short Wave Note—I picked up VR6AY Pitcairn Island, recently testing for a rebroadcast by NBC. They were on 15.32 mcs talking with KKW, RCA Communications station at Point Reeves, Calif. Pitcairn was about an R7 to 8 and very little fading. Modulation was perfect. For amateur QSOs they are on 14.346 mcs.

One-half million pounds of steel, rising to a height greater than the Washington Monument and resting on a small porcelain cone will shortly begin radiating programs with greater clarity and strength from station WGY, Schenectady. The insulator on which the great tower rests is barely 20 inches in diameter at the base. From this comparatively tiny point the steel structure rises to a steel square of nine feet and maintains constant dimensions to the top of the 625 foot structure. The entire steel tower, including the ladder and platforms acts as an antenna.



## RADIO SERVICE

. . . for any make or model Radio  
Tubes and Replacement Parts in Stock

**RALPH LE BRUN**

225 High Street

Phone 6257

## GIFTS THAT LAST

A fine selection of  
Diamonds, Watches, Jewelry,  
Clocks, and Mountings, etc.

at

**L. H. BARTH**

86 Seneca St. Schine Theatre Bldg.

Habit may be either good or bad, depending on whether you rule it or it rules you.

## PUBLIC ACCOUNTING

**L. B. WINSHIP**

Room 8 Phone 6391 Schnirel Bldg.

## KASHONG INN

Phone 7232 Geneva-Watkins Rd.

Orchestra Every Saturday Night

Fine Foods All Legal Beverages

## BRENNAN'S GROCERY

Phone 4572

31 John Street

Phone us your order. We will deliver  
up 'till 9 o'clock each nite.

Utica Club  
Standard  
Lang's Beer

Irish Cream Ale  
Canandaigua  
Old Topper

**\$1.99**

case

GENESEE CAN ALE

or BEER.....case

SCHMIDT'S ALE....12 oz., 15¢; qt., 35¢  
(plus deposit)

**\$2.40**



## THE FUNNYBONE



### It Served

Diner—But this menu is in French.

Waiter—Quite so, sir, but the prices are in English, and that's all most of our customers read, anyway.

### Not the Proprietor

"Could you help a poor man who has just left prison?"

"You should be ashamed to own it."

"I didn't. I was only a lodger there."—*Stray Stories Magazine.*

### No Doubt About It

Father was sitting in the arm-chair one evening when his little son came in and showed him a new penknife which he said he had found in the street.

"Are you sure it was lost?" inquired the father.

"Of course it was lost! I saw the man looking for it!" replied the youngster.—*Royal Arcanum Bulletin.*

### End of Scene

Film Extra—But if the villain throws me into the rapids how am I going to get out again?

Director—O, that does not matter. You don't appear in the picture again.—*Buffalo Courier-Express.*

### On a Budget

Mr. B.—Here's a story about Circe, the woman who changed a lot of men into hogs. Wonder why she did that.

Mrs. B.—I reckon pork was bringing a good price and she couldn't afford to have a lot of good-for-nothing men hanging around.

### WHY BOTHER to prepare a SUNDAY DINNER

when you can eat Sundays  
for 55¢ and 65¢ — at the

## TEXACO GRILLE

Lake Street

### Strangling Trade

Prisoner—Yes, sir, a competition brought me here. The government came into my field and ruined me.

Visitor—Poor man! How was that?

Prisoner—I was a manufacturer of half-dollars.

### Should Have Expected It

Hoping to get a rise out of the farmer hoeing in a field by the road, a city smartee called:

"Hey, Rube, did you see a wagon-load of monkeys go by here?"

"No," replied the farmer. "Did you fall off?"

### Free Adv.

A violinist was very much disappointed with the account of his recital printed in the paper of a small town.

"I told you three times," complained the musician to the owner of the paper, "that the instrument was a genuine Stradivarius, and in this story there was not a word about it, not a word."

"That is as it should be. When the Stradivarius company advertise their fiddles in my paper you can come around and tell me about it."

—*Arcanum Bulletin.*

Even a musical alarm clock is seldom appreciated early in the morning.

For CIGARS that are DIFFERENT and NOT OBTAINABLE ELSEWHERE... "Medalist" - "Trovador" - "Cyrilla" - "Fox's Special" - "Estabrook & Eaton" - "Tudor Arms" ... all quality Cigars ...

H. F. FOX, Tobacconist (since 1870)  
476 Exchange Next Kirkwood Hotel

Install a "Fan and Filter" Unit on your present Furnace and enjoy the comforts of modern forced-air heating. Also modifies hot summer temperatures.

HOMER R. OSTRANDER  
Air-conditioning Technician

Rear 70 Colt Street Phone 3976

With ... THE NEW  
GENERAL DUAL 8  
for all popular priced cars

you get ...  
General's Sensational  
Quick Stopping Safety

General's Famous  
BIG MILEAGE

General's EXTRA STRENGTH

Get our figure for equipping  
YOUR Car

## FINK'S

Super-Service Station

Lake Street Phone 2448



## SPRING TIME IS GIN TIME

"GORDONS" - "GILBEY'S" - "OLD MR. BOSTON" and all other popular brands of Gin.

We have all leading brands of Scotch and Rye for Highballs

DO YOU KNOW—that Rye Whiskey is more than 51% Rye ... and Bourbon Whiskey more than 51% Corn.

WM. R. RILEY Wine and  
Liquor Store

148 Castle St. Prompt Deliveries of Phone Orders Phone 2054

Boy Friend—"You're dancing with me tonight and I suppose tomorrow you'll be making a date with some other man."

Girl Friend—"Yes, my chiroprapist."

**FOR SALE**—"Corona", folding, portable, 3-bank Typewriter, elite type, \$15.00.

## M. F. DEVANEY

PRINTING — OFFICE SUPPLIES

435 Exchange Street

PHONE 2592 —

for WASHING, POLISHING ..  
or SIMONIZING

We'll Call for Your Car

JERRY'S AUTO LAUNDRY  
rear of Carroll's Central Service  
Maint St., opp. Armory

## Castle Quality Grocery

J. COSTA, Mgr.

104 Castle St. (opp. Empire Gas Office)

GROCERIES

at CHAIN STORE PRICES

BEER and ALE

\$1.99 per case  
plus deposit

"Stegmier's" - "Iroquois" -

"Lang's" - "Old Topper"

— Free deliveries up to 10 p.m. —

## ANIMAL CRACKERS

By WARREN GOODRICH

© Bell Syndicate



"Hey, Looley! You're hollerin' at the wrong end—I think."

WNU Service.

## SPECIAL LUNCH

during Intermission  
of Firemen's Dance

Friday evening — April 22

Main floor or Rathskeller

## Appleton's

92 Seneca St.

(next Geneva Theatre)

## "Drain Out Winter"

change now . . .

to SUMMER MOBILOIL  
and MOBIL GREASES.

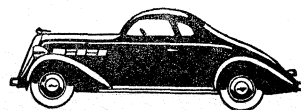
Get Ready for Summer Driving

Carroll's Central Service

Main St. (opp. Armory)

Phone 2592

## COUPES !



ESPECIALLY IF A

COUPE WOULD INTEREST YOU . . .

COME IN AND SEE US!

Our USED CAR stock is a little "out of balance".

We have an "over proportion" of COUPES.

Therefore, we feel sure we could trade with you to your entire satisfaction.

Of course, we also have a nice assortment of other models.

## Russell-Hart Chevrolet, Inc.

Phone 6621

So. Exchange St.

Geneva, N. Y.

FOR REAL TASTE  
SATISFACTION,  
FORGET ABOUT ME AND  
GO TO WORK ON THIS  
BOTTLE OF WIDMER'S WINE!

G-R-R  
G-R-R

NEW YORK STATE  
**Widmer's**  
HILLSIDE  
**Wines**

1888 1938  
50th ANNIVERSARY

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

Alcohol  
20-21%  
by Volume



## Complete Landscape and Planting Service

Everblooming Climbing Roses  
Two Outstanding Varieties  
"Talisman"

and "President Hoover"

\$1.00 each

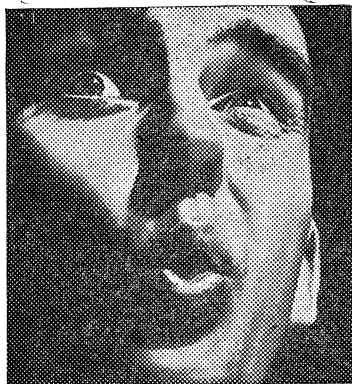
3 for \$2.50 10 for \$7.50

You know these duo-tone roses in bush form. Picture their loveliness as climbers in a beautiful blend of rose, copper and gold.

### FINGER LAKES NURSERIES

404 Washington St. Geneva, N. Y.

Phone 6445



## WHAT A BUY!

Here's 1938's *biggest* bargain in paint... a pint of Sherwin-Williams Enameloid at a price that literally shouts "VALUE." Bring in the coupon NOW for your pint of this beautiful decorative enamel! Offer stands for one week only.



**S-W ENAMELOID**  
Regular 79c Pint **39c**

Date\_\_\_\_\_

Name\_\_\_\_\_

Address\_\_\_\_\_

One pint to a customer at this price in any color except Gold or Silver. Coupon good for one week only.

### FAIRFAX BROS. CO.

87 Castle St.

Phone 2441 Geneva, N. Y.

**SHERWIN-WILLIAMS PAINTS**

## April Brings . . . Showers of Bills

Spring is the Season for financial housecleaning. By consolidating your bills with our simplified Budget Plan—you will find how much easier it is to manage and keep out of Debt.

LOANS \$30 TO \$300

Confidential

Private Interviews

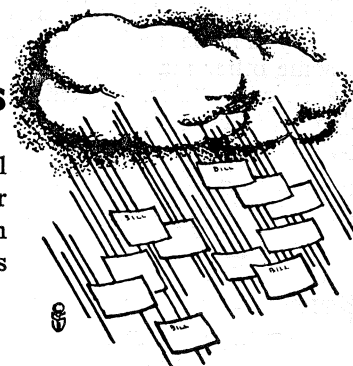
Inquiry without Obligation

## LOAN SERVICE CORPORATION

34 Seneca St., 2nd Floor—over Keilty's Dry Goods

Phone 2334

"Loans made in nearby towns"



### Y.M.C.A. Activities

(Continued from page 1)

to 29. About 1200 Hi-Y members from the different States will be present. Two years ago, there were 940 members from 36 States.

**Bicycle Club:** About 50 boys have shown interest in the organization of a Bicycle Club and are signing up with Physical Director Geo. W. Jenkins. The plan is to teach the boys how to repair their bicycle and how to take proper care of it. There will be time races and bicycle trips. The first meeting will be held immediately after the Spring vacation.

**Ontario Hi-Y Council:** The Hi-Y Clubs of Geneva, Penn Yan, Phelps and Canandaigua will meet at Clifton Springs, Wednesday evening, May 4 to induct the new Clifton Springs Club. Mr. W. H. Burger, State Hi-Y Secretary and over 100 delegates from the respective Clubs will be present. An Inter-Club Stunt Contest will be featured and winners will be presented very worthwhile rewards.

"Here comes a friend of mine. He's a human dynamo."

"Really?"

"Yes, everything he has on is charged."

No matter how much a man's funeral costs, it saves him a lot of trouble afterwards.

### BRINGING UP BETTER GARDENS



Just the Tools and equipment you need to bring up a strong and vigorous crop. You won't have to "dig down" very far in your pocketbook to meet our "Thrifitized Prices"!

**WINDOW BOXES**, for 98¢ up your flowers, various sizes

**PRUNING SHEARS**, \$1.00 snap cut .....

**SPADING FORKS**, 98¢ with strap handle .....

**GARDEN WHEELBARROWS**, large iron wheel, \$6.25 detachable sides .....

**GARDEN RAKES**, 59¢ 14-tooth .....

Garden Seeds - Bone Meal - Vigoro - Lime - Lawn Grass Seed

**COONEY, WATTS & COONEY**  
PAINTS Hardware ELECTRICAL APPLIANCES  
513 EXCHANGE STREET - PHONE 2170



# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., MARCH 2, 1939

## These People Don't Worry!



"I borrowed to pay a hospital bill when my husband was injured . . . the loan was a Godsend . . ."



"I bought my whole winter's coal at early summer prices with a loan. I don't even feel the small payments. Now I'm preparing for Easter and Spring needs . . ."



"Just got a job after being out of work . . . needed new clothes and got a smart wardrobe with a loan..."

YOU, TOO, CAN GET  
**\$ 30 to \$ 300**

*. . . pay Old Bills*  
*. . . buy Clothing*  
*. . . buy Coal*

**LOANS MADE IN A DIGNIFIED  
AND CONFIDENTIAL MANNER . . .**

Come in and meet our courteous, pleasant officers . . . all interviews in private offices . . . all conversations strictly confidential.

**20 Months To Pay**

**LOANS ON HOUSEHOLD GOODS, CO-  
MAKERS AND AUTOS - NO INSURANCE  
REQUIRED.**

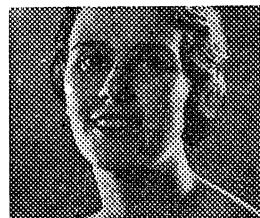
Come in . . . Write . . . or Phone 2334

**LOAN SERVICE  
CORPORATION**

34 Seneca St., 2nd Floor—over Keilty's Dry Goods

Licensed Pursuant to Article IX of the State Banking Laws

— "LOANS MADE IN NEARBY TOWNS" —



"Our investments were tied up and Jack wanted to go to college . . . we borrowed and Jack, himself, is taking care of the small payments with odd job money..."



"I had a chance to buy a half interest in a gas station — Dad helped me borrow the money and I'm paying it back out of Profits . . ."



"Sickness and contracted weekly payments with living expenses put us so far behind — that we consolidated them into one loan with a small monthly payment . . ."

**Free Budget Service**

Consultation and advice on your money problems and budget worries . . . We help you save . . . No charge of any kind.

# THE GENEVA COMMUNITY NEWS

DEVOTED TO COMMUNITY INTEREST

GENEVA, N. Y., MARCH 2, 1939

## The Geneva Community News

GENEVA, N. Y.  
P. O. Box 146 Phone 2108  
W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Deliveries also made in Ovid, Willard, Waterloo, Stanley, Phelps, Hall, Seneca Castle, and on R.F.D. routes out of Geneva, Phelps, Stanley, and Waterloo.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

## RADIO REPAIRS

Our Work Is Guaranteed  
SOUND REINFORCEMENT SYSTEMS  
For Sale and For Rent  
GEORGE F. BRUZEE  
RADIO SERVICE ENGINEER  
23 E. Castle St. Phone 6522

PARTS and SERVICE  
for any make of  
SPEEDOMETER or  
CARBURETOR  
Charles E. Cool  
Complete Auto Accessory Dept.  
Wholesale and Retail  
61 Geneva St. Phone 2050  
Car Heaters - Defrosting Fans  
Battery Service

SPECIAL . . .  
LENTEN LUNCHEONS  
35¢ and 50¢  
Complete SUNDAY DINNERS  
60¢ and 85¢  
Complete Fountain Service  
APPLETON'S  
Seneca Street (next Geneva Theatre)

BAUMGARTNER'S  
SERVICE STATION  
Independent Dealer  
Selling Your Popular Brand of  
Gasoline and Motor Oil.  
GASOLINES  
SUNOCO — TYDOL  
ROTA-ZOL — ATLANTIC  
GULF  
MOTOR OILS  
SUNOCO — VEEDOL  
PENNZOIL — KENDALL  
GULF  
Complete Car Lubrication  
TIRES, TUBES, ACCESSORIES  
Top of Bean's Hill at Edge of City  
Plenty of Parking Space  
Phone 2546 We Deliver

## AMATEUR CONTEST

In this issue of "The News" will be found an entry coupon for the convenience of those who wish to enter the Amateur Contest to be staged in connection with the Geneva Merchants and Industrial Exposition at the State Armory Wednesday, Thursday, Friday and Saturday, March 22 to 25.

Plans call for a contest on each of the four evenings. Participants will be judged the first three evenings for eligibility to enter the finals on Saturday evening and an opportunity to try for the four cash prizes that are offered.

Entries are limited to the territorial limits of the Geneva Kiwanis Club, sponsors of the Exposition, which are Geneva City and a radius of ten miles around Geneva.

## NEW FRIGIDAIRE AND EASY WASHERS NOW BEING SHOWN

This week the Easy Washer Shop, 471 Exchange Street, known as "Geneva's Oldest Appliance Store", has placed on its sales floor a complete line of the new 1939 Frigidaires.

This year Frigidaire presents what is called "The World's First 'Cold-Wall' Refrigerator". This entirely new principle in refrigerator construction, it is said, saves food's vital juices from drying out—preserves flavor, color, nourishment—amazingly longer. Fresh fruits and vegetables, even when kept on the open shelves, do not lose their attractiveness through wilting, shrinkage or changing color. Left over meats, peas, beans, oatmeal, even mashed potatoes — stay as fresh and delicious as when first prepared! And you don't even have to cover them . . . because, with the new "Cold-Wall" principle, food is not dried out by moisture-robbing air currents.

Frigidaire also has, exclusively, the "Meter-Miser", said to be the simplest refrigerating mechanism ever built and this is backed by the manufacturers with a 5-year protection plan.

The Easy Washer Shop is also now showing the 1939 models of the well-known "Easy" Washers. Only "Easy" offers a choice of washing actions—with three distinctive and exclusive types of construction. Each individual "Easy" method—be it Spiralator, Vacuum Cup, or Rubber-tected Turbolator (now offered for the first time in moderate-priced Washers)—has its own individual advantages—each has patented features found in no other Washer.

The Easy Washer Shop is owned and operated by V. E. AuClair, who maintains four trucks and employs several experienced men to properly serve the people of Geneva and vicinity in connection with his Refrigerator, Washer and Radio business.

## Something New

Two elderly men at a club were discussing the table manners of a new member.

"Well, what do you think of him?" asked one.

"Very remarkable," replied the other, thoughtfully, "I've heard soup gargled and syphoned, but, upon my word, that's the first time I've ever known it to be yodelled."

## WILL TEST TIRES FREE WITH X-RAY MACHINE

An amazing new X-Ray machine to test tires free has been installed at the Firestone Auto Supply & Service Store at Lake and Exchange Streets, according to J. H. Bindeman, manager.

The machine is in charge of a factory operator and will be at the local Firestone Service Store for one week only—thru Wednesday, March 8.

The inspection takes but a few minutes, as it is not necessary to remove tires from the wheels, nor the wheels from the car.

The X-Ray slides under the tire, a light switch is turned on and the wheel is slowly revolved. As the observer looks through the X-Ray eye-piece, he can detect even the smallest tack or sliver of glass that may be embedded in the tire. Such foreign matter is removed to prevent punctures and blowouts.

Nails and glass comprise the bulk of material found in tires, operators say, but fish hooks, parts of can openers, pieces of children's toys, a snap from a dog leash and pieces of bone have been found.

## Sugar in the Blood

Normal persons have two teaspoons of sugar in their blood.

MERCHANTS  
WISE  
Advertise!



## A NEW PAIR OF GLASSES

. . . or having the old lenses changed will help those with weak eyes to have a better outlook on 1939.

G. W. FLETCHER, Optometrist  
Castle St. - Opp. City Hall  
Office Phone 2292 Residence 2044

## HARRY M. MOYER

—: PRINTER —:

69 Oak Street Phone 4797

IF YOU WERE CALLED UPON TODAY to be the executor of your own Estate—would it produce sufficient income to support your family in the manner you would like to have them live?

LAVERNE F. DARLING  
Life Insurance and Annuities  
Geneva Trust Bldg. Phone 2184

See . . .  
C. M. NAEGELE  
—: for —:  
BODY and FENDER REPAIRS  
Auto Refinishing - Welding - Brazing  
— Moderate Prices —  
159 Lewis St. Phone 3342

COMPLETE DINNERS . . .  
(Week-Days) — Including Complete  
OLD FASHIONED CHICKEN  
PIE DINNERS . . . 40¢  
COMPLETE SUNDAY  
DINNERS . . . 55¢

TEXACO GRILLE  
Lake Street (just off Exchange)

★ Smith's  
J. W. SMITH DRY GOODS CO.

BASEMENT SHOE DEPARTMENT

H. E. Sabine, Mgr.

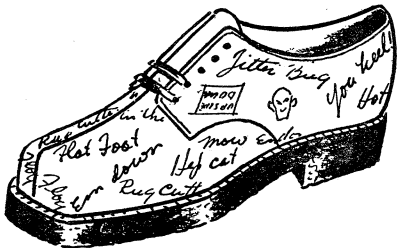
NEW . . .  
SPRING SPORTS  
14 NEW STYLES

Tug Boats and Klomps  
Brown . . . Brown and White  
Elk . . . Elk Saddle

CREPE SOLES  
ARE THE THING

\$1.98 TO \$3.45

Widths  
AA to C



1 CENT SALE THURSDAY FRIDAY SATURDAY  
3000 ROLLS OF WALLPAPER

BUY ONE ROLL OF WALLPAPER  
AT THE REGULAR PRICE  
AND GET A ROLL FOR A PENNY!

10¢ PAPERS . . . . .	TWO for 11¢
15¢ PAPERS . . . . .	TWO for 16¢
20¢ PAPERS . . . . .	TWO for 21¢
25¢ PAPERS . . . . .	TWO for 26¢
30¢ PAPERS . . . . .	TWO for 31¢
50¢ PAPERS . . . . .	TWO for 51¢

W. C. DEMMING CORP.

505 EXCHANGE STREET

PHONE 2998

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Quick Cinnamon Rolls

- 2 cups flour
- 1 teaspoon salt
- 3 teaspoons baking powder
- milk
- 3 tablespoons Crisco

Sift together dry ingredients, work in Crisco with finger tips and add enough milk to moisten. Roll out

## ART MEARNS

—TAXI—

Phone - - - - 2600

## STOP THE DRAFTY DOORS and WINDOWS

Save on Fuel This Winter

## Frank M. Mowers

CARPENTER and BUILDER

52 Jefferson Avenue

Phone 5170

## JOE'S MARKET

216-218 Exchange St. Phone 2027

### SATURDAY ONLY !!

FRESH GROUND HAMBURG — 2 lbs....	25¢
BONELESS RIB .....	28¢ lb.
BONELESS RUMP .....	25¢ lb.
ROUND, SIRLOIN, or PORTERHOUSE STEAKS .....	25¢ lb.
TENDER CHUCK .....	17¢ lb.

Fruits - Vegetables - Groceries

1/4 inch thick on floured board. Spread with following mixture.

- 1/2 cup Crisco
- 1 cup sugar
- 1 egg yolk
- 1 teaspoon cinnamon

Roll up dough and cut slices one-half inch thick. Place cut edges together in well-greased baking pan and bake in moderately hot oven (375 degrees) for about 15 minutes. Serve warm. Makes about 2 dozen.

R.S., Stanley, N. Y.

## Cheese Muffins

- 1/3 cup shortening
- 3 tablespoons sugar
- 1 egg, beaten
- 1 cup milk
- 2 cups flour
- 2 tablespoon baking powder
- Salt

1 cup grated or shredded snappy cheese

Cream shortening and sugar; add beaten egg. Gradually add flour, baking powder, salt and milk; now put in the cheese and pour the mixture into greased muffin tins. Bake at 400° for about 20 minutes.

Mrs. L. M., Washington St.

## Never Fail Chocolate Cake

- 1 egg
- 1/2 cup cocoa
- 1/2 cup shortening
- 1/2 cup sour milk
- 1 teaspoon each, vanilla and soda
- 1/4 teaspoon salt
- 1 cup sugar
- 1/2 cup boiling water
- 1 1/2 cups cake flour

Put in bowl in order given. Do not mix until last item is in, then beat well. Bake in moderate oven.

Mrs. C. R., Grove St.

## C. J. BRADY

RE-FILTERED CITY WATER ICE

Let us show you the "Coolerator" the conditioned-air refrigerator

110 Lake Street

Phone 2740

# DOROTHY GOES SHOPPING

Phone 3533 . . .

or address Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

—D—

Last Call on

Odd Lots of Curtains

Before We Display

The New Spring Patterns!

Quaker Nets drastically reduced.

Reg. \$1.19 Curtains.....98¢

Reg. \$1.79 Curtains.....\$1.50

Reg. \$2.25 Curtains.....\$1.98

Reg. \$3.25 Curtains.....\$2.25

Table of Curtains (1 Pr. only)..50¢

Lynch's

479 Exchange St.

—D—

Now's the time for a new print frock that is artfully shirred for softness.

—D—

Delicate watches like delicate flowers deserve and should have only expert attention. Have your time-piece cleaned, repaired, regulated by an expert.

G. H. Prince

Prince's Jewelry Store

20 Linden St.

Dial 2685

Picture Framing, also!

—D—

Stripes! Look for a regular stampede of stripes in the new materials.

—D—

4 Big Specials

at

McCarthy's Pharmacy

162 Castle St.

Nestle's Chocolate Bars....2 for 25¢ (Large Size)

—D—

Half Price Sale on

Wildroot Hair Tonic with Oil

60¢ Size—29¢ 35¢ Size—17¢

—D—

Dr. West's Tooth Brush.....35¢

Dr. West's Tooth Paste .....25¢

(60¢ Value) — Both for 39¢

—D—

3 cakes Yardley Soap.....\$1.00

Bottle of Yardley Toilet Water..75¢

(\$1.75 Value) — Both for \$1.00

—D—

Quilted jackets with pleated skirts are outstanding among sports fashions.

—D—

Peter's

Shoe Repair Shop

10 Castle St.

(New Management)

Men's, Women's and Children's

Shoes

Expertly Repaired!

Invisible Half-Soles

All work at a reasonable price!

—D—

Individual Hair Styling!

Permanents

Spiral — Croquignole Combination

or Machineless

\$3.00 up

Finger Waves ..... 35¢

Thorough Treatments and Advice

on Care of the Skin!

Facials ..... 50¢ up

Manicures ..... 35¢

The Rose Beauty Shop

(over "Regent") Dial 5827

When You Want A Taxi

Remember to Call

"The Green Cab"

24-Hour Service

Phone 6410

Special Rates for Out-of-Town

Joe Heffernan

—D—

Weekly Budget Plan

Ladies' and Gentlemen's

Suits and Coats

Stop in and get the details!

Individual Tailoring to suit your

Personality . . . . . Smart Styles.

Keen Prices!

A. P. Petersen

Custom Tailor 476 Exchange St.

If Your Telephone Number is:—

6714

3125

6950

4843

2489

CALL AT OUR OFFICE

And Receive Absolutely

FREE

1/2lb. LIGHTNING CLEANER

BEARD'S

93 Castle St.

Phone 2651

## Veils and Snoods



And again veils! What's more, this spring will see them arranged more fantastically than ever and in flattering colors to add to their lure. Shown here is a dusty-blue feather sailor with four dashing wings that whirl atop this cunning millinery confection. A veil in the identical blue, billows all over the hat and shoulders. That which is true of veils also applies to hairnets and snoods. Attached to the hat as a head-size regulator or to formal hats to add lure or as a complete head-covering for daytime wear the snood becomes a fashion item of utmost importance. This one for sportswear as shown below, has gold suede bowknots on heavy mesh.



## RELIABLE PICK-UP AND DELIVERY

COUNTS MOST NOW!

It isn't enough to get better Laundering and Dry Cleaning . . . it's these things combined with prompt, reliable service that satisfies your demands. And that's exactly what we offer; unexcelled Laundering and Dry Cleaning methods, and efficient, convenient service at all times.

Phone for our driver today. Let him show you how

little it costs to have us serve all your

Laundering and Cleaning needs.

## FINGER LAKES LAUNDRIES, INC.

and

511 Exchange Street

FOOTE'S CLEANERS

GENEVA, N. Y.

PHONE 2910 OR 2112



### Indian Could Be President

Full citizenship rights have been bestowed on the American Indians. There is no legal restriction which would prevent an Indian, born in the United States, from becoming President.

### Spelling Porto Rico

The discrepancy in the spelling of Puerto Rico and Porto Rico is accounted for by the fact that the former is the recognized way of referring to the island, by government decree.

### Correct Answers to Last Week's "Question Box"

- 1—John A. Pontius, 90 Elm St.; Colonial Timbertex Siding.
- 2—The Seneca Shop, 45 Seneca St.; Saybury; \$3.95 and \$5.95.
- 3—Larrison's, 116 Seneca St.; \$75.
- 4—Carl Cole, Lake St., (rear Texaco Grille).
- 5—A. P. Petersen, 476 Exchange St.; International.
- 6—Fink's Super-Service Station, Lake St.; 1939 General Tires.

**Geneva City Winners of Theatre Tickets in Last Week's "Question Box" Contest:**  
 Mrs. Peter J. Carr, 36 No. Main.  
 Mary B. Carroll, 37 Middle.  
 Mary F. Skinner, 447 So. Main.  
 Alberta Laun, 37 Hallenbeck.  
 Mary Damick, 322 Castle  
 D. Flint, 45 Seneca.  
 G. F. McCoy, 80 E. North.  
 Margaret Champlin, 56 Maple

### Out-of-Town Winners:

Mrs. L. M. Grosso, 7 W. William St., Waterloo.  
 Mrs. Kyle Stewart, Hall.  
 Miss Effie L. Hall, Box 5, Seneca Castle.  
 Earl L. Matteson, Ovid.

### Thermal and Hot Springs

Springs are called thermal when their waters show a temperature exceeding 70 degrees Fahrenheit. Those whose temperatures are above 98 degrees are called hot.

### Painting Job Never Ends

Painting the Forth bridge in Scotland is a job that never ends, because as soon as painters finish the steelwork at one end they must go back to the other end and start again.

Increase your appreciation of good music by proper . . .

### VOICE TRAINING

Recordings now made of Students' Voices  
 A great aid in Voice Study.

### Grace Wynne Tapley

81 Maxwell Ave. Phone 6229

# Books

## BOOK NOTES

contributed by  
 Geneva Free Library

*Things a Boy Can Do With Electricity* by Alfred Morgan. This book shows that experimenting with electricity can be done inexpensively and safely.

*Haverhill Herald* by Esther Greenaire Hall. This red-haired heroine undertakes to run a newspaper by herself when her father goes West for his health. She is editor, typesetter, proofreader, advertising manager, and reporter. Exciting, interesting, with a mystery, too.

*Mr. Popper's Penguins* by Richard Atwater, tells the story of a house painter who always wanted to be a polar explorer. A famous explorer sent him a penguin and then the fun began, especially after Greta, another penguin, came to keep Captain Cook company.

*Posey and the Pedler* by Maud Lindsay, is a story of the North Carolina mountains. It is a simple little story and Posey will win many friends for herself among the boys and girls who read about her.

*The Scarlet Oak* by Cornelia Meigs, tells the story of two English boys who come to America to live with their grandfather and meet with many adventures concerning Joseph Bonaparte who lives near them at Point Breeze.

## CLASSIFIED NOTES

"I sold the Gas Range the next morning after my classified ad appeared in The News"—Mr. A.

"I sold my auto Thursday night after advertising it in the classified columns of the News and also had several inquiries afterward."—Mr. R.

"We started getting inquiries about our house as soon as the ad appeared."—Mrs. H.

### The Millionaire

A millionaire is an individual having property or assets valued at \$1,000,000 and should be distinguished from an individual who has an income of \$1,000,000 a year on which he pays taxes. Generally speaking, an individual who has an income of \$100,000 a year or more is considered a millionaire, since this would probably mean that his property would be valued at \$1,000,000.

**SAVES FOOD'S  
 VITAL JUICES  
 FROM DRYING OUT!**

**1939  
 FRIGIDAIRE**  
 with the  
**METER-MISER**  
**World's First  
 "Cold-Wall"  
 Refrigerator**

● Built on an entirely new principle, this revolutionary new "Cold-Wall" Frigidaire saves food's vital juices from drying out—preserves flavor, color, nourishment amazingly longer! Come in and see the Proof! Made only by General Motors.

Now on Display Here

## EASY WASHER SHOP

"Geneva's Oldest Appliance Store"

471 Exchange St.

Phone 6323

## ADVERTISING SPACE

in next week's issue must be reserved by Saturday noon. All copy must be in by Monday noon . . .

PHONE 2108—now!

Send news items, church and fraternal notices, personals, etc., to the GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y. (Note)—Send as far ahead of our publication day as possible. Must reach us not later than Monday noon.

Such items or notices may also be left at 76 Castle St.—(H. D. Tarbell's Office)—opposite Post Office.

NOT \$89.50 — NOT \$79.50

*Royalaire*



ONLY \$39<sup>95</sup>  
 Complete as shown

**LARRISON'S**

Phone 2056

116 Seneca St.

Geneva, N. Y.

Chairman Amateur Contest Committee  
 Geneva Kiwanis Club, Geneva, N. Y.  
 P. O. Box No. 259

I wish to enter my name as a participant in the Amateur Contest being held in connection with the Geneva Merchants and Industrial Exposition at the State Armory March 22 to 25, inclusive.

I agree to abide by the decision of the Judges.

Name.....

Address.....

My Specialty.....

I live within.....miles of Geneva, N. Y.

MAIL THIS COUPON NOW

— PRIZES —

First Prize ..... \$20.00 Third Prize ..... \$10.00  
 Second Prize ..... \$15.00 Fourth Prize ..... \$5.00



IT WAS IN 1928 . . .

that I first advertised Radio Service. In those days repairs were expensive, but not so today. For instance, tubes that then sold for \$3.30 to \$9.00, now sell at 80¢ to \$1.50.

**RALPH LE BRUN**

225 High Street

Phone 6257

## Think . . . Now!

About having your house re-sided — with  
**COLONIAL TIMBERTEX SIDING**

Warmer in Winter - Cooler in Summer

**JOHN A. PONTIUS**

90 Elm Street

Phone 4575

For HEAT SATISFACTION . . .

## 'blue' Coal

LONG BURNING . . . . . ECONOMICAL

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

27 Castle St. Phone 2393 and 2373. 261 Exchange St.

Range Oil - Fuel Oil - Kerosene - Mason Supplies

## CROMAR OAK FLOORING

Factory Finished . . . Quickly, Cleanly Laid  
No Odor — No Dirt — No Long Delay

BEAUTIFUL — ECONOMICAL — PERMANENT  
ESTIMATES GLADLY GIVEN

**GEORGIAN BAY LUMBER CO., Inc.**

Railroad Place

Phone 2822

Geneva, N. Y.

## Have You . . .

A 1935 CHEVROLET WE NEED  
A 1936 CHEVROLET TWO OF EACH  
A 1937 CHEVROLET AT ONCE

DO YOU . . .  
NEED A GOOD USED TRUCK?

WE HAVE . . .

1937 1 1-2 Ton Stake All with that famous  
1936 1 1-2 Ton Stake CHEVROLET "SIX"  
1930 Pick-Up Motor, with recog-  
nized gas and oil  
economy.

**Russell-Hart Chevrolet, Inc.**

South Exchange Street

Geneva, New York

PHONE 6621



## RADIO FLASHES

by Ralph Le Brun

**NBC Notes . . .** President Roosevelt, speaking before a joint session of Congress on the 150th anniversary of the first U. S. Congress, will be heard on Saturday at 12 noon. WHAM . . . Because the machinery which works Charlie McCarthy's mouth, neck and eyes is delicate and difficult to repair, Edgar Bergen allows no one but himself to pick up the famous dummy . . . Jan Kiepura, young Polish singer who side-tracked a career in law to become a brilliant tenor and picture star, and Alexander Woolcott, famous author, man-of-letters and wit, will headline the Magic Key program on Sunday March 12 at 2 P.M. WHAM . . . A new half hour sustaining program starring Doc Rockwell and stooges, a 30 piece orchestra under the direction of Allen Roth, a 14 voice choir directed by Joseph J. Lilley, and well known soloists, is on the air over the NBC-Blue network on Tuesdays at 9:30 P.M. It is called "Doctor Rockwell's Brain Trust".

**CBS Notes . . .** Mayor Fiorello H. LaGuardia, of New York City, is to be guest speaker Sunday at 2 P.M. on the program "Americans All—Immigrants All". Son of an American army musician and today one of the most active figures in American politics, New York's Mayor served in Italy during the World War. Among other appointments he also was an interpreter on Ellis Island and U. S. Consul in Trieste . . . Sponsors of "We, the People" are considering continuing the show throughout the Summer and having it originate at the N. Y. World's Fair . . . Ruth Howard, daughter of comedian, Tom Howard, conducts her program over a Syracuse station . . . Hildegard, the girl of Ray Paige's "99 Men And A Girl", begins an engagement at the Savoy-Plaza in New York, March 3. Paige has hired six extra harpists for his March 1 program, to put on a special arrangement of "Shadrack" . . . Orson Welles, producer star of Campbell Playhouse inaugurates a Best-New Book drama feature, Friday at 9 P.M., with Mary Astor as guest star. Another feature is a two way conversation between Welles in New York, and Gilbert Frankau in London, in which the producer interviews the author of the book selected, "Royal Regiment".

Will you kindly mention

## The Geneva Community News

. . . when making purchases  
from our advertisers?

The advertisers will appreciate  
it . . . and so will we.

### Control of Oyster Industry

The federal government has jurisdiction in sanitary matters, but state fishery authorities control the oyster industry. In the Southern states oysters are generally from public grounds.

### O'BRIEN'S RESTAURANT

Try . . . Phil's Spaghetti and  
Meat Balls

Also . . . His Home Cooked  
Ham Sandwiches

208-212 EXCHANGE ST. Phone 6724

### FOR A NICE STEAK MULVEY'S

PHONE 2712

OYSTERS, pt. . . . . 28¢  
COOKED FISH . . . . . 28¢ lb.  
70 N. Genesee Street We Deliver

### NEW PIPE MIXTURES

"Rum and Cocanut" and  
"Rum and Maple"

Try 'em — You might like 'em

### H. F. FOX

Tobacconist

(since 1870)

476 Exchange next Kirkwood Hotel

NO DOUBT  
YOUR NEW CAR  
IS EQUIPPED WITH  
1936 TIRES

SEE US . . .

About a  
Change-over to  
1939

GENERAL DUAL-8 or  
DUAL-10 TIRES

### FINK'S

Super-Service Station

Lake Street

Phone 2448

TASTE  
SATISFACTION

in every drop  
of every one  
of 23 wines!



NEW YORK STATE  
**Widmer's**  
HILLSIDE  
Wines

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

### Wind Faster Over Water

Because of the relative lack of friction on water, wind travels faster over water than over land.



**RICKELS**

SERVICE STATION

Lake Street

Phone 2920

### GENEVA RADIO PROGRAMS OVER WMBO

Thurs., 7 p.m. Bowling News; 7:15, Swing Trio; 7:30, Dance Music; 7:45, Reggie Barron.

Fri., 7 p.m., Dance Music; 7:30, Mother and Dad.

Sat., 10 a.m., Morning Musicales; 10:15, Jimmie Lynch; 10:30, Dance Time.

Mon., 7 p.m., Junior Sports; 7:15, The Kitchenaires; 7:30, Dance Music; 7:45, Eventide Echoes.

Tues., 7 p.m. Bowling News; 7:15, Band Music; 7:30, Carroll's Quiz.

Wed., 12:45 noon, Rotary Speaker; 1:15, Dance Music; 1:30, Donald Novis; 1:45, Ruth Brown; 2, Quote Twisters; 7, Junior Sports; 7:15, Dance Music; 7:30, Dance Music.

WMBO Geneva studios are located in the Bolin Music House.

### Silence Is Golden

"Have you ever seen a company of women silent?"

"Yes. Once somebody asked who was the oldest." Providence Journal.

### Marlins, Swordfish Confused

Close kin to the swordfish and sailfish is the marlin. In fact, marlins and swordfish are often confused. The latter have neither scales nor big fins under their bodies, while the marlin has both. In the United States marlins are also called "spearfish" and "quillfish."

### WE BUY OLD GOLD

**G. H. PRINCE**

Watch, Clock and Jewelry Repairing  
— Picture Framing —

20 Linden Street

Phone 2685

**AUTO ELECTRIC and  
BATTERY SERVICE**

Car Heaters — Auto Accessories

**CARL COLE**

PHONE 2814

Lake Street

(rear Texaco Grill)

## WHAT'S DOING AT THE "Y"

**Ontario County Basketball League:** The first half was just finished and the standings are as follows: Canandaigua McKays—1st; Geneva Silvertowns—2nd; Canandaigua Triangles—3rd; Clifton Springs-Port Gibson—4th; Geneva Keuka Cleaners—5th; Clifton Springs Towners—6th. Plans are under way for the second round.

The Senior Gra-Y Varsity Basketball Team will play two out-of-town teams the week of March 6th—Canandaigua and Honeoye Falls. The same week the team will go to Auburn to play a return game. So far the Varsity has yet to be defeated.

The Junior Gra-Y Gym Class has started the second round. Teams are: Hobart—Capt., Bob Hammond; Navy—Capt., Larry Antenucci; Yale—Capt., Bill Leonard; Southern California—Capt., Sandy Ferugia.

First Half honors in the League were won by Notre Dame.

We are now back at our regular location...

## 510 EXCHANGE ST.

Our Seneca Street Store, conducted since the fire on Exchange Street, has been discontinued

## S. A. GILBERT

— Jeweler —

## SPECIAL BARGAINS

### 2 STROMBERG

### CARLSON RADIOS

10 Tube — were \$199.50

Used Price \$35.00

Other Used Radios \$5 up

## BOLIN MUSIC HOUSE



## WATCH OUT FOR WINDSTORMS

You can stop a fire—but you CAN'T stop a windstorm or tornado! The only thing you CAN do is provide against serious financial loss—through adequate windstorm insurance.

The cost is small, the protection complete. So don't take chances. See us or phone AT ONCE for details.

## HARRY M. TOUHEY

435 Exchange St.

Phone 2980

Now  
PERMANENT  
CLOTHES  
PROTECTION

**IN THE NEW Rubber-tected  
EASY WASHER**

There's over \$100 worth of clothes in your washing this week! And next week -- and the week after! Check the **VALUE** of your clothing—then check with us on the **EXTRA VALUE** of the new **EASY**, with its exclusive new washing methods that **INSURE LONGER LIFE** for every garment.

**EXTRA VALUE—at NO extra cost. Pay as little as** \$49.<sup>95</sup>

EASY WASHER SHOP

"Geneva's Oldest Appliance Store" PHONE 6323

471 EXCHANGE ST.

**Athletics:** Two records have been broken in the past week: Running, Hop, Step and Jump by Dick Bentley in the heavy-weight division and by Larry Carson in the light-weight division.

The boys of "The Y" are now editing a bi-monthly paper. The first edition appeared last Saturday. Arthur Edward is editor and Mr. James Luckett, member of the Board is acting as general supervisor.

Last Monday afternoon, Mr. E. E. Finzar, Chairman of the Boys' Work Committee, met with representatives from the different Boys' Clubs to arrange for a Father and Son Night Thursday, March 16, for boys who are members of "The Y" and their fathers. Dr. James Lee Ellenwood of the State Office of Y. M. C. A., New York City, will be speaker. There will be games and contests. Further details of the program will be announced in the next issue of "The Community News".

Chairman A. J. McCann of the Pre-College Conference announces that over 100 students from Geneva and vicinity have signed up to attend this important meeting. As it is necessary to limit the attendance, all who are planning to attend should register with Mr. McCann or at "The Y" immediately.



JOHN BARBIROLLI

Distinguished young conductor of the New York Philharmonic-Symphony Orchestra, America's oldest symphony organization, whose Sunday concerts are in their ninth season as a Columbia network feature.

## SENECA STREET NOTES

Larrison's, 116 Seneca St., are showing a sensational new "remote-control" phonograph record player. This is a low-priced player, which requires no wires or connections to the radio. Its hard to believe, but you simply plug in on any electric light socket, anywhere in the house. The player will operate any radio, old or new, and brings the world of recorded music to the home at trifling cost.

See Larrison's ad featuring the low-priced Royale Cleaner.

Smith's Basement Shoe Department, H. E. Sabine, manager, are now showing many new styles of Spring Sport Shoes. (See their ad in this issue.)

## EXCHANGE STREET NOTES

See Demming's ad in this issue—One Cent Wallpaper Sale... this week Thursday, Friday and Saturday. Here's your opportunity.

The S. A. Gilbert Jewelry Store, which has been located on Seneca Street, since the fire at their Exchange Street store several weeks ago, has moved back to 510 Exchange Street, following extensive alterations and redecorating at that location. The rear of the store has been considerably enlarged.

## Height of Giraffe

A full-grown giraffe is 18 feet in height.

## SMART MONEY

KNOWS  
WHERE TO  
GO AFTER  
READING  
THE ADS  
IN THIS  
PAPER.



## HARDWARE

### "QUALITY WITH ECONOMY"

"Pittston" Ranges.....\$100.00 up  
Stepladders.....\$1.00 to \$4.50  
Ironing Boards.....\$1.39 to \$3.50  
Heavy Wash Tubs.....75¢ to \$1.65  
Cotton  
Clothes Lines.....50¢ per 60 ft.  
Clothes Driers.....\$1.00 to \$2.25  
New Hampers.....\$1.19 to \$3.49  
Dayton Electric Refrigerators

"Lisk" and "Savory"  
Enameled Ware

"Wear-Ever" Aluminum Specials  
10% OFF on regular line

## DORCHESTER & ROSE

### HARDWARE

"117 Years of Honorable Service"

Phone 2496

Geneva, N. Y.

## STOP HIGHWAY ACCIDENTS!

Have Your Tires

## X-RAYED FREE

WITH THE SENSATIONAL NEW

Firestone

## TIRE X-RAY

ACTUALLY SEE THROUGH YOUR TIRES!

Detects tacks, nails, stones, glass, bruise breaks, and other hidden dangers in your tires that may cause a serious highway accident. **ASK FOR YOUR FREE X-RAY INSPECTION—TODAY!**

ONE WEEK  
ONLY...  
MARCH 1 to  
MARCH 8

**Firestone**

Corner Lake and Exchange Streets  
J. H. Bindeman, Mgr.

AUTO SUPPLY &  
SERVICE STORES

:: Phone 2323  
Geneva, N. Y.



## Classified

PHONE 2108 about Classified Ads  
or leave copy at 76 Castle St.—  
(H. D. Tarbell's Office) opposite Post  
Office.

### FOR SALE—Miscellaneous

LIST HERE what you want to turn  
into cash. News ads get results.

GOOD Repossessed Maytag Electric  
Washer. May be had for unpaid bal-  
ance. Maytag Sales & Service, 96  
Elm St.

NEW "G.E." RANGE—was \$149.50,  
now \$114.50;  
Andes Gas Range—porcelain (grand  
condition)—\$29;  
Repossessed Andes Range, table top  
model, modern, almost like new—\$75;  
Several used Gas Ranges, \$5 to \$15.

RADIOS: \$62.95 Philco—now \$49.95;  
\$99.50 RCA—now \$69.95;  
\$144.50 Philco—now \$69.95;  
\$10 Radio—now \$7.50;  
5 tube Motorola (repossessed table  
model), was \$29.95—now \$19;  
Used Philco arm-chair model, \$19.

LARRISON'S

116 Seneca St. Phone 2056

### WATERPROOFING

CALL COBLIO—for that waterproof-  
ing job. All done from the inside.  
Phone 5719 or 6086 for free estimate.

### The Quickest Way

Betty—How can I get my hus-  
band to discuss his business affairs  
with me?

Alice—Ask him when he intends  
to buy a new car.

—o—

### Getting Over It

Pat was being shown over a new  
house by the estate agent, who  
was, perhaps, a little more inclined  
to candor than some of his tribe.

"I think I must tell you," said  
the agent, "that there is one draw-  
back to this house. It is very close  
to the railway, and you may be  
disturbed at night by the trains.  
Still, I'm quite sure that after two  
or three days you'll get used to it  
and not notice it."

Pat thought for a moment, then  
said:

"Sure, an' ye needn't worry. Oi'll  
sleep at me brother's the first three  
nights."—Answers magazine.

### REGENT THEATRE

Thursday: Michael Whalen, Lynn  
Bari in "Pardon Our Nerve". Add-  
ed—Community Sing; Sport, "Two  
Boys and a Dog"; Cartoon; Special-  
ty.

Friday and Saturday: Bruce Ca-  
bot in "Homicide Bureau"; Charles  
Starrett in "Rio Grande"; Final  
chapter, "Dick Tracy Returns".

Sunday and Monday: Bobbie  
Breen in "Fisherman's Wharf";  
Added—Pictorial; Russ Morgan's  
Orchestra; Cartoon; News.

Tuesday and Wednesday: John  
Barrymore in "The Great Man  
Votes"; Also — Musical; Sport,  
Sporting Irish"; Floyd Gibbons'  
"High Peril".

—o—

### Used Extra Commandment

In the Seventeenth century, Swiss  
clergymen introduced an extra  
commandment: "Thou shalt not  
smoke."

—o—

### Life Like a Stream

In a sense, life is like a stream:  
If its outlet is dammed in one di-  
rection, it will seek another outlet  
or will overflow.—Hygeia.

### Froze and Stored Pies

Colonial housewives used to  
freeze pies in winter and store  
them.

### NEWS ADVERTISING

AT YOUR  
SERVICE  
TO HELP YOU SELL



### KARL M. CUMMINGS

(Formerly with Dorchester & Rose)

GENERAL SHEET METAL WORK  
AUTO RADIATOR REPAIRING

82 Optical St.

Geneva, N. Y.

— PHONE 5144 —

### Harry D. Tarbell

Accounting & Tax Reports  
Social Security Forms

76 Castle Street

Phone 6296

## Free Theatre Tickets! ?? "NEWS" QUESTION BOX ??

To each of the first three Geneva readers from whom we receive cor-  
rect answers to the questions below we will mail a free ticket to Schine's  
Geneva Theatre; to each of the next five a free ticket to the Regent Theatre.

To each of the first two out-of-town readers sending correct answers,  
a free ticket to Schine's Geneva Theatre and to each of the next two a  
free ticket to the Regent Theatre.

- 1—Who is offering Curtains at reduced prices?
- 2—Who is holding a one cent sale this week; what is being offered?
- 3—Whose phone number is 6323?
- 4—What is being featured in this week's ad of the merchant whose phone  
number is 2056; (name the merchant).
- 5—Whose phone number is 2323; what service are they offering to  
render free?
- 6—Who is having a half-price sale on Hair Tonic?

(Give addresses of advertisers when answering the above questions.)

IT'S EASY! To find the answers all you have to do is read the ads in this  
issue of "The News". Mail answers *at once* (not later than Saturday noon)  
to "Question Box", Geneva Community News, P. O. Box 146, Geneva, N. Y.

(No employees of publishers or printers of "The News", eligible).



# The GENEVA COMMUNITY NEWS

GENEVA, N. Y., MARCH 16, 1939



*Say au revoir to winter cares by going on a grand  
and glorious shopping spree!*

This Page Is Sponsored  
By These Reliable Merchants

•  
BARTH JEWELRY STORE  
S. & T. D. BEARD  
CASEY & SON  
COONEY, WATTS & COONEY  
DORCHESTER & ROSE  
EASY WASHER SHOP  
FINGER LAKES LAUNDRIES, Inc.  
Firestone Auto Supply & Service Stores  
S. A. GILBERT, Jeweler  
LARRISON'S — Appliances  
McCARTHY'S PHARMACY  
PRINCE JEWELRY STORE  
RUSSELL-HART CHEVROLET, Inc.  
THE SENECA SHOP  
J. W. SMITH DRY GOODS CO.  
TERRACE BEAUTY SHOPPE

SPRING is here! Goodbye to dull drab skies . . . to cheerless gray skies . . . to bleak, chilly days. It's time to be up and doing . . . to get into the swing of Spring! There's the house to fix over . . . new clothes to be bought . . . the car to be overhauled . . . there are a thousand-and-one things to do that offer great fun in the doing!

NOW'S the time, too, when "The News" greets Spring with dozens of timely ads . . . ads for merchandise that is definitely in tune with the fresh, invigorating season and all that it stands for. You'll enjoy Spring more if you're completely equipped for it. Stock up on all the items you are lacking. Keep up with Spring by reading "The News" ads every week — for both pleasure and profit!

**READ THE ADS OF THESE MERCHANTS IN THIS ISSUE!**

# THE GENEVA COMMUNITY NEWS

"AN ADVERTISING MEDIUM OF DISTINCTION"

GENEVA, N. Y., MARCH 16, 1939

## The Geneva Community News

GENEVA, N. Y.  
P. O. Box 146 Phone 2108  
W. H. DAVIS - - - - Manager

Published Thursday of each week. Distributed to homes, stores and offices in the City of Geneva. Deliveries also made in Ovid, Willard, Waterloo, Stanley, Phelps, Hall, Seneca Castle, and MacDougall.

Advertising space must be reserved by Saturday noon preceding publication day and all copy must be in by Monday noon.

## Classified

PHONE 2108 about Classified Ads or leave copy at 76 Castle St.—(H. D. Tarbell's Office) opposite Post Office.

### BUSINESS SERVICE

CALL COBLIO—for that waterproofing job. All done from the inside. Phone 5719 or 6086 for free estimate.

### FOR RENT

HOUSE, 166 Lewis St. In good condition, steam heat, double garage. P. R. Cole, phone 4008.

### FOR SALE—Miscellaneous

LIST HERE what you want to turn into cash. News ads get results.

INSIDE DOOR, white enameled; also white kitchen cupboards, for building. Phone 4566, Mrs. Yeames, 129 St. Clair St.

### START YOUR PLANTS NOW!

Fine rotted manure, 5 bushels....\$1.00  
Compost soil, 3 bushels ..... 1.00  
Top soil, 5 bushels ..... 1.00  
L. E. HILTON, Phone 6102

SHAVEMASTER ELECTRIC RAZOR—in perfect condition, at one-half price. Mr. Prager at Maytag Store, 96 Elm St.

INTRODUCTORY OFFER — Every fifth portrait free, for a limited time. Ayers Studio, Main St. (opposite Masonic Temple).

SPECIAL PRICES NOW—On Gas, Gasoline and Coal Ranges; as much as 50% off. Maytag Sales & Service, 96 Elm St.

KITCHEN OIL RANGE BURNER, used, only \$5, complete.

Used five-burner Oil Range, with built in oven, \$20.

Two used Electric Motors, \$2.50 each; used gasoline washer motor, \$10.

GAS RANGES—Several used apartment models, \$5 each.

Used Washers—Two good ones, only few years old, A-1 condition, one \$15, other \$20.

Water Tank, 30-gallon, galvanized, and jacket type coal heater, used only three months, now one-half price.

RADIO—\$82.95 Philco, 1939, reduced to \$64.95 and your old set; \$144.50 Philco, 1938, reduced to \$69.95 and old set;

\$62.95 Philco, 1939, reduced to \$49.95 and old set;

\$99.50 RCA, 1939, reduced to \$69.95 and old set.

Two used cabinet style Radios, in good condition, \$5 each.

One-third off on all dishware.

LARRISON'S, 116 Seneca St.

## THE COMING WEEK IN GENEVA

Thurs., Mar. 16—Hotel Seneca, 7 p.m.—Zonta Club International Relations Dinner.

Thurs., Mar. 16—Y.M.C.A., 6:30 p.m.—Fathers' and Sons' dinner.

Thurs., Mar. 16—Appleton's Rathskeller, 6:30 p.m.—Geneva Club dinner meeting.

Mon., Mar. 20—Woman's Bldg., 8 p.m.—annual Woman's Club husbands' and wives' bridge party.

Tues., Mar. 21—Coxe Hall 8:15 p.m.—home concert of Hobart College Glee Club, assisted by William Smith Choral Club.

Wed., Thurs., Fri., Sat., Mar. 22-25 — State Armory — Geneva Merchants and Industrial Exposition, auspices Geneva Kiwanis Club.

NOTE—Let the Public Know. On another page is a blank which may be filled out and mailed to us at any time.

## Correct Answers to Last Week's "Question Box"

- 1—Beard's, 93 Castle St.
- 2—Harry M. Touhey, 435 Exchange St.; Windstorm Insurance.
- 3—Cooney, Watts & Cooney, 513 Exchange St.; Lennox Furnaces.
- 4—The Children's Shop, 504 Exchange St.
- 5—A. P. Petersen, 476 Exchange St.
- 6—P. O'Malley & Son Fuel and Supply Co., 27 Castle St. and 261 Exchange St.; 'blue coal'.

## LATEST TYPE AMPLIFIER BRINGS FINER QUALITY, WIDER RANGE TO WMBO

Of interest to Geneva radio listeners, and also to Geneva merchants having programs originating thru the Geneva studios, is the announcement of Radio Station WMBO of their installation of the latest design RCA Type 96-A Amplifier.

This special type amplifier greatly increases the coverage of WMBO, as well as adding greatly to the quality of their broadcasts.

Installation of this new amplifier is the equivalent to doubling the power of the station and will undoubtedly result in adding many new listeners to WMBO.

## "McMILLEN'S"

### VENETIAN BLINDS

Both Stock and Custom Made  
Phone 4630 for free estimate

### S. E. McMILLEN

64 Sherrill St.

## CASEY & SON

71 Seneca St.

Now Showing New

Spring 1939

## SUITS and TOPCOATS

\$18.50 — \$25.00 — \$30.00

All Colors - - - All Models

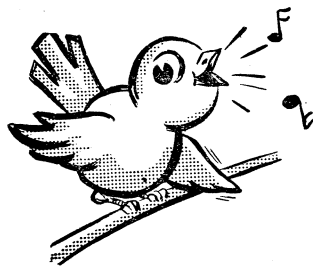
## A NEW PAIR OF GLASSES

... or having the old lenses changed will help those with weak eyes to have a better outlook on 1939.

G. W. FLETCHER, Optometrist  
Castle St. - Opp. City Hall  
Office Phone 2292 Residence 2044

## KARL M. CUMMINGS

(Formerly with Dorchester & Rose)  
GENERAL SHEET METAL WORK  
AUTO RADIATOR REPAIRING  
82 Optical St. Geneva, N. Y.  
— PHONE 5144 —



## Get Ready for Spring!

Finish off that New Outfit with a Necklace or Pin in the newest designs

Every Piece is Quality Built

86 SENECA STREET

## BARTH JEWELRY STORE

HARRY R. McCONNELL

PHONE 2686

Free Parking for our patrons rear Central Service (opp. Armory)

## Smith's

J. W. SMITH DRY GOODS CO.

## BASEMENT SHOE DEPARTMENT

H. E. Sabine, Mgr.

## Beautiful NEW SPRING SHOES

PATENT — BLUE — JAPONICA  
THE LATEST COLORS

- TOES OUT
- TOES IN
- HEELS OUT
- HEELS IN

Widths AAA to C

40 NEW STYLES  
The Largest  
Stock of  
Women's Medium-priced Shoes  
in Geneva



\$1.98  
to \$3.98

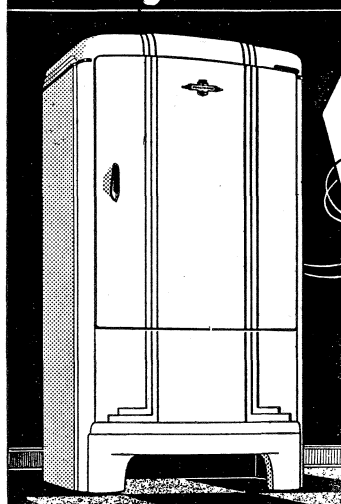
## NOW-A NEW LOW PRICE

For A Brand New 1939—Full 6 Cubic Foot

GENUINE

## FRIGIDAIRE WITH THE METER-MISER

"THE NEW 1939 Super-Value 6"



Full 6-cubic foot storage capacity • 11.4 sq. ft. shelf area • 63 ice cubes at a freezing • 3 all-metal ice trays with Automatic Tray Release • 55 1/2 in. tall 25 7/8 in. wide • 25 3/16 in. deep.

ONLY  
\$149.75  
EASY TERMS

MADE ONLY BY GENERAL MOTORS

- Has the Same Simplest Refrigerating Mechanism—Same world-famous Meter-Miser—Same one-piece all-steel Cabinet construction
- Same 5-Year Protection Plan—the same finest features of quality and performance as other Frigidaire models costing up to \$100 more!

Come in — see this brand new Frigidaire "Super Value 6" today!

## EASY WASHER SHOP

"Geneva's Oldest Appliance Store"

471 EXCHANGE ST.

PHONE 6323

YOUR "SHIP WILL COME IN" Sooner  
By the Aid of News  
ADVERTISING



# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## St. Patrick's Salad

2 cups freshly grated American cheese  
24 marshmallows, cut in quarters  
¼ cup green maraschino cherries, cut fine  
1 small can crushed pineapple, drained  
1 cup mayonnaise  
1 cup whipping cream, whipped  
Place all ingredients in mixing

## ART MEARNS

— TAXI —

Phone - - - - 2600

## STOP THE DRAFTY DOORS and WINDOWS

Save on Fuel This Winter

## Frank M. Mowers

CARPENTER and BUILDER

52 Jefferson Avenue Phone 5170

## JOE'S MARKET

216-218 Exchange St. Phone 2027

## SATURDAY SPECIALS!

FRESH GROUND HAMBURG ..... 15¢ lb.

EXTRA SPECIAL ... PORTERHOUSE STEAKS ..... 25¢ lb.

BONELESS RUMP ..... 25¢ lb.

Boneless BEEF STEW ..... 22¢ lb.  
Lean — no waste

TENDER CHUCK ..... 17¢ lb.

Fruits - Vegetables - Groceries

\*bowl and blend well. Spread in large shallow pan and chill overnight in refrigerator. Cut in squares and serve on beds of water-cress topped with green pepper ring. 10 servings.

Mrs. S. C., RD 1

## Roman Holiday

¼ cup shortening (or olive oil)  
1 finely chopped onion  
½ lb. spaghetti  
1 lb. hamburger  
Salt and pepper to taste  
2 cups canned tomatoes  
½ cup grated Italian cheese  
Cook spaghetti in boiling water to which 1 teaspoon salt has been added, drain. Brown onion in the shortening, add the hamburger and seasonings, cook slowly about 10 minutes. Arrange a layer of the drained spaghetti in a baking dish, add some of the meat mixture and drippings, alternating layers of spaghetti and meat mixture until all used. Pour in the tomatoes and top with the cheese. Cover and bake in moderate oven (350 degrees) about 40 minutes removing cover during last 10 minutes of baking to crust the top over.

Mrs. E. B. Exchange St.

## Lenten Recipe

2 cups cooked egg noodles  
1 can flaked tuna fish  
1 can minced pimiento  
1 doz. chopped ripe olives  
1 can sliced mushrooms  
2 cups white sauce  
1 cup grated American cheese  
½ cup butter cracker crumbs  
Add to cream sauce the first five ingredients and mix lightly. Pour into casserole and sprinkle with grated cheese and cracker crumbs. Bake in moderate oven for 350° for 30 minutes.

Mrs. M. C. G., Main St.

## C. J. BRADY

RE-FILTERED CITY WATER ICE

Let us show you the "Coolerator" the conditioned-air refrigerator

110 Lake Street Phone 2740

## Steamship Courtesy Blasts

Three long blasts of steamship whistles are a courtesy signal generally used by two ships of the same company as a salute, farewell or passing signal.

## SPECIAL . . .

LENTEN LUNCHEONS  
35¢ and 50¢

Complete SUNDAY DINNERS  
60¢ and 85¢

Complete Fountain Service

## APPLETON'S

Seneca Street (next Geneva Theatre)

## JEWELRY

*to go with your New Spring Outfit*

COSTUME JEWELRY—all you can wear—is fashion's dictate for Spring! See the smart selection at Gilbert's

## S. A. GILBERT

JEWELER

510 Exchange St. Geneva, N. Y.



## HARRY M. MOYER

—: PRINTER —:

69 Oak Street

Phone 4797

## "BRIGHTEN UP THE KITCHEN"

—: FOR SPRING —:

HEAVY STEEL STOOLS, \$1.39 (Red, White, Ivory, Green)

CLOTHES DRIERS, all sizes and styles ..... 75¢ to \$2.25

KITCHEN CANS, heavy, galv. insets (colors) ..... \$1.00 - \$1.50

WASTE CANS, heavy steel, red, ivory, green; 75¢, 90¢, \$1.00, \$1.10

CAKE BOXES, CARRIERS, BREAD BOXES.

Wheeling & Savory (heavy) galv.

GARBAGE CANS, 6-8-10 gals., \$1.00 to \$1.75

"WEAR-EVER" Aluminum SPECIALS

10% OFF regular lines

•

DORCHESTER & ROSE

117 Years of Honorable Service

Phone 2496 Geneva, N. Y.

## ★Smith's

J. W. Smith Dry Goods Co.

You are cordially invited to attend

SMITH'S SPRING FASHION SHOWING OF FOUNDATION GARMENTS AND SPRING STYLES

under the direction of

MISS ELEANOR WILLIAMS  
New York stylist

and our  
Corset and Ready-to-wear  
Departments

MONDAY EVENING — MARCH 20th  
8 o'clock

MODELS — MUSIC — ENTERTAINMENT.

use Linden Street Entrance

## LET THE PUBLIC KNOW !!

Fill out the following and mail . . . as far in advance as possible:

for Geneva Community News "Coming Events" Column  
mail to Geneva Community News, P. O. Box 146, Geneva, N. Y.

Date of Event .....

To be held at .....

Time.....

Kind or name of Event.....

To be held by (name of organization) .....

This notice sent in by:



## This Year . . . Get the Most out of Spring!

HERE'S HOW! Simply send your washing to Finger Lakes Laundries instead of trying to do it at home. Spend that precious time outdoors in the spring air and sun. Save work, save time, save money, save your clothes this easy way and really enjoy spring.

SUITS — DRESSES — COATS — HATS!

Send them to  
FOOTE'S CLEANERS  
and "Always Look Well"  
—Quick Pick-up and Delivery—

## DAMP WASH . . .

Extremely low-priced at 39¢  
10 pounds.....

Everything returned damp,  
ready to be easily ironed.

## FINGER LAKES LAUNDRIES, INC.

511 Exchange Street

and  
FOOTE'S CLEANERS

GENEVA,  
N. Y.

# DOROTHY GOES SHOPPING

Phone 3533 . . .

or address Miss Dorothy Frautz,  
c/o GENEVA COMMUNITY NEWS,  
for information regarding the "Dorothy Goes Shopping" columns.

—D—

Don't be older than your age!

Clairoil

takes drab, faded or grey-streaked hair and gives it youth-like color and lustre.

Call 5827

Rose Beauty Shop  
over "Regent"  
Special Prices on  
Spring Permanents!

—D—

Delicate watches like delicate flowers deserve and should have only expert attention. Have your time-piece cleaned, repaired, regulated by an expert.

G. H. Prince

Prince's Jewelry Store  
20 Linden St. Dial 2685  
Picture Framing, also!

—D—

Nelly Don Classics

Casual indispensables for your everyday life! New "Nelly Dons" with exciting colors, tailored details.

Sizes for Misses and Women  
Prices \$2.95 to \$10.95

at

The Seneca Shop  
Geneva's Foremost Fashion Store  
45 Seneca St.

—D—

"Don't fail to visit our booth at The Exposition and see Argyle Strippe paint landscapes using Chi-Namel 4-Hour Enamel!"  
Beard's  
93 Castle St.

Pleasant days now and more ahead! Days you'll discard rubbers and arctics . . . The shoes you have worn all winter can be rebuilt and repaired to look almost new at

Peter's  
Shoe Repair Shop  
10 Castle St.

—D—

For Spring

Tweed

by "Lentheric"

That delightful odor, suitable for daytime and evening, which is available in

Perfume Toilet Water  
Face Powder Dusting Powder  
Soap

Popular Prices!  
McCarthy's Pharmacy  
162 Castle St.

—D—

Permanents . . . . . \$3 - \$5  
Marcel Wave . . . . . 35¢  
Finger Wave . . . . . 25¢  
Water Wave . . . . . 25¢  
Shampoo . . . . . 25¢  
Hair Tinting . . . . . \$2.25  
Facials . . . . . 50¢  
Manicuring . . . . . 25¢

at

The Terrace Beauty Shoppe  
16 Sherrill St. Phone 2484

—D—

When You Want A  
Taxi

Remember to Call  
"The Green Cab"  
24-Hour Service  
Phone 6410

Special Rates for Out-of-Town  
Joe Heffernan

—D—

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

—O—

Admitting Our Blunders

"A blunder frankly admitted," said Hi Ho, the sage of Chinatown, "may shine with honor as a light to guide the footsteps of others."

Geneva City Winners  
of Theatre Tickets in Last  
Week's "Question Box" Contest:

G. F. McCoy, 80 E. North St.  
Mrs. J. Brennan, 24 William.  
Mrs. Harold Van Tuyle, 429 Castle.  
Edith Kiernan, 118 Seneca.  
I. M. Thalman, 435 Main.  
Helen B. Gilbert, 62 Cortland.  
L. N. Ryan, 501 So. Main.  
Elizabeth Long, 75 Colt.

—O—

Out-of-Town Winners:

Miss Carolyn Beal, RFD, Lyons.  
Mrs. M. H. Kellogg, RD 1, Romulus.  
Mary L. Marrow, Box 20, MacDougall.  
Mrs. Carl W. Haag, RD 2, Geneva.

PORTRAIT COMMERCIAL  
AMATEUR SERVICE

AYERS STUDIO

367 S. Main St. Phone 2183  
(Opposite Masonic Temple)

YOUR DRAIN . . .  
IS IT CLOGGED  
OR SLOW?

Phone us for a can of Drain Pipe Cleaner that acts quickly, is more powerful, will not bubble or spit causing dangerous gasses and fumes. Is odorless, approved by Good Housekeeping; has even opened drains completely clogged. Best we ever used!

40¢ PER CAN, DELIVERED

Seneca Plumbing and Heating  
E. J. BOWMAN, Prop.

68 Exchange St. Phone 6574

THE NEW BALDWIN  
ACROSONIC PIANO

The New  
STROMBERG-CARLSON  
Remote Control  
RADIO

— At the Armory —  
Mar. 22-23-24-25

BOLIN MUSIC HOUSE

RADIO  
REPAIRS

Our Work Is Guaranteed

SOUND REINFORCEMENT  
SYSTEMS

For Sale and For Rent

GEORGE F. BRUZEE

RADIO SERVICE ENGINEER

23 E. Castle St. Phone 6522

SALE !! SALE !!

1938 APPLIANCES  
PRICED BELOW COST!

Refrigerators

	Regular	Sale
6 cu. ft. . . . .	\$169.50	\$89.50
6½ cu. ft. . . . .	\$179.50	\$98.50

Washers

	Regular	Sale
Regular \$94.50 . . . . .		\$64.50
Regular 79.50 . . . . .		59.50
Regular 49.50 . . . . .		36.50

Ranges

	Regular	Sale
Combination . . . . .	\$149.50	\$89.50
Gas Range . . . . .	129.50	89.50
Gas Range . . . . .	59.50	39.50
Gas Range . . . . .	39.50	24.50

RADIOS — PRICED VERY LOW

GORDON'S APPLIANCE STORE

351 Exchange St. Phone 6625  
(opposite Baumgartner's Market)

DO YOU LIVE ON R.F.D. 2, GENEVA?

For the first SALES SLIP received by us THIS WEEK, from any reader living on Geneva, RFD 2 — showing a purchase of \$1.00 or more from any advertiser in this issue — we will give . . .

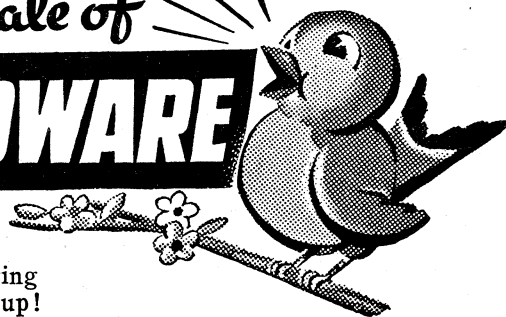
-- \$2.00 --

Your name and address — also the words "mentioned Community News" — must be written on the sales slip by the person making the sale. Mail to . . .

GENEVA COMMUNITY NEWS, P. O. Box 146, Geneva, N. Y.

Spring Sale of

HARDWARE



SAVE NOW . . .  
on the things  
you'll need for Spring  
cleaning and fixing-up!

O-CEDAR DUST MOP and 50¢  
bottle O-CEDAR POLISH 89¢  
Both for . . . . .

ACME QUALITY INTERIOR  
GLOSS FINISH, for walls and  
Woodwork; easy to apply, 98¢  
15 beautiful colors . . . . . qt.

SOILAX, for washing painted walls,  
woodwork and general 25¢  
cleaning . . . . . Pkg.

HOUSE BROOMS, 5-sewed, all  
good quality corn, 59¢  
enameled handle . . . . .

ALL-PURPOSE SPAR VARNISH  
—high quality, quick-drying, for  
general use:  
1-PINT VARNISH  
1-1½" VARNISH BRUSH 69¢  
Both for . . . . .

JUMBO SPONGES, high grade  
quality; will give plenty 39¢  
of good service . . . . .

Select All Your Needs From Our Complete  
Stock of Quality Hardware and Paints

COONEY, WATTS & COONEY

513 Exchange St. Phone 2170



MUNSINGWEAR HOSIERY

Chiffon and Service Weight  
All the new shades, including  
Pageant - Sunhue - Glitter  
Shrub - Lure - Cloudhaze  
Native - Mistbeige

79¢  
Pair

Baker & Stark Inc.  
CASH & ONE PRICE CLOTHIERS  
GENEVA, N. Y.

489 Exchange Street  
North Regent Theatre



"The mule lives a comparatively short life."  
 "Yes; but it's a life full of kick."



MARFAK—the world's finest Grease Lubricant . . . protects your car, makes it ride and steer easier. Lasts twice as long. Drive in today and let us show you why.

## RICKELS SERVICE STATION

Lake Street Phone 2920



## GREATER PROTECTION FOR YOUR HOME

The Extended Coverage Endorsement, attached to your fire insurance policy, provides protection against loss from windstorm, hail, explosion, riot, falling aircraft, motor vehicles and smoke. Costs only a little more than windstorm insurance alone. See us or phone for details.

## HARRY M. TOUHEY

435 Exchange St. Phone 2980

ASK FOR . . .

**Utica Club**

## EXPORT PILSENER

A real  
PREMIUM  
BEER

Brewed from the Finest  
Materials Obtainable

ON TAP AT YOUR  
FAVORITE GRILL

"UTICA CLUB"  
PALE CREAM ALE  
and  
PILSENER BEER  
is available in  
cans and bottles  
at all Grocers,  
Restaurants and  
Hotels

Distributed by . . .  
**O'MALLEY  
WHOLESALE CANDY CO.**  
Geneva, N. Y.



## THE FUNNYBONE



### Avoid Evil

Nephew—I've had my nose broken three times and every time it was in the same place.

Uncle Oscar—I should think you'd keep your nose out of such a place.

### Little of It

Diner—Waiter, these are very small oysters.

Waiter—Yes, sir.

And they don't seem very fresh.

No, sir. Under the circumstances it seemed best to serve only the smallest ones.

### Always Repeats Itself

Mr. Jones—Billy, how did you make out with your examinations?

Billy—Oh, just like Napoleon.

Mr. Jones—What do you mean?

Billy—I went down in history.

### Long Distance

Bobby—Do you see that fly over there on the roof?

Oliver—No, but I can hear the roof creak as he walks.

### GENEVA RADIO PROGRAMS OVER WMBO

Thurs., 7 p.m. Bowling News; 7:15, Swing Trio; 7:30, Health Education.

Fri., 7 p.m., Dance Music; 7:30, Mother and Dad.

Sat., 10 a.m., Morning Musicale; 10:15, Jimmie Lynch; 10:30, Dance Time.

Mon., 7 p.m., Junior Sports; 7:15, The Kitchenaires; 7:30, Famous Faces; 7:45, Eventide Echoes.

Tues., 7 p.m. Bowling News; 7:15, Band Music; 7:30, Carroll's Quiz.

Wed., 12:45 noon, Rotary Speaker; 1:15, Dance Music; 1:30, Donald Novis; 1:45, Ruth Brown; 2, So Help Me; 7, Junior Sports; 7:15, Dance Music; 7:30, Dance Music.

WMBO Geneva studios are located in the Bolin Music House.

### REGENT THEATRE

Thursday: Frankie Darro in "Tough Kid". Edgar Kennedy Comedy, "Clockwise". Odd Inventions. "Circus Co-Ed".

Friday and Saturday: Ralph Byrd in "Fighting Thoroughbreds". Three Mesquiteers in "Santa Fe Stampede". Chap. 2, "The Lone Ranger Rides Again".

Sunday and Monday: Don Ameche, Ritz Bros. in "Three Musketeers". Clyde McCoy's Orchestra.

Tuesday and Wednesday: Humphrey Bogart, Kay Francis in "King of the Underworld". Ray Whitley's Cowboy Music. Sport, "Hunting Dogs".

## JOHNSON

Sea-horse OUTBOARD MOTORS

SALES and SERVICE

## Charles E. Cool

Complete Auto Accessory Dept.  
Wholesale and Retail

61 Geneva St. Phone 2050

AUTO ELECTRIC WORK

### Nor Rabbit in the Rarebit

Guest—Say, ma'am, you didn't put any chicken in my chicken soup.

Waitress—That's right. And I didn't put any horse in the horse-radish, either.

### On His Way

Visitor—Am I headed right for the monkey cage?

Little Boy—Yes, sir, but you would stand a better chance if you had a tail.

### Too Late

Author—Well, sir, the upshot of it was that it took me 10 years to discover that I had absolutely no talent for writing literature.

Friend—You gave up?

Author—O, no; by that time I was too famous.—Valdosta Times.

Albert—Yes, the bullet struck my head, went careening into space and—

Annabelle—How terrible! Did they get it out?

### Soundly Sleeping

The doctor met Mrs. Brown on the street. "How is your husband now?" he asked. "Did you give him the sleeping potion?"

"Yes," she replied. "You told me to give him the amount I could get on a dime, but as I didn't have a dime, I used two nickels, and he's been asleep now for two days."—Houston Post.

## CASEY & SON

71 Seneca St.

HEADQUARTERS

for

## Mallory Hats

\$4.00 — \$5.00

Your new Spring Hat is here  
for you

WE ARE NOW BACK AT  
OUR FORMER LOCATION

on the **CANANDAIGUA TURNPIKE**  
(across from the old Geneva Airport)

We cordially invite you to come in and inspect our brand new and greatly enlarged headquarters.

PHONE **SENECA MOTORS** MAX  
2 6 1 3 STANTON  
DE SOTO and PLYMOUTH — SALES and SERVICE

## HORNELL BEER AND ALE

Now Served in Geneva

By More THAN 40 LEADING RETAILERS

These famous beverages, brewed with an abundance of Hops, Prime Malt in the pure, soft, natural mineral water from the "Old Ranger Springs", are now easily available to residents of the Geneva area.

ORDER  
BY  
NAME

HORNELL PILSENER appetizing light beer  
SCHWARTZENBRAU, a marvelous Bohemian-type  
Beer  
K. D. K. ALE, A Mellow Cream Ale

No. 14  
CLOVER  
STREET

**HORNELL WAREHOUSE**  
STAFFED WITH GENEVA MEN

PHONE  
6 2 2 0

### Lake Dries Every Decade

In the Gobi desert is White lake, called by that name because every 10 years it dries up and leaves a white salt surface.

THIS SPRING — NOW!  
"PLAN YOUR FUTURE"

## LAVERNE F. DARLING

Life Insurance and Annuities

Geneva Trust Bldg. Phone 2184

YES! We have . . .

"SKY CHIEF"

for motorists who want the BEST  
WEST END SERVICE

Mark Hopwood

Hamilton St. Geneva, N. Y.

FOR A WHITER WASH . . .

## "QUICK-WAY" WASHING FLUID

Bleaches - Deodorizes - Sterilizes -  
Removes Dirt - Disinfects. From your  
neighborhood store . . . or PHONE  
4507

## PATTI PRODUCTS CO.

77 Exchange St. Geneva, N. Y.

See . . .

## C. M. NAEGELE

-: for :-

## BODY and FENDER REPAIRS

Auto Refinishing - Welding - Brazing  
— Moderate Prices —

159 Lewis St. Phone 3342

## BAUMGARTNER'S FOOD STORE

Pacific Gold APRICOTS, 2 Cans.....	23¢
Fresh EGGS, direct from farm .....	25¢ doz.
Safco GRAPEFRUIT, No. 2 Can.....	9¢
Commandore GRAPEFRUIT, JUICE, No. 2 Can.....	9¢
Ivanhoe TOMATO JUICE — 24 oz. can .....	9¢
Queen Bess Golden Bantam CORN .....	9¢
Niagara VEGETABLE SOUP, Large Can .....	9¢
Swift's WOOL FLAKES, per Package .....	9¢

Top of Bean's Hill at Edge of City  
Plenty of Parking Space  
Phone 2546 We Deliver

## WE BUY OLD GOLD G. H. PRINCE

Watch, Clock and Jewelry Repairing  
— Picture Framing —  
20 Linden Street Phone 2685

## FOR A NICE STEAK MULVEY'S

OYSTERS, pt. .... 28¢  
COOKED FISH ..... 28¢ lb.  
70 N. Genesee Street We Deliver

## FOR ST. PATRICK'S DAY . . .

Get your CLAY PIPE and  
"TOBIN'S IRISH MIXTURE"—  
here—to help you celebrate the day  
H. F. FOX Tobacconist  
476 Exchange next Kirkwood Hotel (since 1870)

## MOTOR TUNE-UPS

and all  
kinds of

AUTO ELECTRIC and  
SPEEDOMETER WORK

BATTERIES and  
BATTERY SERVICE

## Auto Electric Service

Carl Cole Barney Hurlbutt  
Lake St. (rear Texaco Grille)  
— PHONE 2814 —

## ★ SCHINE'S GENEVA

FRIDAY  
SATURDAY  
March  
17 - 18

CHARLES  
LAUGHTON  
in

*The BEACHCOMBER*

with  
ELSA LANCHESTER  
Based on a story  
W. SOMERSET MAUGHAM  
A Paramount Release

Added  
March of Time  
Sport - News

SUN.-MON.-TUES.  
March 19-20-21



Shirley  
TEMPLE  
in  
*THE LITTLE PRINCESS*

with  
Richard GREENE  
ANITA LOUISE  
IAN HUNTER  
CESAR ROMERO  
Photographed  
IN TECHNICOLOR

Added  
"Heroes  
at Leisure"  
Cartoon  
News

On Stage PETE RENZI  
Thurs. and his  
Mar. 23 SWING ORCHESTRA



## RADIO FLASHES

by Ralph Le Brun

**CBS NOTES . . .** On April 3, after 11 years on the air, the far-famed team of Amos'n'Andy will move to CBS and a network of 55 stations . . . Bob Hope, Martha Raye, Fannie Brice, Matty Malnick's Band, Manny Klein and his hot trumpet, George Murphy and Oscar Bradley's Orchestra, whoop it up in the double-barreled musical revue "Zazuza", burlesque on the motion picture "Zaza", as Screen Guild's radio attraction on Sunday at 7:30 P.M. . . . Raymond Paige recently won a \$10 wager from announcer Dan Seymour by rattling off names of the 99 men in his orchestra in 15 minutes . . . Ted Collins of the Kate Smith show has one of the two "machine-gun cameras" in the United States. Mounted on a regular gun-butt, it was made for taking shots of the Olympic Games.

**NBC NOTES . . .** Skinnay Ennis, conductor on Bob Hope's show, Tuesday nights is a busy man. In addition to his broadcasts, Skinnay plays nightly at a Beverly Hills rendezvous for movie stars, makes records for RCA Victor, and is at present in production on Columbia Pictures' forthcoming "Blondie Steps Out" . . . In the first 13 weeks that "Information Please" has been on the air under commercial sponsorship, more than 1,000,000 questions have been received . . . Loretta Lee, the blues singer, will be featured during the Magic Key program Sunday at 2 P.M. (WHAM) . . . Ruby Newman and his orchestra, now in their fourth successive year in the Rainbow Room atop the RCA Building in Radio City, are being heard from that spot over the NBC on Monday, Friday and Saturday evenings . . . There was a time when \$9 a week was a princely salary for Frank Black, NBC's General Music Counsel. That was when



## IT WAS IN 1928 . . .

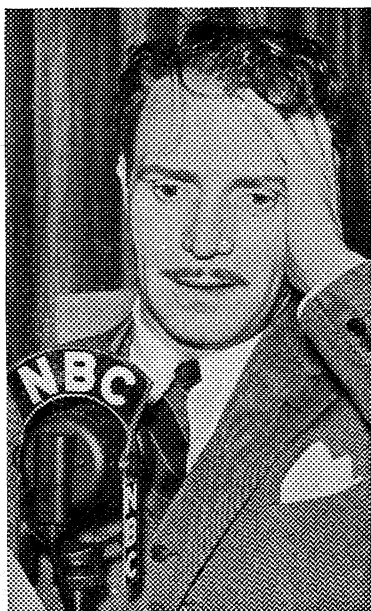
that I first advertised Radio Service  
In those days repairs were expensive,  
but not so today. For instance, tubes that  
then sold for \$3.30 to \$9.00, now sell at  
80¢ to \$1.50.

**RALPH LE BRUN**

225 High Street Phone 6257

## Engagement Rings of Iron

Engagement rings were made of iron in early Roman days, the gold ring for the occasion being introduced in the Second century.



This is what a barrage of questions can do to Hanley Stafford, the harassed "daddy" to Baby Snooks. Their question and answer section is a feature of NBC's Good News of 1939 program, heard Thursdays at 9 P.M. over WHAM.

## COMPLETE DINNERS . . .

(Week-Days) — Including Complete  
OLD FASHIONED CHICKEN  
PIE DINNERS ..... 40¢  
COMPLETE SUNDAY  
DINNERS ..... 55¢

## TEXACO GRILLE

Lake Street (just off Exchange)

he was 11 years old and played piano in a motion picture house seating 100 people.

For Positive Results Use The Community News

## JUST LIKE SPRING

. . . All the Time  
If You Air-Condition Your Home

**JOHN A. PONTIUS**

ROOFING - SIDING - METAL WORK  
90 Elm Street Phone 4575

## For SPRING BUILDING and REPAIRING

Cement - Plaster - Lime - Brick - Plaster Board -  
Flue Lining - Wire Lath - Corner Bead - Steeltax -  
Water Proofing, etc.

**P. O'MALLEY & SON FUEL and SUPPLY CO.**

'BLUE COAL' - SOLVAY COKE - FUEL OIL  
27 Castle St. Phone 2393 and 2373 261 Exchange St.

## SEE US!!

FOR GOOD USED CARS

Our stock is changing daily

Come in . . . tell us what you want. If we don't  
have it that day . . . the chances are we will have  
it in a day or two.

## IF INTERESTED IN TRUCKS . . .

Look these over

1937 CHEVROLET 1½ ton Stake  
1936 CHEVROLET Sedan Delivery  
1935 CHEVROLET ½ ton Panel

## Russell-Hart Chevrolet, Inc.

South Exchange Street Geneva, New York  
PHONE 6621

## Plan to Attend . . .

## the GENEVA MERCHANTS and INDUSTRIAL EXPOSITION

— Sponsored by the Geneva Kiwanis Club —

MARCH 22-25 (inclusive)  
STATE ARMORY GENEVA, N. Y.

ENRAPTURING EXHIBITS from ENTRANCE to EXIT!

## BEAUTY CONTEST !!

A Barrage of Bedazzling  
Beauties Bewitching to Behold

## AMATEUR CONTEST !!

Aspiring Amateurs,  
Ambitious and Amusing

## KIWANIS KWIZ !!

A Ketchy Kwiz for  
Kollege Knowledge

## STYLE SHOW !!

Scintillating Styles  
Shown Smartly

PLUS — At least 25 REASONS why everyone  
should attend — EVERY EVENING !

DOORS OPEN 7 P.M.

Adults 15¢ — Children 10¢

**Harry D. Tarbell**  
Accounting & Tax Reports  
Social Security Forms  
76 Castle Street Phone 6296

**DON'T LET  
WINTER-WEAK  
BATTERIES  
COST YOU MONEY**



**Buy A New  
Firestone  
BATTERY  
On Our EASY  
BUDGET PLAN**

The extra battery drain of starting cold motors, operating heaters, radios, lights, etc., results in Winter-Weak Batteries. Save money on possible battery repairs by changing over today to a Firestone Extra Power Battery. Get 35% quicker starting — longer battery life.

**ONLY \$1<sup>25</sup>  
Per Week**

**BUY ON BUDGET**

*Listen to The Voice of Firestone, Monday evenings over Nationwide N. B. C. Red Network  
Tune in The Firestone Voice of the Farm Radio Program weekly during the noon hour*

**Firestone**  
**AUTO SUPPLY & SERVICE STORES**  
**COMPLETE CAR SERVICE**  
Cor. Lake and Exchange Sts.  
PHONE 2323 J. H. Bindeman, Mgr.

**GET THE JUMP  
ON SPRING**



**IT'S TIME** to be up and doing!  
You can save money by being an  
"EARLY BIRD".

That means doing your fixing up, cleaning up and dressing up right now while prices are lower and service is better. Maybe you need some extra cash to complete your spring plans.

Our quick, convenient loan service is available for your money requirements. Loans on your own personal security and signature. Repayments arranged to suit your personal circumstances.

**LOAN SERVICE CORPORATION**

34 SENECA STREET, 2nd Floor — Over Keilty's Dry Goods  
PHONE 2334 "Loans made in nearby towns"

Licensed Pursuant to Article IX of the State Banking Laws

**Free Theatre Tickets!**  
**?? "NEWS" QUESTION BOX ??**

To each of the first three Geneva readers from whom we receive correct answers to the questions below we will mail a free ticket to Schine's Geneva Theatre; to each of the next five a free ticket to the Regent Theatre.

To each of the first two out-of-town readers sending correct answers, a free ticket to Schine's Geneva Theatre and to each of the next two a free ticket to the Regent Theatre.

- 1—Who offers a Used Washer at \$15?
- 2—Whose phone number is 5827?
- 3—Who advertises Brooms and at what price?
- 4—Whose phone number is 2686?
- 5—Who advertises Men's Suits and at what prices?
- 6—Who offers a \$59.50 Gas Range at \$20 off?

(Give addresses of advertisers when answering the above questions.)

**IT'S EASY!** To find the answers all you have to do is read the ads in this issue of "The News". Mail answers *at once* (not later than Saturday noon) to "Question Box", Geneva Community News, P. O. Box 146, Geneva, N. Y.

(No employees of publishers or printers of "The News", eligible).



# GENEVA COMMUNITY NEWS

P. O. Box 146

"AN ADVERTISING MEDIUM OF DISTINCTION"

Phone 2108

Issued Weekly on Thursdays

GENEVA, N. Y., APRIL 27, 1939

W. H. Davis, Manager

## Classified

PHONE 2108 about Classified Ads  
or leave copy at 76 Castle St.—  
(H. D. Tarbell's Office) opposite Post  
Office.

### AUTO SERVICE

FLATS REPAIRED—Tires and Tubes  
Vulcanized by factory trained work-  
men. Geneva Auto Co., 145 Castle St.

### AWNINGS

"WARDER" AWNINGS make the  
home complete. Estimates cheerfully  
given. Prices reasonable. Just phone  
6784—we'll bring samples. Warder's,  
114 Castle St.

### BUSINESS SERVICE

LET PEOPLE KNOW what service  
you offer and where they can reach  
you.

SEEING IS BELIEVING. For better  
shoe repairing at less money, come to  
Likenu Shoe Repair, 319 Main St.

DRY CLEANING, Pressing, Repairing.  
Free call and delivery service. Suits  
made to measure. Sam Hara, 70 Cas-  
tle St., Phone 6324.

PLUMBING and HEATING. Plumb-  
ing Fixtures. Estimates cheerfully  
given on any sized job. Phil Kelleher,  
86 Grove St., Phone 6162.

LET US ROLL YOUR LAWN—with  
2-ton power roller. Excellent job —  
reasonable rates. Place orders now.  
E-D-M Paving Corp., 94 Seneca St.,  
Phone 6209.

CALL COBLIO—for that waterproofing  
job. All done from the inside. Phone  
5718 or 6086 for free estimate.

FOR WATER PUMP REPAIRS —  
Service and New Pumps—See Charles  
Buchan, Seneca Castle. Phone Stan-  
ley 7-Y-14.

### FOR SALE—Miscellaneous

LIST HERE what you want to turn  
into cash. News classified ads get re-  
sults.

REAL BARGAINS in Electric Refrig-  
erators—both new and used. Gordon's  
Appliance Store, 351 Exchange St.,  
Phone 6625.

LET'S SEE HOW MANY OF YOU  
KNOW REAL BARGAINS WHEN  
YOU SEE THEM? Here they are  
and when we say LOW PRICES we  
really mean "LOW"—on these Close-  
out Specials:

One \$99.50 RCA Console Radio—  
(demonstrator) .....\$69.50  
One \$69.50 Philco Console Radio —  
(demonstrator) .....\$49.50  
One \$89.50 Used Electric Range — \$39  
One \$144.50 Philco Console Radio—\$65  
One \$39.50 RCA Table Radio —  
(demonstrator) .....\$32.50  
One \$49.50 RCA Table Radio —  
(demonstrator) .....\$39.50  
One \$39.50 Speed Queen Ironer —  
(1938 model) .....\$29.50  
One \$129.50 Andes Smooth Top Gas  
Range (one year old).....\$75  
One \$129.50 Andes Gas Range —  
(1938 model, like new).....\$75  
One Used Combination Oil and Coal  
Range (not installed).....\$25  
Several used Gas Ranges....from \$5 up  
Several used Ice Boxes...from \$3.50 up  
One used Kelvinator Refrigerator...\$30  
One \$149.50 New General Electric  
Range, only \$99.50 (not installed).

LARRISON'S

116 Seneca St. Phone 2056

### FURNITURE

SEE SCHULZ — for Furniture, Mat-  
tresses, Bed Springs, etc. Fine display  
of Nationally advertised makes — at  
reasonable prices. Schulz, 215 Main  
St. (next to Montgomery-Ward's),  
Newark, N. Y.

### PERSONAL

ANYONE knowing the whereabouts of  
my husband, get in touch with him  
quickly. Tell him to get 1 pint of  
Sherwin-Williams Enameloid decora-  
tive enamel for only 79¢ at Fairfax  
Bros. Co.—Mrs. Avery Housewife.

### REAL ESTATE

Buy, Sell, Rent—Thru "News" Classi-  
fied Ads. Others have.

FOR SALE—One-third interest in 3-slip  
Boat House on Long Pier. Geneva  
Auto Co., Phone 2614.

### SPECIALISTS

FEET HURT? Regardless of how  
many arch supports or other foot  
appliances you have worn, try one  
more thing—get a pair of famous  
Doctor Shoes for men or Free Tread  
Shoes for women. H. C. Weller, Foot  
Correctionist, 113 So. Main St., Phone  
780-M, Canandaigua, N. Y. (Free ex-  
amination.)

### SWAPS

WHAT would you rather have than  
what you've got? Why not try a clas-  
sified "Swap" ad in "The News".  
Leave copy at 76 Castle St. (H. D.  
Tarbell's office)—opposite Post Office.

### USED CARS

"SAFETY TESTED" USED CARS

1937 Olds Bs. Coupe, radio  
1937 Olds "6" Coach  
1936 Terraplane Coupe  
1936 Ford Tudor  
1935 Ford Tudor  
1934 Chevrolet Coupe  
1932 Olds "6" Sedan  
1931 Pontiac Sedan  
1930 Essex Sedan

MARSHALL MOTORS

Cor. Main and Seneca Sts.

### WANTED—To Buy

HIGHEST CASH PRICES paid for  
your old rags, scrap iron, newspapers  
and metal, delivered our yards. Also  
FOR SALE used pipe, I-beams, Chan-  
nels, angles, posts, and plates. Chas.  
Port, 224 West Union Street, Newark,  
N. Y.

### Trees

I think that I shall never see  
along the road an unscrapped tree,  
with bark intact, and painted white,  
that no car ever hit at night. For  
every tree that's near the road has  
caused some auto to be towed. Side-  
swiping trees is done a lot by driv-  
ers who are plumb half shot. God  
gave them eyes so they might see,  
yet any fool can hit a tree.

## COMING EVENTS

Thurs., Apr. 27—Grange Hall, Sen-  
eca Castle, 7:30 p.m.—Sample  
Bazaar, by Ladies of M. E.  
Church.

Thurs., Apr. 27—Eagles Hall, 8  
p.m.—Veterans of Foreign Wars  
Card Party and Smoker.

Thurs., Apr. 27—G. H. S. auditor-  
ium, 8:15 p. m.—Concert by  
Anna Kaskas, contralto, aus-  
pices Community Concerts  
Assoc.

Sat., Apr. 29—Hotel Canandaigua,  
12 o'clock, noon — Luncheon

Meeting, Ontario County Com-  
mittee on Tuberculosis and Pub-  
lic Health, Inc. Speaker, Dr. N.  
Stanley Lincoln, Supt. Mt. Mor-  
ris Sanatorium; Subject, Early  
Diagnosis in Tuberculosis.

Sun., Apr. 30—2 a. m.—Inaugura-  
tion of Daylight Saving Time in  
Geneva

Sun., Apr. 30—Woman's Bldg.,  
3:30 p. m.—Piano recital by In-  
termediate Students of Wm. S.  
Thompson.

Mon., May 1—Woman's Bldg., 1  
p. m. — Annual Luncheon and  
Election of Officers of Geneva  
Woman's Club.

(Continued on page 3)

SEE HOW THE NEW...  
GET THIS WEEK'S  
WASH FREE!  
SPIRALATOR HIGH TEST  
**EASY-OXYDOL**  
WASHDAY COMBINATION  
GETS CLOTHES WHITER . . . FASTER  
Phone for FREE home  
Demonstration Appointment

## EASY WASHER SHOP

"Geneva's Oldest Appliance Store"

471 Exchange St.

Phone 6323

We Specialize in All Sizes of . . .

## SEASONED HARD WOOD

— CUT AND DRIED OVER 12 MONTHS —

It's worth your while to drive  
up and see what we have.

SPLIT for KITCHEN RANGE  
Per cord, .....\$3.75  
delivered.....

CHUNKS FOR FURNACE —  
(any size you wish) \$3.25  
Per cord, delivered...

MILL WOOD —  
all sound and dry \$2.90  
Per cord, delivered...

KINDLING—Pine, Split fine—

Ready for use:

¼ cord, .....\$1.25  
delivered.....

½ cord, .....\$2.40  
delivered.....

SEASONED APPLE LOGS —

Best for Fireplace—No Limb  
Wood. Furnished in 14, 20 and  
24 inch lengths. \$3.75

Per cord, delivered...

ALL WOOD DELIVERED IN 32 CUBIC FOOT CORDS

PHONE  
6102

LESLIE E. HILTON

14 CLOVER  
STREET

## FREE ICE ... Beginning May 1st

... and through the month ... we are offering old and new patrons a very special premium with the  
CASH PURCHASE of our COUPON BOOKS.

50 Lbs. FREE ICE with each 500 lb. book at \$ 3.00  
100 Lbs. FREE ICE with each 1000 lb. book at \$ 6.00  
200 Lbs. FREE ICE with each 2000 lb. book at \$12.00

## STOP THE DRIVER OF THE WHITE TRUCK

for information regarding

"Coolerator" and McKee "Icedaire" Refrigeration

... which insures COLD - WASHED - HUMIDIFIED CIRCULATED AIR

"COLD ALONE IS NOT ENOUGH"

Ice Cubes in 5 Minutes

## C. J. BRADY

REFILTERED CITY WATER

## I - C - E

110 LAKE STREET

PHONE 2740

# THE COMMUNITY KITCHEN

Conducted by BETTY BROWN

For every recipe sent in by our readers and used on this page, we will mail the sender one ticket to Schine's Geneva Theatre.

Send yours to "Betty Brown," in care of Geneva Community News, Box 146, Geneva, N. Y.

Your name will not be printed, but names and addresses must accompany recipes.

## Chocolate Ice-box Cake

4 squares unsweetened chocolate  
 1/2 cup sugar  
 1/8 teaspoon salt  
 1/4 cup hot water  
 4 egg yolks  
 1 teaspoon vanilla  
 4 egg whites, stiffly beaten  
 1 cup cream, whipped  
 2 dozen lady fingers

Melt chocolate in top of double boiler. Add sugar, salt and water,

\*stirring until sugar is dissolved and mixture blended. Remove from boiling water; add egg yolks one at a time, beating thoroughly after each addition. Place over boiling water and cook 2 minutes or until thickened, stirring constantly. Add vanilla and fold into stiffly-beaten egg whites. Chill. Fold in whipped cream. Line bottom and sides of mold with lady fingers. Turn chocolate mixture into mold and place remaining lady fingers on top. Chill 12 or more hours in refrigerator. If desired add 1/2 cup finely cut walnut meats to chocolate mixture before turning into mold.

## Lemon Sponge Pie

1 cup sugar  
 1/4 cup butter  
 3 heaping teaspoons flour  
 2 eggs (separated)  
 1 cup milk, pinch of salt  
 1 lemon (juice and grated rind)  
 Put sugar in mixing bowl, add flour, melted butter, egg yolks, lemon juice and rind. Mix thoroughly then add stiffly beaten egg whites. Place in unbaked pie shell and bake in slow oven until knife comes out clean.

Mrs. C. M., Lewis St.

## Ham Waffles

1/2 cup minced ham  
 2 cups flour  
 1 1/2 cups milk  
 4 tsp. baking powder  
 3 tbsp. melted shortening  
 2 eggs, beaten separately  
 1 tsp. salt  
 Combine the melted shortening, the beaten egg yolks and the milk and add to the dry sifted ingredients. Fold in the ham and add to the stiffly beaten egg whites.

## FUR SAFETY

PROTECT YOUR FUR GARMENTS DURING THE SUMMER MONTHS

... by placing them in a cold storage vault at a temperature of 22 degrees above zero.

Garments insured against Fire, Theft and Moths to amount of declared value.

## LEBRUN'S FUR SHOP

REPAIRING and RESTYLING  
 Coats Made to Order a Specialty  
 38 Linden Street Phone 3461  
 — Work Called For and Delivered —

# DOROTHY GOES SHOPPING

Phone 3533 . . .

or address Miss Dorothy Frautz, c/o GENEVA COMMUNITY NEWS, for information regarding the "Dorothy Goes Shopping" columns.

## Permanents

Eugene . . . . . \$5.00  
 Frederics . . . . . \$7.50  
 My-Own Machineless Croquignole \$5.00

Good Oil Permanent . . . . . \$3.00  
 Croquignole or Combination End Permanent . . . . . \$2.50  
 Includes the new Baby Hair-Cut so necessary for the perfect "Hair Make-up".

Rose Beauty Shop  
 over Regent  
 Phone 5827

The petticoat has come to show not only when the skirt is coyly lifted, but all the time, in starched white or brightly patterned ruffles below dark day dresses.

Greeting Cards for All Occasions  
 You'll enjoy choosing from the large assortment of

New Greeting Cards  
 Wedding Anniversary, Friendship, Birthday, Convalescent, etc.  
 Select your "Mother's Day" Greeting Card, now!  
 McCarthy's Pharmacy  
 162 Castle St.

Playful accessories, in the spirit of *enfantillage*, which translates gayly into "childishness", include sheer white cotton stockings (if you have slim ankles and stout courage) to go with petticoats.

## Lace Tablecloths

Sizes 72" x 90" . . . 72" x 72"  
 60" x 80" . . . 54" x 54"  
 Prices, \$1.00 - \$1.85 - \$1.98 - \$2.98  
 \$3.25 to \$5.00

Kenwood Blankets (72" x 84")  
 \$6.95 \$8.90 \$10.90

Beautiful Chenille Spreads  
 \$2.98 \$3.75 \$4.90

Lynch's  
 479 Exchange St.

## SPECIAL CHI-NAMEL SEMI-GLOSS OFFER



VALUABLE  
 COUPON  
 This coupon and 89¢ entitles you to a \$1.00 can of velvet-finish, washable, durable

CHI-NAMEL COAT-O-LITE SEMI-GLOSS PAINT

—a sufficient quantity to re-paint the lower half of a 6' x 8' bathroom or kitchen.

BEARD'S 93 Castle St.

## Green Cab

24 Hour Taxi Service  
 Phone 6410

Joe Heffernan, Prop.

Special Rates for Weddings . . .  
 Funerals . . . and Out of Town Trips.

245 Main St. Geneva, N. Y.

Definitely new — tiny nosegays perched on ribbon bracelets.

## Furniture

Direct to you at factory prices! Living room suites, studio couches, easy chairs. Also fine work in upholstery or repairing done by skilled factory craftsmen.

Easy Payments Arranged!  
 Seneca Furniture Mfg. Co.  
 Geneva St. Phone 4990

You're just not ready for spring and summer if your wardrobe doesn't include a few washable frocks. Choose exhilarating styles and colors.

For expert  
 Watch and Clock  
 Cleaning . . .  
 Repairing . . .  
 and Regulating  
 you can do no better than trust an Expert.

G. H. Prince  
 Prince's Jewelry Store  
 20 Linden St.  
 Jewelry Cleaned and Repaired

Night time will see a froth of "party dress" mousselines, tulles and laces most often in white.

International Custom Clothes for men who are particular about their appearance. Have your Suit Tailored to Individual Measurements.

Ladies' Custom Tailoring  
 Suits Coats  
 Also, Cleaning . . . Pressing . . .  
 Altering . . . Relining . . . Repairing.

A. P. Petersen  
 476 Exchange St.

You'll notice a trend to clear pink make-up among the other enchanting manifestations of *enfantillage*.

Will you kindly mention the "Dorothy Goes Shopping" page of THE GENEVA COMMUNITY NEWS when making purchases from any of the advertisers in these columns?

## ART MEARNS

— TAXI —

Phone - - - - 2600

## CARPENTER and BUILDER

Frank M. Mowers

52 Jefferson Ave. Phone 5170

## JOE'S MARKET

216-218 Exchange St. Phone 2027

"A PENNY SAVED  
 IS A PENNY EARNED"

FRESH GROUND HAMBURG . . . . . 15¢ lb.

Tender CHUCK ROAST . . . . . 17¢ lb.

ROASTING PORK . . . . . 16¢ lb.

SIRLOIN or PORTERHOUSE STEAKS . . . . . 25¢ lb.

Boneless RUMP ROAST . . . . . 25¢ lb.

Fruits - Vegetables - Groceries  
 (Union Market)



## ENJOY YOURSELF . . .

THIS SPRING AND SUMMER

Don't spend your time in a basement slaving over a washing. Get out in the fresh air! It's easy! And inexpensive. Just send your laundry to "Finger Lakes" and make washday your fun day!

DAMP WASH 39c  
 10 lbs. . . . .

PHONE 2910 or 2112  
 for quick pick-up and Delivery Service

## RUG CLEANING—"Hild" System

Send your BLANKETS — PILLOWS — SLIP COVERS, etc. to us to be DRY CLEANED.

## FINGER LAKES LAUNDRIES, INC.

511 Exchange Street

and  
 FOOTE'S CLEANERS

GENEVA, N. Y.

## REGENT THEATRE

Thurs., Apr. 27—one day only: Alan Baxter in "My Son is a Criminal"; also "Now It Can Be Told"; Cartoon; Community Sing.

Fri.-Sat., Apr. 28-29 — George O'Brien in "Trouble in Sundown"; also Paul Kelly in "Within the Law"; Chapt. 8, "Lone Ranger Rides Again".

Sun.-Mon. — Jean Parker and Chas. Bickford in "Romance of the Red Woods".

Tues.-Wed.—Priscilla Lane and Wayne Morris in "Brother Rat"; also Ann Shirley and Roger Daniel in "Boy Slaves".

## HARRY M. MOYER

—: PRINTER :—

69 Oak Street

Phone 4797

## Harry D. Tarbell

Accounting & Tax Reports  
Social Security Forms

76 Castle Street

Phone 6296

FOR A NICE STEAK  
MULVEY'S

PHONE 2712

COOKED FISH .....28¢ lb.  
70 N. Genesee Street We DeliverBAUMGARTNER'S  
SERVICE STATIONFor Warm Weather  
Driving . . .

Let us drain the differential, transmission and crankcase of your car and refill with the Summer grade of Oils.

Our CHASSIS LUBRICATION insures the life of your car.  
Tires - Tubes - Accessories

Top of Bean's Hill at Edge of City

PHONE 2546

PUT IT ON  
WIPE IT OFF  
THE DIRT'S GONE!

DIC-A-DOO lifts out dirt. Saves scrubbing. Use on any washable surface.

PREPARED  
DIC-A-DOO  
acts like  
COLD CREAM

READY MIXED for daily use. Cleans like new—without effort. Put on—wipe off—dirt's gone! Excellent for the kitchen sink, bathtub, etc. Try it.



## BOOK NOTES

Contributed by the  
Geneva Free Library

*Reaching for the Stars* by Nora Walu, is an uncensored chronicle, indignant and compassionate, of her four years behind the Nazi barriars. The painstaking thoroughness with which this American woman writes of her experience in Germany carries a terrible conviction.

*Color Photography for the Amateur* by Keith Henney, is a practical book, telling how to make transparencies in color with Kodachrome, Dufaycolor, Finlay and Agfa color materials; how to make prints on paper by the Chromatone, Carbro, Wash-off Relief, and Colorstill processes; how to make separation negatives; how to make prints from Kodachrome and Dufaycolor.

*They Wanted to Live* by Cecil Roberts. The author takes one of the characters from "Victoria Four-Thirty" and sends him on his honeymoon to Paris. From there he and his fun-loving wife are plunged into the turmoil of the Nazi invasion of Vienna. The story is gripping in its intense emotion and tragic tension against a background of romantic frivolity.

*This Nettle Danger* by Phillip Gibbs, is the story of an American journalist who lived in England during the exciting, desperate days before the Peace of Munich. This is a timely novel of major importance.

Following are some of the new Western Stories recently purchased for the library: "Canyon of Death" by Peter Field; "Knights of the Range" by Zane Grey; "Marbelface" by Max Brand; "Gun Bulldogger" by Eugene Cunningham; "Rocky Bend" by Jackson Gregory; "Hopalong Cassidy Takes Cards" by Clarence E. Mulford; "Red Clark, 2-Gun Man" by Gordon Young.

Correct Answers to  
Last Week's "Question Box"

- 1—W. C. Demming Corp., 505 Exchange St.; Wallpaper.
- 2—Sawyer's, 78 Castle St. (Y. M. C. A. Bldg.); \$1.00.
- 3—Schulz, 215 Main St. (next to Montgomery-Ward's); Newark, N. Y.
- 4—McCarthy's Pharmacy, 162 Castle St.; "Early American".
- 5—Dorchester & Rose, Exchange St. at Seneca.
- 6—L. E. Hilton, 14 Clover St.

Geneva City Winners  
of Theatre Tickets in Last  
Week's "Question Box" Contest:

Harry J. Reas, 64 Elm  
J. Murphy, 81 Madison  
Mrs. Maud McConnell, 180 Genesee  
Mrs. M. E. Melious, 553 South Exchange  
Margaret Keebler, 100 West St.  
A. R. Batten, 109 Main  
A. W. Hall, 10 Genesee  
M. J. Kirby, 250 Washington

EXPERT WORK done on . .  
Women's and Men's Clothes

Altering, Repairing, Relining, Fitting

MRS. MARY PALERMO

(Formerly with B. Forman)

Phone 3750

116 E. North St.

## Out-of-Town Winners:

Arthur Christensen, RD 6, Penn Yan  
Harry S. Roe, RD 3, Waterloo  
Mrs. Earl W. Ferguson, Box 115, Seneca Castle  
Mrs. Marian Chase, RD 2, Geneva

## COMING EVENTS (contd. from p. 1)

Mon., May 1—Womans Bldg., 8:15 p. m.—Piano recital by Senior students of Wm. S. Thompson.

Thurs., May 4—Seneca Hotel, 7 p.m.—Friendship Dinner — Geneva Club.

Fri., May 5—Seneca Hotel, 6:30 p.m.—Annual Banquet, Rosary Society, St. Francis de Sales Church.

Sat., May 13—Western New York Apple Blossom Festival.

PORTRAIT COMMERCIAL  
AMATEUR SERVICE

## AYERS STUDIO

367 S. Main St.

Phone 2183

(Opposite Masonic Temple)

## SPECIAL

## Sunday Dinners

and

## Noonday Luncheons

Main Floor or Rathskeller

Rathskeller available for  
Banquets or Special Parties

## APPLETON'S

Seneca Street (next Geneva Theatre)

## Announcing a 10 per cent Discount . .

on ICE COUPON BOOKS—during the month of MAY (only)

2000 lb. Book—regular \$12.00—NOW \$10.80

500 lb. Book—regular \$ 3.00—NOW \$ 2.70

(Cash with order)

SPECIAL—Let us install a McKEE ICEDAIRE REFRIGERATOR in your home—10-day FREE TRIAL.

## GENEVA REFRIGERATING CORP.

"The Red Trucks"

E. F. WITTWER

Phone 2404

EVERYBODY'S  
Digging In!

Now is the time to rejuvenate the soil for a successful Summer Garden. Come in and see our selection of early Spring Garden Needs—at prices you can afford to pay.

SPADING FORK—  
4-tine, strap handle..... 98¢LAWN GRASS SEED—  
1 lb. .... 30¢  
5 lbs. .... \$1.25

FLOWER BOXES—made of rust-proof copper bearing galv. steel, French green finish  
30 inches long..... 89¢  
36 inches long..... 98¢

GARDEN RAKES—  
Bow type, 14-teeth..... 85¢GARDEN CULTIVATOR \$2.98  
High wheel, all attachmentsBAMBOO BROOM RAKES....19¢  
STEEL BROOM RAKES  
18 inches wide, 24-teeth.....98¢TESTED FLOWER  
AND GARDEN SEEDSLAWN ROLLERS—For Sale or Rent. Give your seeds a good start \$1.00  
by rolling them into the good earth. Size 18x24—water filled..per day

WE DELIVER AND CALL FOR ROLLER

"LOMA" The perfect Plant Food for Lawns, Vegetables, Shrubby. 1-lb. can....10¢; 5-lb. box....45¢; 10-lb. bag....85¢

## COONEY, WATTS &amp; COONEY

513 Exchange Street

HARDWARE

Phone 2170

Free Theatre Tickets!  
?? "NEWS" QUESTION BOX ??

To each of the first three Geneva readers from whom we receive correct answers to the questions below we will mail a free ticket to Schine's Geneva Theatre; to each of the next five a free ticket to the Regent Theatre.

To each of the first two out-of-town readers sending correct answers, a free ticket to Schine's Geneva Theatre and to each of the next two a free ticket to the Regent Theatre.

- 1—Who advertises Andes Ranges at \$75?
- 2—Who advertised Kenwood Blankets and at what prices?
- 3—Whose phone number is 2980?
- 4—Who advertises Coal at low spring prices and what kind of Coal?
- 5—Whose phone number is 3461?
- 6—Who advertises Washing Machines and what kind?

(Give addresses of advertisers when answering the above questions.)

IT'S EASY! To find the answers all you have to do is read the ads in this issue of "The News". Mail answers at once (not later than Saturday noon) to "Question Box", Geneva Community News, P. O. Box 146, Geneva, N. Y.

(No employees of publishers or printers of "The News", eligible).



## A NEW PAIR OF GLASSES

... or having the old lenses changed will help those with weak eyes to have a better outlook on 1939.  
**G. W. FLETCHER, Optometrist**  
 Castle St. - Opp. City Hall  
 Office Phone 2292 Residence 2044

GET YOUR CAR IN SHAPE  
FOR SUMMER DRIVING

Bring it to . . .

**CARL NAEGELE**

for BODY and FENDER REPAIRS  
or REFINISHING

159 Lewis St. Phone 3342

**JOHNSON**

Sea-horse OUTBOARD MOTORS

SALES and SERVICE

**Charles E. Cool**

61 Geneva St. Phone 2050

AUTO ELECTRIC  
SPEEDOMETER and  
BATTERY SERVICE

## We Don't "GUESS"

... WE KNOW

Our shop is equipped with the most complete Library of Authentic Electrical Circuits and Specifications of all Radio Receivers manufactured in the United States.

**GEORGE F. BRUZEE**

RADIO SERVICE ENGINEER

23 E. Castle St. Phone 6522



— 24 VARIETIES —  
WITH ALCOHOLIC CONTENT RANGING FROM  
13 TO 19% BY VOLUME  
"ONE FOR EVERY OCCASION"  
ASK FOR IT WHEREVER WINES ARE SOLD

**EMPIRE STATE WINE CO.**  
ESTABLISHED 1889  
PENN YAN, N.Y.



There are Greases  
and Greases —  
And Greasers and  
Greasers . . .  
But there is only one  
MARFAK —  
And only one place  
to get it . . .

**RICKELS**  
SERVICE STATION

Lake Street Phone 2920

Will you kindly mention the  
News when making purchases from  
our advertisers?

**THE FUNNYBONE**

## Day Ruined

Bridget: "Pat, my man, I'm going to die, and I want you to promise me one thing."

Pat: "Sure, Bridget, and I'll do that. What is it?"

Bridget: "I want you to have my mother in your carriage at the funeral."

Pat: "Well, Bridget, I promise, since it is your last wish; but I tell you it will spoil the day for me."

## Providing for Emergency

"Now," said the fussy woman, entering the taxi, "I wish you to be extremely careful. When you come to a crossing wait until the police tell you to go on; and if the streets are slippery drive very slowly."

"All right, ma'am," replied the driver, "and in case of an accident, which hospital would you like to be taken to?"—*Stray Stories Magazine.*

## Not Guilty

The inspector was examining the class.

"Who drove the Israelites out of Egypt? You," he said, pointing to a boy in the corner.

"Twasn't me, sir," replied the boy. "I only came back from the country last week."

## Encouraged Her a Lot

A little girl, on her first day at school, was found by one of the teachers in tears, says London Answers Magazine. "Why, dear," asked the sympathetic lady, "what's the matter?"

"They tell me," said the child between her sobs, "that I shall have to stay here until I'm 14."

Teacher patted her on the shoulder. "Cheer up," she said gently, "you're better off than I am. Just think, I have to stay here until I'm 65."

## No Way to Answer

Dan, hollering up pole: "Why don't you answer?"

Gip: "I did, I shook my head."

Dan: "Well, I couldn't hear it rattle all the way down here."

## Introductions

Patient in doctor's waiting room: "How do you do?"

Second patient: "Oh, so so. I'm aching from arthritis."

First patient: "Glad to meet you. I'm Rosenbaum from Chicago."

## Willing to Help

A Scotchman and his wife walked from their farm to the county fair, the wife laden down with a heavy lunch basket. Once arrived at the fair, he considerably turned to her and said:

"Ye'd better let me carry the basket now, Mary; we might get separated in the crowd."

## Expensive

Pat: "What is your charge for a funeral notice in yer paper?"

Editor: "Fifty cents an inch."

Pat: "Good heavens an' me poor brother was six feet tall."

GENEVA RADIO PROGRAMS  
OVER WMBO

Thurs., 7 p. m., Dance Music; 7:30, Health Education; 7:45, Jimmy Walsh Orch.

Fri., 7 p. m., Dance Music; 7:30, Mother and Dad.

Sat., 10:30 a. m., Morning Musicales; 10:45, Dance Music.

Mon., 7 p. m., Junior Sports; 7:15, The Kitchenaires.

Wed., 12:45 noon, Rotary Speaker; 1:15, Dance Music; 1:30, Donald Novis; 1:45, Ruth Brown; 7, Junior Sports; 7:15, Band Music; 7:30, Geneva Players; 7:45, Eventide Echoes.

WMBO Geneva studios are located in the Bolin Music House.

## Will You Kindly Mention

GENEVA COMMUNITY NEWS

When Making Purchases  
From Our Advertisers?

NOW IS THE  
MONEY SAVING  
TIME TO BUY

**'blue coal'**WHILE LOW  
SPRING PRICES  
ARE IN EFFECT**P. O'MALLEY & SON FUEL and SUPPLY CO.**

MOTOR STOKERS MASON SUPPLIES

27 Castle St. Phone 2393 and 2373 261 Exchange St.

**\$ — MONEY — \$**

deposited ON OR BEFORE

Wednesday, May 3

Will Earn Dividends from May 1

**Geneva Savings Bank**

24 LINDEN STREET

— "Put Your Savings in a Savings Bank" —

**"FERDINAND  
THE BULL"**

— IN OUR WINDOW —

**H. F. FOX**Tobacconist  
(since 1870)

476 Exchange next Kirkwood Hotel

## ROOFING

AIR-CONDITIONING

SHEET METAL WORK

**John A. Pontius**

90 Elm Street

Phone 4575

## WE BUY OLD GOLD

**G. H. PRINCE**

Watch, Clock and Jewelry Repairing

— Picture Framing —

20 Linden Street

Phone 2685

## Painting and Decorating

(Estimates cheerfully given)

**Fred Jardine**

PHONE 2730 41 SHARON ST.

## THIS WEEK'S SPECIALS!

## POCKET KNIFE

2 blade, large size, 39¢  
(69¢ value)—only.....

## WOOL SPONGE

Fine grade, large size..... 33¢

## PURE CHAMOIS

Oil-tanned, 39¢  
convenient size.....ALL KINDS OF GARDEN  
SUPPLIES, SEED, Etc.**DORCHESTER & ROSE**

Exchange St., at Seneca

## — NEXT WEEK'S SPECIALS!

## ZEPHYRTEX APRON

Strong, transparent, water and acid  
proof, grease proof, non-inflam-  
mable, easily cleaned; 19¢  
colors .....

## RAZOR BLADES

15 "Tru-Test" double edge, with  
bakelite "Blade Vault" Free. 29¢  
Outstanding value.....INSURANCE  
AND REAL ESTATE**FRANK A. SNYDER**PHONE 6359  
43 PULTENEY ST.  
GENEVA, N.Y.

DEPENDABLE SERVICE

● Attractive Used Cars  
● Attractive Prices

Come in—LET'S TALK IT OVER

## CHEVROLETS . . .

1937 Town Sedan (knee-action)  
1937 Coupe (knee-action)  
1936 Sedan  
1936 Town Sedan  
1936 Coupe (knee-action)  
1935 Sedan

Not the  
same  
ones  
we had  
in  
March

Several other lower-priced cars

## FOUR NICE LATE MODEL TRUCKS

1937 Chevrolet 1½ ton Stake 1937 GMC ½ ton Panel  
1936 Chevrolet Sed. Delvy. 1935 Chev. ½ ton Panel

**Russell-Hart Chevrolet, Inc.**

South Exchange Street

Phone 6621



H. V. Kaltenborn, veteran news analyst, whose comments are broadcast twice weekly, on Tuesday and Sunday, at 10:30 p.m. over the Columbia Network.

Read the classified ads.

**"ELTO"**  
**Outboard Motors**  
**\$29.50 up**  
 SALES and SERVICE  
**Auto Electric Service**  
 Carl Cole Barney Hurlbutt  
 Lake St. (rear Texaco Grille)  
 — PHONE 2814 —

**\* SCHINE'S GENEVA**

Friday-Saturday, April 28-29  
**BRAVO, SENORS!**  
**THE HOMBRE IS BACK!**

**"THE RETURN of the CISCO KID"**  
 with  
**WARNER BAXTER**  
**LYNN BARI**

SUN. - MON. - TUES.  
 April 30-May 1-2

**HI, FOLKS!**

We're millionaires now  
 ... and am I the all-American playboy! Get set for some grand fun!

**6th BIG HIT!**

**THE HARDYS RIDE HIGH**  
 LEWIS with MICKEY  
**STONE • ROONEY**  
 CECILIA FAY  
**PARKER • HOLDEN**

News ads get results.

## Attention Geneva Motorists !! MOTOR TESTING CLINIC

(Under direction of factory representative)

**NOW IS YOUR CHANCE TO GET YOUR MOTOR IN CONDITION FOR SUMMER DRIVING!**

ADJUST YOUR  
 CARBURETOR

**FREE**

ANY CARBURETOR  
 ANY MOTOR

Test Time About 15 Minutes

**FIRESTONE RAPID TEST** starts from the foundation of your motor for this testing and adjusting. We will tell you what causes hard starting, lack of pep and excess gasoline consumption. Drive in and let our representative adjust your carburetor—any make. We will try to increase your gasoline mileage.

AUTHORIZED UNITED MOTOR SERVICE

### Firestone Auto Supply and Service Stores

Cor. Lake & Exchange Streets

Phone 2323

COMPLETE CAR SERVICE

—:—

J. H. BINDEMAN, Mgr.

Washing — Polishing — Special Wheel Align and Brake Service —  
 Specialized Lubrication — Battery Service.



### RADIO FLASHES

by Ralph Le Brun

**NBC NOTES** ... On April 30, the first regular high definition television service in the U. S. will be launched by NBC. The subject of the first program will be President Roosevelt, delivering the opening address at the New York World's Fair. (Television receivers, for use within 30 to 50 mile radius of the transmitter are selling for \$250 to \$1000. Kits for home construction are priced at about \$150) ... More than 1800 pipes ranging from quarter-inch tubes to giants so large that a child can crawl inside, are built into the mammoth concert organ in NBC's Hollywood studios. The organ, installed in a special "floating" studio, is considered the finest and largest broadcasting studio organ west of New York ... Al Pearce, NBC comedian started out as an insurance salesman. He was anything but a high-pressure go-getter. As he tapped at doors or timidly rang door bells, he often muttered to himself, "I hope there's nobody home today, I hope, I hope, I hope." From that experience he conceived the idea of Elmer Blurt, the character whose "I hope, I hope" has become a national catchline.

**CBS NOTES** ... Hal Kemp, celebrating a reunion, starts his new "Time to Shine" programs on Tuesday, at 10 p.m. The reunion is the return of The Smoothies, Babs, Charley and Little, in a featured vocal spot ... Kaltenborn lectures in Buffalo, Saturday night, then hops a plane to Chicago for his regular Sunday broadcast ... Paul Whiteman's car has traveled more than 10,000 miles, yet the speedometer correctly registers 2,000. Reason: Its trips to Fort Worth, Tampa and Chicago have all been by train. Pop Whiteman always ships it along but seldom bothers to drive it ... Bobby Gibson, Ben Bernie vocalist, has received several screen offers after making tests last month ... A new educational and entertaining game known as "Kate Smith's Own Game-America" has been placed on exhibition at the Hotel McAlpin Toy Fair this week ... Kay Kyser returned to CBS airplanes from the Hotel Pennsylvania, with a new schedule of three late-evening dance programs weekly. Kay has just waxed the Dixon-Warren tune "Tears in My Inkwell" for Brunswick.

Will You Kindly Say —

**"I Saw Your Ad in the  
 GENEVA COMMUNITY NEWS"**

WHEN YOUR RADIO NEEDS  
 ATTENTION

Try our guaranteed repair service.  
 Any Make or Model. Reasonable  
 Prices. Sylvania Tubes.

**RALPH LE BRUN**

225 High Street

Phone 6257

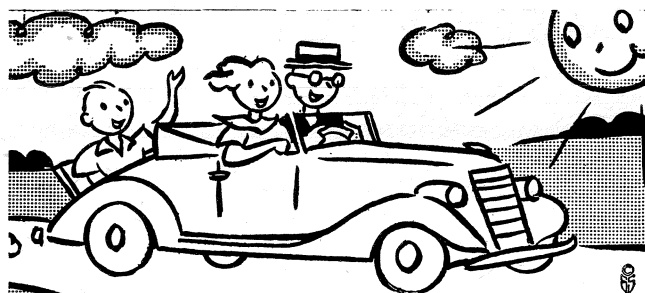
Complete Selection of all types of

### "TOP-HAT" ROOFING

We can offer you a Roof to suit  
 every taste and pocketbook

PHONE 2822 ... and our roofing expert will call  
 and give you a FREE ESTIMATE

**GEORGIAN BAY LUMBER CO., Inc.**  
 Railroad Place Geneva, N. Y.



## Don't Lose Your Car!

RE-FINANCE THE LOAN SERVICE WAY

If your present car payments are too heavy ... if you feel you've got to let your car go back to the dealer ... come in and arrange for re-financing on easy terms that you won't feel.

WE LOAN ...

**\$30 to \$300**

Come in and see how easy it is to get CASH for any worthwhile purpose! All interviews are held in private offices ... no one is informed of your loan ... and you repay in small amounts spread over as long a period as you wish ... up to

**20 Months to Repay**

PHONE ... CALL ... WRITE ...

**Loan Service Corp.**

34 Seneca St., 2nd Floor—over Keilty's Dry Goods

Phone 2334

"Loans made in nearby towns"

Licensed Pursuant to Article IX of the State  
 Banking Laws

Wonder how a lazy man can tell when he has spring fever?

**PUT YOUR TRUST IN LIFE INSURANCE**

and your Life Insurance in Trust

**LAVERNE F. DARLING**

Geneva Trust Bldg. Phone 2184

**YES! We have . . . "SKY CHIEF" for motorists who want the BEST**

**WEST END SERVICE**

Mark Hopwood

Hamilton St. Geneva, N. Y.

**-: A MAN'S STORE :-**

They're NEW . . . **TWEED SUITS**

Yes, they're new and beautiful. Grey mixtures . . . Brown mixtures . . . Three button . . . Two Trouser Tweeds.

**\$30.00**

And NEW . . . **COVERT SUITS**

You may have one suit or six, but 'til you own a new Covert Suit you are nude.

**\$30.00**

1,000 New Spring TIES  
65¢ 65¢ 65¢

**CASEY & SON**  
71 Seneca

**THIS and THAT**

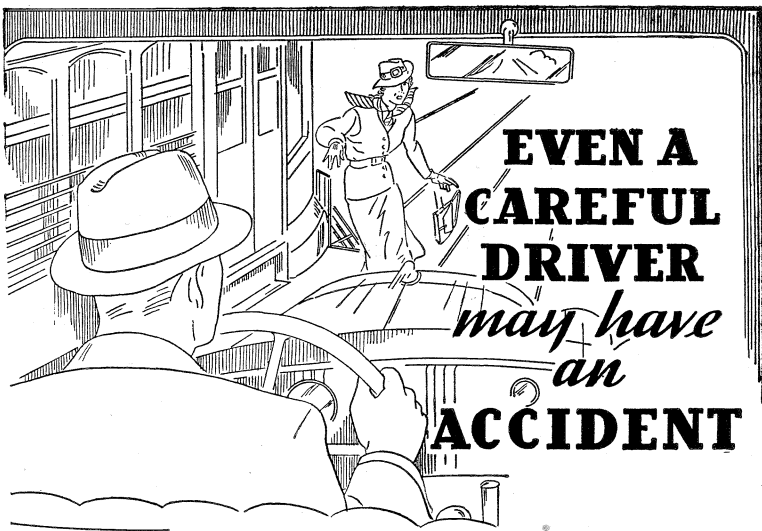
In a decision handed down by Supreme Court Justice William Love, last Saturday, the right of the City of Geneva to install parking meters was upheld. The decision denies the application of a taxpayer for a restraining injunction.

There will be no war—if people of good will, everywhere, will earnestly, sincerely, pray for peace—and "believe" that they have what they pray for. You don't believe this? Then you are not one of those to pray.

Referring to complaints that Genevans have no opportunity to vote on such vital decisions as daylight saving time, parking meters, concessions in Seneca Park, etc.—well, it's probably "consideration" on the part of our Common Council. They don't want us to be bothered every few days by having to run around and vote on this, that, and other things.

**ATTENTION, PARENTS!**

Group health examinations, under sponsorship of local P.T.A. units, for pre-school children are to be held next week, as follows: Cortland and High St. Schools—Tues., May 2; North St. School—Wed., May 3; Prospect Ave. School—Thurs., May 4, and Lewis St. School—Fri., May 5. Parents of pre-school children who have not been reached by their local "Round-up Committees" are asked to call Mrs. E. N. Harman, phone 2639, or Mrs. Rachel Palmer, phone 2279.



**Are You Protected by Sound Insurance at Lower Net Cost?**

You can be protected by sound automobile insurance through the Utica Mutual.

And you can have sound insurance at lower net cost—note the record of saving to our policyholders.

This Agency is at your service for full details of rates, types of insurance and convenient plans. Call us today.

**HARRY M. TOUHEY**

435 Exchange St. PHONE 2980 Geneva, N. Y.

**UTICA MUTUAL**

Insurance Company

UTICA, N. Y.

**20%** SAVING TO AUTOMOBILE POLICYHOLDERS FOR THE PAST TWENTY YEARS

**A Thrill . . .** FOR THE WHOLE FAMILY  
IN ONE OF OUR BETTER RECONDITIONED

TRADE NOW  
"Easy Terms"

**USED CARS**

EXCELLENT DEAL  
"Easy Terms"

YOU WILL ENJOY YOUR SPRING AND SUMMER MOTORING BETTER . . . "AND MORE ECONOMICALLY"

— Over 35 of These Fine Cars to Choose From! —

**This Week's Big Specials!**

1935 FORD DUMP TRUCK New Paint Looks Like NEW A REAL BUY . . . . .	1936 FORD PANEL TRUCK New Paint Low Mileage IT'S A BARGAIN . . . . .
<b>\$495</b>	<b>\$295</b>

1937 TERRAPLANE COUPE **\$495**  
Radio - Heater - Excellent . . . . .

230 Genesee Street

**Phillips Motor Co.**

Geneva N. Y.

APRIL — "INVITATION MONTH" —

for You to Drive the New

**Ford . . . Mercury . . . Zephyr**

**NOW! Buy Anything**  
TOTALING \$10.00 OR MORE ON

**Sears EASY PAYMENT PLAN!**

A New Service For Your Convenience



USE THIS COUPON BOOK AS CASH AT SEARS

By paying a small deposit you can get a book of coupons (\$10, \$15, and \$20 books are available). Pay the balance monthly, plus a small carrying charge.

**CATALOG ORDER OFFICE**

Saves time . . . Saves effort . . .  
Saves annoyance. Courteous clerks will show you samples, help you make a selection and write your order. No letter postage or money order fees.



**SEARS, ROEBUCK AND CO.**

479 EXCHANGE ST.  
Phone 6635 or 6636

**GENEVA, N. Y.**